PHONE WORLD

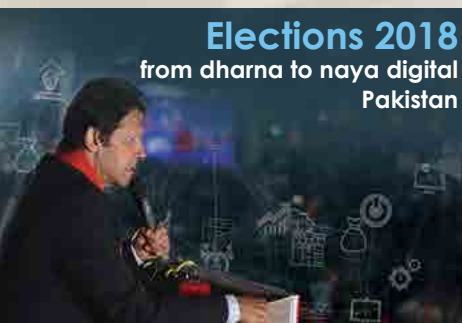# Interactive is playing an essential role in solving pressing issues of our society through technology

Dr. Shahid Mahmud

INTERACTIVE
GROUP

Elections 2018
from dharna to naya digital
Pakistan

Exclusive interview
Dennis Zhanglei
Country Manager,
Honor Pakistan

Device Review
TECNO
Camon X Pro

Letters to the Editor

Hi Editor,

It was most enjoyable to read your fine article on "Veon App" in the June 18 issue of Phoneworld Magazine. I totally agree with the viewpoint that Veon took haste in launching its half-baked app, although the idea of an internet platform is really amazing. Let's hope that VEON will soon get on the right track and re-launch its app with all great features.

Altaf | Lahore

Dear Editor,

I am your keen reader from Peshawar and I really like your magazine. I have just one request, kindly write some article about IT developments in our KP province. A lot great initiatives have been taken in KPK over the years; our whole governance system has improved due to all the tech interventions. We, the people of KPK are very proud of these IT developments and really want you to highlight these achievements in your esteemed magazine.

Regards,

Jamal | Peshawar

Dear Editor,

Just received my Phoneworld Magazine [June 2018]. I am always awed by the news from Tech. I am a regular reader of your magazine and I must say that you guys have improved so much over the years. The content, design, and distribution have greatly improved.

Keep up the good work...!!!

Best Regards,

Sumaira | Faisalabad

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Adnan Khan
Managing Editor

Dear Readers,

Pakistan has gone through a major political change where a relatively newer party has overthrown the years old parties to take charge of the country. People have high expectation from Pakistan Tehreek-e-insaaf and consider its victory a historical event for the nation. Digital development has been one of the top agendas of PTA right from the start therefore, the ICT industry is also hoping for a better digital landscape in the future. In our feature article, "Elections 2018: From Dharna to Naya Digital Pakistan" we have discussed in detail what digital ambitions PTI has and how it will achieve them.

For any industry to flourish, government support is of crucial importance. By supporting national businesses, a government can strengthen its political and economic position on the global stage. In our article, "Why Government Needs to Invest more in Technology?" we have highlight the role government can play in expanding ICT industry to improve the socio-economic situation of our country. Is social media a bane or a boon? It is a topic that is under discussion for many years now. Proponents of both views put forward many solid arguments every now and then to validate their argument. We have tried to create a balanced analysis of how successful social media has been so far in creating social good for the society in our article, "Social Media for Social Good".

Honor smartphone brand has emerged as a separate entity that targets the younger market segment of the society. We got a chance to interview the Dennis Zhanglei-Country Manager Honor, to find out the aspirations and inspirations behind the brand. Our current issue also includes an exclusive interview of Shahid Mehmud, the CEO of Interactive Group. With his three decades of experience in the industry, he is truly an inspiring personality for the young entrepreneurs.

Like always, smartphone 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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PHONE WORLD

Issue 33

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Elections 2018
From Dharna to Naya Digital Pakistan

By Rizwana Khan

The all-rounder cricket legend turned politician, Imran Khan, and his Pakistan Tehreek-e-Insaf (PTI) claimed a monumental victory in Election 2018. With his unwavering efforts of 22 years, Khan finally managed to break the status quo, a great moment indeed for all us who wanted to see the change in decades old political system that has crippled our country for years. Now that PTI is finally in power, everybody is eager to see how it will build a Naya Pakistan.

PTI's Party manifesto is full of ambitious plans and promises that have the potential to reform the socio-economic conditions of Pakistan. Being part of the ICT industry, we are more interested in how PTI's government will reshape the ICT industry. During its government in KPK, PTI did an outstanding work at technology front. KPITB progressed by leaps and bounds in the last five years under the supervision of PTI government.

During its government in KPK, PTI did an outstanding work at technology front

KPITB envisioned creating more jobs; better services and improved governance through ICT and accelerated digitization in all sectors. KPITB focused on four areas of digitization:

- Digital Access
- Digital Governance
- Digital Skills
- Digital Economy

Under these four areas a number of projects were initiated that improved education, health, entrepreneurship, agriculture and law and order situation in the province. A number of IT parks were also built in Peshawar and Abbottabad. The overall situation of IT improved substantially under PTI's government in KPK. Now that PTI is the ruling party of the country, all eyes are on it to see what it will do to solve the impending crisis in Pakistan.

PTI is considered as the party representing youth therefore, Digital Pakistan has been the top priority of PTI right from the start. Prior to election 2018, PTI also launched its first major digital policy aimed at transforming Pakistan into a knowledge economy. The policy encompasses three main objectives; creation of more jobs for youth, enhance country's IT exports and promote E-governance to control corruption. The long term goals of the policy cover everything from education, infrastructure, financing to global market access. According to Asad Umar, the leader of PTI who presented the Digital Policy, around 115,000 youth was working in IT industry, if efforts are made in the right direction this number could be further enhanced. PTI aims to award special scholarships to IT students. He promised that once PTI is on power, the country's IT related exports would be enhanced from the current $2 billion to $10 billion under the digital policy. Similar ideas were outlined in its party manifesto.

The Digital Policy encompasses three main objectives; creation of more jobs for youth, enhance country's IT exports and promote E-governance to control corruption

Since IT is at the core of all socio-economic developments, PTI has planned an exclusive overhaul of the IT sector of the country. Besides that, there are also number of other initiatives as well that PTI plans to introduce that will directly or indirectly impact the digital journey of the country.

Turnaround IT sector to build a knowledge economy

Making Pakistan a knowledge based economy through digitation is one of the top primacies of PTI. Boosting the IT exports with a cross-cutting strategy driven from the centre, improved infrastructure, uplifting human capital, supportive tax policies, incentivizing innovation and encouraging entrepreneurship are included in the plan of action to turn around the IT sector. To make Pakistan a competitive market in the international arena, PTI aims to take following measures:

- Establishment of a Knowledge Economy Authority with cross-sectional powers across government departments to end fragmented approach

- Ensure a forward looking regulatory and tax regime to make room for new business models and innovation.

- Adoption of a central strategic direction towards digitization

- Digital Transformation Initiative Programme for digital infrastructure

- Citizen services and other e-government programs

- Creation and implementation of the National Digital Policy to ensure privacy, security, standardization and data sharing across all stakeholders

- Creation and implementation of a regulatory and legal framework to enable Open Government Data and platform for shared services.

Making Pakistan a knowledge based economy through digitation is one of the top primacies of PTI

- Establishment of a National Outreach Scholarship Programme to identify best minds and fully fund their placement in the top institutions

- Increased access to international markets with a favorable visa regime and improved business development through our embassies to boost exports.

Institutionalize E-Governance practices in public administration

PTI plans to digitize all government working process in order to fix inefficient data collection systems, record keeping, intra-coordination between various departments, black economy, tax evasion, and bureaucratic hurdles in solving public issues in federal and provincial levels.

Make Pakistan business-friendly

PTI promises an enabling and supportive environment to businesses that show interest in Pakistani market.

If PTI successfully transforms its government in to digital platform it will make public institutions more inclusive, effective and transparent

Revival of manufacturing industry and growth of SMEs will also be the top priority of PTI government. The new government plans to establish SME incubators across Pakistan that will Improve access to funding, introduce advanced technology to facilitate innovation, provide better transport & warehousing facilities, partners for joint ventures, cost sharing solutions, and technical assistance on tax, legal and regulatory compliance.

Besides that, the manifesto also outlines various incentives for SME businesses as well. A ten-year incentive plan for rapid growth of the SME sector will include tax holiday on new investments for the first 3 years and 50% tax rate in next 7 years, and a withdrawal of minimum tax on turnover for the first 3 years and then tax at half the rate for the following 2 years. Whereas, export-oriented sectors and allied industries will be 100% zero rated and install a mechanism for faster refunds on income and sales tax.

Challenges

Digitizing public services is an urgent need for governments around the world today. It can not only help businesses to flourish but it also increases citizen engagement and economic growth. If PTI successfully transforms its government in to digital platform it will make public institutions more inclusive, effective and transparent. But digital development is not a quick and easy task, at every stage of this development governments have to overcome many barriers.

Despite being a booming IT nation, the digital divide persists in Pakistan

This not only includes technical challenges alone rather the cultural challenges also hinder collaboration within and between government organizations at local and national levels. In order to take full benefits of digitization, the government has to take care of substantial regional disparities.

Despite being a booming IT nation, the digital divide persists in Pakistan. Migrating to digital government before all citizens have the basic awareness and Internet access could potentially widen the gap, rather than closing it. Therefore, a key challenge that PTI government will have to deal with is creating awareness and educating people about the benefits of digitalization which is huge task in itself.

Rebuilding PTA and FAB on new and advanced trends is highly important in order to make Pakistan a digital nation

Another great challenge that PTI has to face in making Pakistan a digital nation is financial issue. Pakistan's external debt has increased to 91,761 USD Million in the first quarter of 2018. Government budgets are already chronically constrained and in such crucial financial conditions sparing a large portion of budget for digital projects would be quite difficult for the PTI government. It will have to come up with a very effective financial model especially for large scale and more sophisticated services.

Protection of personal data and privacy of citizens is also crucial for digital government projects. PTI government will have to work on two aspects of data protection- privacy legislation and deploying the most advanced security technologies. Besides these two major aspects talent

acquisition will also pose a serious task. You cannot design, implement or operate any digital project if you don't have a skilled workforce. PTI will need to bring young blood in the IT Ministries and Pakistan Telecom Authority (PTA) in order to enable innovation and creativity. Unfortunately, the people and processes in the Ministries and Regulatory bodies are not well-versed with the new trends in IT & Telecom nor they are motivated enough, therefore; they they are unable to understand the importance and push for digitization. PTI government should not only give scholarships to students, but it should also train its senior officials, public sector workers, and private organizations. Government workers need to be trained and retrained to adapt to the changing environment.

The developments in IT are not possible if the telecom sector is not given the due importance as broadband is at the core of all technology revolution

Collaboration with ICT service providers and universities will be the key in this regard. Such steps will significantly boost the digital literacy and pave ways for further growth.

In order to improve the ICT industry, PTI plans to introduce a rounded approach which actually is the need of the time. You can't change only few aspects of the industry and then except grand result. In order to achieve all of its targets, PTI should go for a complete

transformation of PTA and Frequency Allocation Board. The PTA has been left disorganized by the previous Government for quite some time now and is in urgent need of a complete authority to take critical development decisions. The complexity and fast pace technology changes have made the role of regulator even more important.

Previous governments took years to introduce a single policy, if PTI government also took the same liberty, it won't be able to achieve its goals

Policy makers are forced to respond with better and improved regulatory frameworks in order to foster both innovation and fairness. Therefore, rebuilding PTA and FAB on new and advanced trends is highly important in order to make Pakistan a digital nation. Selecting the right Minister for IT & Telecom and his team is of crucial importance because they are the ones who are going to set the Telecom & IT directions for the country that could turn the wheel of our economy. Unfortunately, the newly elected Minister of IT & Telecom, Khalid Maqbool Siddique does not have an IT back ground for which PTI is facing much criticism. We will have to wait to see how he is going to handle this criticism and his new position.

The developments in IT are not possible if the telecom sector is not given the due importance as broadband is at the core of technology revolution. PTI

government will have to show full support to the telecom industry. Providing a favorable environment to existing Telecom & IT players will send the right message and attract new players that will accelerate the adoption of technology in the country. The regulatory bodies have to make available new spectrum at an affordable price rather than sitting on this sacred resource without any initiative of moving forward with the digitization agenda.

PTI has vowed to bring a holistic digital policy to solve all the issues related to the ICT industry, but developing a progressive policy is not an easy task, it requires a lot of research and commitment. Previous governments took years to introduce a single policy, if PTI government also took the same liberty, it won't be able to achieve its goals. PTI Government needs to review the current laws and regulations to clear the way for the use of new technologies in both the public and private sectors.

It has been an amazing journey for PTI, from dharna on roads to the ruling party in the Parliament

Industries around the world are preparing for 5G even Pakistan has high hopes of moving to the next generation of technology by 2020 but in order to do so, we need to take the right decision at the right

time and for that, we need a futuristic approach. Political commitment can play a key part here. Our industry needs a long-term vision as the ICT investments made today will benefit in future. PTI government will only be able to achieve its goals when it sets clear and investment friendly policies, make investment in ICT infrastructure, adopt open platforms and secure participation from both public and private sector otherwise, its plan and ambitions will not see the light of the day.

PTI has a great chance to fulfill its promises of stronger, corruption-free and progressive nation through digital revolution

Politics in Pakistan has been a roller coaster ride, a lot has happened over the last decade, new parties were formed and political affiliations were changed. In all of this, Pakistan Tehreek-e-Insaaf (PTI) has been the most active political party over the years. It brought many new trends in Pakistani politics, dharna, use of social media and technology being few of them. We covered these trends in one of our articles of Phoneworld Magazine as well. It has been an amazing journey for PTI, from dharna on roads to the ruling party in the Parliament. Looking at the future, how PTI will move forward is something everyone is looking forward to. 21st century belongs to the world of ICT; it is the century of knowledge, technology advancements and sustainable development. PTI has a great chance to fulfill its promises of stronger, corruption-free and progressive nation through digital revolution.

What makes **Pakistan** a great location for tech business?

By Rabia Naureen

L et's begin with the facts; Pakistan has a successful IT industry that is being run by young and energetic IT professionals. The youth is eager to turn their ideas into businesses and emerge as successful global entrepreneurs. According to an article published by Indian Magazine Outlook India, Pakistan is gradually grabbing its share of the pie by taking over low paying IT jobs from India. In a recent event 125 remote jobs were shifted from Noida (India) to Islamabad by the US based IT company. A $3.5 billion Pakistan's IT industry is growing at a rapid pace, as it is expected to grow 100 percent during the next 2-4 years. The IT industry of Pakistan is growing at a rate of 20 % per year that is more than India. Pakistan was declared as "The Next Software Hub" by New York Times in 2015.

Looks like Chinese investors have already seen the potential in the Pakistani industry; the e-commerce giant Alibaba has signed a MoU with the Ministry of Commerce.

According to an article published in Indian Magazine Outlook India, Pakistan is gradually grabbing its share of the pie by taking over low paying IT jobs from India

Alibaba aims to invest a huge amount of $400 million in the e-commerce industry of Pakistan

and want collaboration in the IT sector as well. According to Outlook India, China is repeating the history of US investment in the Indian IT sector in the form of China Pakistan Economic Corridor (CPEC) that resulted in a significant investment in Pakistan.

Pakistan has a huge urban consumer population of about 75 million people, and out of those 50 percent of the population is in the age group of under 20 years

Based on the recent facts the entrepreneurs have realised the advantages of doing business in Pakistan, low risk being the main factor out of all. The typical outsourcing destinations that are chosen by the international IT companies have numerous problems such as lack of overall quality improvement, continuous increase in prices, and inflexibility. Most of the businesses are smart enough to choose Pakistan as an outsourcing destination, as Pakistan is able to deliver the value that is being demanded by the businesses.

INFLUENCING FACTORS

Pakistan is recognized all over the world for its talented software developers and engineers. With about 1280 registered IT companies and availability of 360,000 talented software developers, Pakistan has gained the interest of global investors in the past few years. Pakistan has a huge urban consumer population of about 75 million people, and out of those 50 percent of the population is in the age group of under 20 years. So, that is a huge target segment for the investors.

The internet users have grown rapidly over the past few years, as of now there are more than 25% internet users among the total population and the mobile internet users

are 56 million. Due to the availability of 3G and 4G mobile networks and a decrease in the cost of smartphones, about 51 % of the population will reportedly be using internet by the end of 2020 (source Statista).

The government in collaboration with the Ministry of IT is taking necessary measures to facilitate the investors in starting a new businesses by providing a better business environment. Now they can easily get business credit from the banks, register a new business, and trade overseas. During their initial years, some other platforms are also supporting start-ups and entrepreneurs.

Start-ups now have a great support network (including the government and the universities) that is available to facilitate them. Currently, 16 incubators and 4 accelerators are working in Pakistan that are encouraging start-ups by providing co-working space, coaches and mentors, and business programs.

Some big companies have invested a huge amount in marketing for targeting the reluctant Pakistani consumers so that they are comfortable in having online transactions. A huge million dollar investment into the electronic payment infrastructure that was initially pervasive is soon going to gain the interest of some other major investors.

A number of successful entrepreneurs are now returning from abroad to seek benefit of the improved business conditions in Pakistan

A number of successful entrepreneurs are now returning from abroad to seek benefit out of the improved business conditions in Pakistan. They are providing mentoring to the start-ups and opening new doors for them.

By Rizwana Khan

Young and aspiring entrepreneurs are gradually realising the massive equalizing power of the internet. Using online channels will enable them to enter into the market of billions. Investors find it easy to start a tech business in Pakistan as compared to any other business that can face issues from the bureaucracy. Currently, Software exports in Pakistan are enjoying a tax holiday.

INVESTORS FIND IT EASY TO START A TECH BUSINESS IN PAKISTAN AS COMPARED TO OTHER BUSINESSES THAT FACE ISSUES FROM THE BUREAUCRACY

The cost of starting a technology business is relatively quite low. That is because of various reasons including; Availability of massive distribution channels like Facebook and PlayStore; the access to cloud computing platforms is very easy; Online marketing campaigns targeted towards specific consumers can be created; availability of freelancers at an inexpensive rates for specific development tasks; and the products and services can be improved based on the quick feedback of the customers.

THE GOOD SIGN FOR PAKISTAN'S IT INDUSTRY IS THAT START-UPS ARE NOW BEING PROMOTED BY THE BIG BUSINESS GROUPS IN PAKISTAN

Keeping in mind all these points, it seems that Pakistani technology industry will be a giant global business in the next few years. Investing a bit of capital can lead to a huge revenue generation in the long run.

RECOMMENDATIONS

Pakistan still needs to take some major steps in order to support start-ups and entrepreneurship. Corporations should establish a commercial partnership with the start-ups. Universities need to bridge the gap by collaborating with the IT industry. Investors should hire international investment professionals who can help them establish a link with the international market. Entrepreneurs should initially work to grow their customer base instead of focusing more on revenue generation while government should also take some measures to encourage investment in the IT sector.

TAX EXEMPTION REGIME SHOULD BE INTRODUCED FOR RISK-TAKING START-UPS, SMART CITY PROGRAMS SHOULD BE INITIATED, AND INVESTMENT IN THE IT EDUCATION SHOULD BE INCREASED TO COMPETE WITH THE OTHER EMERGING MARKETS IN THE WORLD

Tax exemption regime should be introduced for risk-taking start-ups, smart city programs should be initiated, and investment in the IT Education should be increased that will enable us to compete with the other emerging markets in the world. In a nutshell, Pakistani tech industry can be considered a gold mine of opportunities for both local and global investors. That is because of the cheap equity, portable assets, global exit opportunities and cloud platform for operations. The good sign for Pakistan's IT industry is that start-ups are now being promoted by the big business groups in Pakistan. Those local investors who are looking for big revenues and are able to take risks should grab this tremendous opportunity.

TECH TWISTS

The first iPhone didn't have an App Store

A smartphone without apps such as Facebook and Snapchat may seem unthinkable now, but the first iPhone (launched in 2007) didn't offer an App Store - all the apps installed on the device were Apple's own. The next year, the iOS App Store was launched alongside the iPhone 3G.

Amazon chose its name because "A" is early in the alphabet

Founder Jeff Bezos chose the name because at the time Yahoo listed its search results in alphabetical order. The company's original moniker was Cadabra (as in "abracadabra") but apparently this was too close to "Cadaver" and so the switch was made.

Apple and Microsoft were once partners

When the first Apple computers were being developed in the early 1980s, Microsoft was working on several important programs for them. Only when the two companies began producing their own graphical operating systems (now Mac OS and Windows) did the rivalry truly begin.

Internet and World Wide Web are two different concepts

Although the World Wide Web is often referred to as the Internet, the two are not the same thing. The Internet is a huge network of networks that links computers together all over the world using a range of wires and wireless technologies. The World Wide Web is the collection of linked pages that are accessed using the Internet and a web browser.

RoboTaxi is a reality now

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.

OPPO Find X
A Visual Revolution

By Shaheer Riaz

Display

Oppo Find X has 6.4 inch front screen with a curved edge, AMOLED display and a Panoramic Arc screen. It has an edge to edge display which is similar to Samsung Galaxy S9 and S8 devices. Oppo Find X doesn't have curved edges like Samsung Galaxy S9 but Oppo has used a lightning display for notification. It is similar to Samsung Galaxy S9 but still, Oppo definitely did a better job.

It has 480 dpi that makes both text and images sharp furthermore, the display is very bright and eye-catching. The curved edges of Oppo Find X work better for reflections and the display screen doesn't catch smudges quickly.

Design

OPPO Find X has 80 percent screen-to-body ratio with a small bottom bezel and a notch housing the front camera. It has a smooth surface with a classic design that makes it so elegant. The back body is totally flawless with its neat and clean look and no fingerprint sensors and dual camera lenses. Everything in Oppo Find X has premium quality design. Even its SIM tray is designed beautifully with a clip on it to hold the SIM.

It has a 3D camera that works like a biometric authentication system. The Pop-up camera works like a car window system when you open the camera, camera window automatically rises up. You can close the camera by pushing it down but the more feasible way is to close the camera automatically shut down the window. Its pop-up window runs on a motor and it makes a little whirring sound.

Camera

Oppo Find x has 3D stealth camera that opens a bunch of sensors that let users unlock it. Oppo Find X has a very good display for face detection and the system is very quick and you don't miss fingerprint authentication at all.

The Oppo Find X is packed with a dual camera lens of 20MP & 16MP whereas, the front camera has 25MP lens. It uses an AI mode that changes the scene modes depending on your viewfinder. You can turn it off from the beauty recognition mode and when you do that, auto scene recognition also turns off. Its auto-focus is the best part of the camera that performs superbly in daylight plus, it makes very sharp images with little-saturated colors. All these things make the image livelier. Oppo Find X gives brilliant results in daylight shooting and very good blurry effect in portrait mode.

The selfie camera of Oppo Find X is way better than the back camera and it takes awesome selfies in all conditions.

Network Connectivity & Battery

Oppo Find X is a 5G enabled device. It is also enabled with Wi-Fi, Bluetooth and USB connectivity. The powerhouse of Oppo Find X is packed with a fixed Li-ion battery of 3730 mAh.

Dual: 16 MP (f/2.0) + 20 MP (f/2.0), phase detection autofocus, OIS, dual-LED dual-tone flash

Non-removable Li-Ion 3730 mAh

Weight 186 grams

Dimensions 156.7× 74.2×9.6mm

6.4 inches Display

Octa-core (4×2.8 GHz Kryo 385 Gold & 4×1.7 GHz Kryo 385 Silver)

Hybrid Dual SIM (Nano-SIM/ Micro-SIM, dual stand-by)

Android 8.1 (Oreo)

PKR.129,999/-

64/128 GB ROM 6/8 GB RAM

Qualcomm SDM845 Snapdragon 845

Good

- 5G technology
- Innovative design
- Pop-up camera
- AI technology

Bad

- Too pricy
- Delicate

Final Verdict

Oppo Find X is a great device with new technology of pop-up camera and 3D stealth camera. The other features are also up to the mark but its price is way too high.

By Rizwana Khan

Interactive is playing an essential role in solving pressing issues of our society through technology

Dr. Shahid Mahmud, CEO INTERACTIVE GROUP

Dr. Shahid Mahmud (SM) has a PhD in Computer Sciences from Coventry University, United Kingdom. He holds a Master's degree in Defense & Strategic Studies from National Defense University, Islamabad and an Engineering Degree from NED University, Pakistan, along with more than 31 years of professional experience in the field of ICT. He has served on various federal committees of the Government of Pakistan addressing the formulation and implementation of the National Telecom and IT policies. Dr. Mahmud is 2016 Distinguished Eisenhower Fellow. He is also a Senior Fellow, Global Think Tank Network (GTTN) and Co-Chair for ICT on the Corporate Advisory Council of the National University of Science and Technology (NUST). He is active in several philanthropic activities, working with youth-oriented and community service projects such as Buraq Planetary Society, TRUCE, Begum Mehmooda Welfare Trust and Zubaida Khaliq Memorial Free Hospital.

He is the founder director and shareholder of Paktel Limited, Indus Vision, Pak Globalstar (Pvt) Limited, SHOA (Pvt) Limited, and Shaheen Pay TV (Pvt) Limited. He has also served as a Director of Askari Bank for over six years.

In recognition for having spent his entire career in promoting IT in Pakistan, Dr. Mahmud was given the Lifetime Achievement Award: at the 12th Teradata National IT Excellence Awards for 2014.

We have designed and deployed the largest number of data centers in Pakistan, and established a niche for developing some of the most complex business automation and data analytics softwares in Pakistan

Phoneworld team (PW) had the pleasure of interviewing him; here is what he had to say.

PW: How Is Interactive different from its competitors?
SM: Our differentiator is quite evident from our motto 'Fulfilling Hope'. Our society is faced with unique challenges, and Interactive plays its role by solving the pressing issues of our society through technology solutions. Our products and services are inherently innovative, creative and user centric. Also, we have always taken on and successfully delivered complex, large scale (national-scale), challenging IT projects - something that only a very few companies can claim to have undertaken, delivered and sustained in Pakistan.

PW: How would you describe the role of Interactive to someone outside the industry?
SM: Interactive is a forward-looking technology company - a system integrator. We provide creative technology solutions across the whole IT stack, including power infrastructure, systems, networks, storage, communications and complex software systems.

With Intellcare, hospitals are able to provide better efficiency in the services they deliver to patients, overcome pilferages rampant in our healthcare institutions, and are able to deliver better quality healthcare to their patients

We have designed and deployed the largest number of data centers in Pakistan, and established a niche for developing some of the most complex business automation and data analytics softwares in Pakistan. Internationally, we focus on machines learning and AI-based systems - as the market is better prepared in terms of advanced technology adoption - and have already secured two AI related patents at Interactive Coventry (UK). Our AI-based solutions are being used in manufacturing, automotive, transport and process control areas.

PW: What do you think have been your major achievements in the health and education sectors?
SM: Healthcare sector is our primary focus, driven by our passion to address pressing issues of our society.

Although our core business is not healthcare, but as a technology company we looked at how we could make a difference where healthcare is actually provided - the hospitals. Our flagship product - Intellcare - is a hospital management information system. It helps automate the business processes that take place at hospitals e.g. patient registration appointment scheduling, doctor-patient encounter, lab tests, pharmacy dispensation, etc. With such a system in place, hospitals are able to provide better efficiency in the services they deliver to patients, overcome pilferages rampant in our healthcare institutions, and are able to deliver better quality healthcare to their patients.

Interactive was one of the pioneers in healthcare information management. It was the first organization to have deployed hospital management information systems across Pakistan in 44 hospitals, which were interconnected. This means that a patient could be anywhere in Pakistan in one of these hospitals and his or her medical record with complete history would be available to the local doctor. Intellcare hospital management information system has been deployed in over 60 hospitals and clinics across Pakistan.

We have worked with all major players to ensure our clients get the best solution for their particular need, rather than the solution that provides the largest profit margin to the contractors and OEMs

Having seen the efficiencies and benefits that Intellcare brought to the healthcare industry, we wanted to do something similar in the education sector. Aldermin is our learning management system for schools, colleges and universities.

PW: How have you approached changes in the IT industry?

SM: We certainly have had to be creative and dynamic. The technology changes rapidly, and our IT market - on the hardware side - is more or less dictated by foreign OEMs. Most of the IT companies in Pakistan rely on innovations, margins and directions defined by these foreign OEMs which is acceptable to an extent because we do not have any alternate, we do not produce these technologies and are reliant on these OEMs.

Client satisfaction is our most important metric of measuring success

However, if one aligns oneself to only one OEM, then it limits the benefits that we can pass on to our customers. So, we have historically not locked ourselves to one or two OEMs; we have worked with all major players to ensure our clients get the best

development, etc. If we deliver a solution and the customer is unable to or stops using it somewhere down the road, we would consider that a failure.

PW: In your opinion, what is the biggest challenge facing the industry today and in the future?

SM: Adding value in a very dynamic technology landscape. Technology is advancing at a very accelerated pace in the IT industry, our higher education and commercial sector is lagging behind. One of the consequences of this gap is that the designs and architectures of the solutions our industry is delivering to clients is either dictated by OEMs, is second hand, or is less effective i.e. could have been better had our industry and engineers were at par with the latest and greatest in technological terms. It is the clients who lose out at the end.

PW: With your experience of over 30 years, how do you stay relevant in terms of value to the customer?

SM: By continuously being able to meet their requirements, providing cutting edge solutions and

SM: CMMI Level 5 is not something new for us; the appraisal or certification certainly happened recently, but we have been on a path to this level of process maturity for more than 5 years.

Artificial Intelligence based systems are helping us make tremendous progress and bring about further innovations, discoveries and efficiencies in a wide spectrum of our lives

The appraisal is external validation that our in-house and client-facing processes are in fact matured to the top level. So, from this view point, it is not a fundamental shift, but a gradual process that has taken us from CMMI Level 2 to Level 3 and then Level 5. CMMI Level 5 - in one aspect - means that in addition to ensuring that our processes

… it has become a necessity to let machines think and process for us because we produce so much data that it is humanly impossible to make sense of it for any practical purpose. Artificial Intelligence based systems are helping us make tremendous progress and bring about further innovations, discoveries and efficiencies in a wide spectrum of our lives … ranging from healthcare, transport, national security, banking, agriculture, and public safety.

PW: Since the IT industry is continually evolving, how has Interactive managed to stay at the top in Pakistan?

SM: By staying ahead of the curve, keeping abreast of the latest developments in technology and investing in R&D. We mostly work locally, but think globally … our most forward-looking company Interactive Coventry is based in Coventry University's Technology Park where our team works with technology leaders based in the Tech Park. By having a team focused on the future,

solution for their particular need, rather than the solution that provides the largest profit margin to the contractors and OEMs.

To be able to do this, we had to develop and establish our capabilities both with the OEMs and the client … having a great team, investing in R&D and continuously keeping abreast of the technology as it progresses.

PW: As of now, how do you measure success? What are your metrics?

SM: At various levels, internally we measure how well we carry out projects with respect to costs, time and quality. Externally, client satisfaction is our most important metric of measuring success.

Critically, we evaluate whether our clients have a sustainable solution … if it requires our continuous support, or if it requires re-training, capacity

unparalleled support to ensure that our clients get not only the best possible value for money but also a sustainable solution.

PW: How do you prepare your company for an AI-centric world?

SM: By Investing in R&D, developing our teams to stay cutting edge, identify how and where our AI-powered products and services can address client requirements more efficiently and effectively. Adopting AI in-house, it can only benefit your business and your people to be as educated as possible with regards to understanding AI and machine learning and how they can be utilized to improve operations, marketing, sales, and the overall customer experience.

PW: Interactive recently became the 2nd company in Pakistan to be appraised at CMMI Level 5. How fundamental of a shift is this for the company? How do you think this will impact future projects?

have predictable and repeatable behaviors, now we have to find optimizations and innovations in how we carry out our daily business. So our future projects will be further optimized in terms of costs and quality of our output - a win-win, both for us and our clients.

PW: What's unique about how your approach a project?

SM: From the outset, we target projects that have the potential to impact and benefit the society. Then our solution design caters for innovation, creativity, efficiency, costs and quality … very difficult equation to balance, but Alhamdulillah we have managed to deliver along these ideals.

PW: What technological innovation are you seeing locally and globally that you think is really effective?

SM: Machine learning, and Artificial Intelligence

and ensuring that our routine business is able to benefit from and adopt technology changes as and when they materialize, we have been able to continuously evolve and remain relevant with respect to the technology evolution around us.

CMMI-5 appraisal is external validation that our in-house and client-facing processes are in fact matured to the top level

PW: Where do you think your growth will be in the next 5 years?

SM: In solutions that provide automation of business processes at the base, but provide AI enabled insights that drive up efficiencies of businesses and organizations.

How Far is Pakistan from becoming a
CASHLESS SOCIETY?

By Laiba Mohsin

Cashless Society sometimes referred to as "Checkless Society" is a type of economy in which the sale and purchases of goods and services are made by credit cards or electronic funds transferal rather than with cash or cheque. Like a number of other developed and developing countries in the world, Pakistan is also shifting towards a cashless economy. One of the key reasons behind this shift is the development of technology. We all are dependent on technology in our daily lives to fulfill our needs and requirements. This tech revolution in Pakistan has also played a very crucial role in driving us towards a cashless society. The use of the internet and social media on our smartphones has greatly changed the way we live, work and communicate. The pain of paying is potentially reduced due to mobiles, making it easier for consumers to spend money. A lot has been changed in our day to day lives, all thanks to electronic payment system. Starting from the online banking to the purchase of goods and services online, everything has become digital. People prefer online purchasing due to ease and comfort instead of rushing to the shops. Mobile-enabled payments allow serving people quickly, it also has the benefit of effectively linking the loyalty cards to the customer's digital wallet. It has also improved our transportation payment system with implementation of e-ticketing. We can use the digital wallets of Uber and Careem services in order to pay our transport charges.

The electronic payment system of Pakistan has been also receiving substantial attention from the government. Pakistan Real-time Interbank Settlement Mechanism (PRISM) is one of the most important entities that have played an important role in shifting our economy from cash to electronic transactions.

The use of the internet and social media on our smartphones greatly changed the way we live, work and communicate

PRISM synchronizes the transactions of commercial banks and Development Finance Institutes and mitigates the risks of errors and disputes by facilitating interbank settlements. Moreover, there are many other technology-oriented companies that are providing mobile financial services in the country. For example, Mastercard has launched Masterpass QR which is the country's first interoperable QR payment service that allows smartphone consumers to simply scan a QR code and make instant and secure payments. It enables the customers to pay for purchases for a wide range of goods and services. In addition to this, a payment facilitator relationship between Bank Alfalah and Telenor Microfinance Bank has also been launched that provides the opportunity to the existing Telenor Microfinance Bank customers to transact on Bank Alfalah's advanced payment

gateway. This partnership has resulted in a secure way of e-commerce transactions by offering online payment acceptance from all online multi-branded cards. Moreover, telecom operators have also ventured into financial services. Jazz cash by Jazz, easypaisa by Telenor, Upay by Ufone, are certain facilities provided by the mobile operators that have made it easier to send and receive money countrywide and act as the stepping stone in fin-tech revolution.

State Bank of Pakistan has played a key role in the e-banking growth by providing enabling environment. With efforts of SBP as a regulator, it paved way for banks to issue debit and credit cards to its customers and has given access to bank accounts over ATMs by integrating the bank with 1LINK and MNET.

Pakistan Real-time Interbank Settlement Mechanism (PRISM) is one of the most important entities that have played an important role in shifting our economy from cash to electronic transactions

Most of the banks have their own smartphone applications and online payment systems as well that provide many facilities like utility bill payments, shopping options, challan submission,

Cashless Society sometimes referred to as "Checkless Society" is a type of economy in which the sale and purchases of goods and services are made by credit cards or electronic funds transferal rather than with cash or cheque

fee submission and other such services. NFC-enabled ATMs have made it even easier to withdraw cash with smartphones. So, all these initiatives are helping Pakistan to become a cashless society.

Why Go Cashless?

In a cashless society, people don't have to worry about carrying a large amount of cash in their wallets when they are planning to do heavy shopping. They just need to carry their cards, and that's it. When no cash is used, Paper used for making that cash is saved and in addition to that, the cost of production of cash is also reduced. Moreover, Ditching cash in wallets also reduces the possibilities of theft; there are very low risks of counterfeit money as well.

> In most cases of corruption, a bribe is paid with cash because it cannot be tracked. On contrary, if *we* use electronic transaction methods then, it *will* be easier to keep track of money

One of the most important advantages of going cashless is that electronic transactions play a very important role in reducing corruption. As we all know that Pakistan is under a great burden of corruption. Electronic transactions are a major step towards reducing corruption in the country. In most cases of corruption, a bribe is paid with cash because it cannot be tracked. On contrary, if we use electronic transaction

methods then, it will be easier to keep track of money. It will also help to identify any unnatural activity in bank accounts. It also keeps a record of your payments that can help the government to identify a person who is spending more than his/her income. In this way it can help to reduce money laundering. But most importantly, now that the world is turning in to a digital society, electronic transaction is the sensible thing to do to keep up with the tech developments.

What needs to be done?

As we all know that the literacy rate of Pakistan is quite low as compared to other developing countries. Pakistan's literacy rate has declined from 60 percent to 58 percent, as revealed by the economic survey of Pakistan this year. Cashless transactions require a certain level of literacy. So, Implementation of the cashless transaction systems in the areas where people are not literate is very difficult. The first and foremost step that we need to take is to create an online culture through educating people. It is the responsibility of Pakistan's government to spend decent amount of the budget on education so that literacy rate and awareness among people of Pakistan can be increased. People should know how to handle cashless transaction systems, online web portals, etc. Sweden and India are two notable countries that are making moves to eliminate cash. It's not uncommon to see signs that say "No cash accepted" in Swedish shops that's why Sweden is referred to as a model of Modern Cashless Society. One of the reasons behind it is that the literacy rate in Sweden and India is considerably better than Pakistan. Cyber fraud and online hacking are also major hurdles for Pakistan in becoming a cashless society. Pakistan should apply demonetization strategies that can help counter cyber fraud

and facilitate the development of a cashless society. Government should take strict actions against cyber frauds, Cyber Crime Law of Pakistan grants sweeping powers to regulators to block private information they deem illegal. Strict actions and punishments can also prevent people from doing such frauds.

> Going cashless provides a lot more benefits than just convenience and ease of transactions rather it is a necessary move towards becoming a digital society

Going cashless provides a lot more benefits than just convenience and ease of transactions rather it is a necessary move towards becoming a digital society. So, government and private sector should take all necessary steps to introduce policies and services that can drive the process of the cashless economy. Even though going cashless is not easy but with good policy initiatives and infrastructure building, we can surely achieve our digital dream.

By Rizwana Khan

Smart Moves for Smarter Nation

Monitoring and Evaluation System for NAB

M&E aims to ensure that activities are executed as planned and the expected outcomes are achieved successfully within the given timeframe. The main philosophy is to improve the efficiency and to bring transparency in NAB's operation.

The need for the system was originated from a requirement laid down by the Secretary of Law to see the total number of cases in each phase to track their progress. This system was proposed by the Supreme Court of Pakistan. As a result, it was designed by PITB and implemented in NAB.

The prominent feature of Monitoring and Evaluation system is to prepare reports regarding entry of Complaints, Complaint Verification, Inquiry, Investigation, and Prosecution. The system enables a methodical trail of each case, allowing a user to further drill down to a level of detail he requires.

Restaurant Invoice Monitoring System

RIMS was developed for the Punjab Revenue Authority and rolled out in September 2015 in Lahore and Faisalabad divisions.

The system aids registration of various food businesses and collection of provincial sales tax from these establishments.

Using RIMS, the PRA has been able to add 386 restaurants into the tax net. RIMS also have an email notification system which is triggered if no tax is received from a food business. The system is now being extended to the Rawalpindi division. Punjab Revenue Authority has collected more than 519 M Rupees in tax so far from restaurants in Lahore and Faisalabad.

KP Cyber Emergency and Response System

KP-CERC is the first of its kind project, pioneering new cyber security technologies and programs; ensuring a safe cyber space for the citizens. KP-CERC comprise of two wings: (a) Counter & Response wing (b) Research & Development wing. The purposes of both wings collectively will be to provide pro-active and reactive response towards any kind of cyber-attacks. The Counter and Response wing will cater to the need of responding to the ever-increasing rate of Cyber-attacks on national, organizational and individual level.

The purpose of this initiative is to introduce Cyber Security as a field of research and study all across the country and to standardize each and every institution in compliance with proposed Cyber Security certifications. It will provide a platform in capacity building of the cyber security professionals in order to strengthen organizations and to establish a facility for countering Cyber Attacks at individual, organizational and national level.

honor 9

Dual Cameras & Stunning Look

By Shaheer Riaz

Design and Display

Honor 9 is a 5.15 inch device with LTPS IPS LCD capacitive touchscreen while the supportive resolutions are 1080 x 1920 pixels. It is loaded with 16M colors and the software runs on Android Nougat 7.0 with the interface of EMUI 8.0.

The handset is packed with front corning glass 3 which makes it very secure. Its body has a very attractive look and is also very easy to carry. The screen is small as compared to other smartphones in the market these days. Honor 9 has a metallic and shiny back body while rest of the back body is simple and elegant.

Camera

Honor 9 has 12MP +20MP dual camera lens while the front one has 8MP selfie camera. It has some great features like Geo-tagging, touch focus, face detection, HDR, panorama while the aperture is up to f/2.2, 26mm, 1/2.9″, 1.25µm. It can record video in full 1080 pixels resolutions.

The handset has many setting options. You can adjust picture or video size according to the situation. Picture size can be reduced up to 2MP. Capture Mode, Countdown, guidelines, sound, geo-tagging, and many other options can be set via the setting menu. The picture quality is very good and colors are up to the mark. Aperture 2.2 is used and it has quick autofocus. Night Photography is admirable as well.

Hono 9 camera results are extraordinary. It gives very well detailed pictures with good exposure and flashes of lightening furthermore, it works brilliantly even in low lights. The colors, brightness, sharpness, hue, and temperature are well balanced. The front shooter has an 8MP lens with screen flashlight. It is perfect for selfie

lovers because it doesn't has that extreme beauty mode that totally changes how you actually look.

Battery and Network Connectivity

Honor 9 is enabled with 4G technology with the access of 3G and 2G cellular services. It also has Wi-Fi, Bluetooth and USB connectivity.

The powerhouse of Honor 9 is packed with a fixed Li-Po battery of 3200 mAh that gives us 7-8 hours of consecutive usage and 14-15 hours of standby usage.

Processor and Memory

Honor 9 has 2.4GHz octa-core processor with HiSilicon Kirin 960 chipset which is among the best processors out there. Another great thing about Honor 9 is its memory section which is 6GB RAM/4GB RAM and 64/128 GB ROM.

Dual-LED dual-tone flash, HDR, panorama

Weight 155 grams

Non-removable Li-Po 3200 mAh

Dimensions 147.3 x 70.9 x 7.5 mm

CPU Octa-core (4×2.4 GHz Cortex-A73 & 4×1.8 GHz Cortex-A53)

5.15 inches Display

PKR.56,999/-

Hybrid Dual SIM (Nano-SIM, dual stand-by)

Android 7.0 (Nougat)

64/128 GB ROM 4/6 GB RAM

Chipset HiSilicon Kirin 960

Final Verdict

Honor 9 is an excellent device although the price is a little high .Its great camera, brilliant performance, and stylish design makes it a good buy.

For
- Excellent RAM & ROM combo
- Stylish Designed Phone
- Brilliant Camera Lenses

Against
- Expensive Device
- Small Screen Size

By Rizwana Khan

honor Plans to become a top 5 Smartphone brand within 3 years

Dennis Zhanglei-Country Manager, Honor

PW: How did you approach the growth challenges when you became Country Manager of Honor Pakistan?

DZ: We believe that the competition in Pakistani market is very challenging, but Honor is not merely making standard smartphones, we have the leading and cutting-edge smartphone technology, like dual-lens camera, AI technology, but it's not enough for Honor. We love to push the boundaries to a wider area. As a beloved brand worldwide, Honor represents a young and trend-setting lifestyle, we are very confident in what we bring to Pakistani users. Honor is planning to become a top 5 Smartphone brand within 3 years, and top 3 within 5 years, in the global smartphone market and Pakistan market.

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

DZ: Quality product, continuous innovation, globalization and customer-centric approach will be our key strengths. To make Honor devices, stand out, we prioritize product design. We don't just make smartphones; we want consumers to enjoy and experience the beauty in our phones.

> ## Honor is envisioned as a young, energetic and internet-centric brand, aiming to create a better mobile internet experience for young generations

The smartphone market is a highly competitive marketplace. Honor is not in this business to win against competitors but to become a beloved brand

among digital natives who are looking for products and services that will enhance their everyday mobile internet experience.

PW: Understanding customer demand is quite a difficult task, how has Honor identified its target customer?

DZ: As our brand targets millennials, our positioning and brand spirit is derived from our in-depth understanding of the millennial generation and it resonates well with audiences around the globe. Made by millennials for millennials, Honor is constantly looking to engage with millennials through a range of creative campaigns.

> ## Our positioning and brand spirit is derived from our in-depth understanding of the millennial generation and it resonates well with audiences around the globe

Our goal is to create exceptional experiences for our customers around the world. At Honor, 75% of the employees are aged between 21 to 34 years.

PW: What is the story behind Huawei and Honor? What is the response from the Pakistan market now that Huawei and Honor have become separate brands?

DZ: Huawei and Honor are two brands within the

Huawei Consumer Business Group. Both brands benefit from the company's international reach, technology, and resources.

> ## Huawei and Honor are two brands within the Huawei Consumer Business Group. Both brands benefit from the company's international reach, technology, and resources

For Pakistani market, Huawei and Honor focus on different consumer segments and offer a different product portfolio with a varied operating model.

From the outset, Honor was envisioned as a young, energetic and internet-centric brand, aiming to create a better and accessible mobile internet experience for young generations while, Huawei has its different brand strategy. A dual brand strategy ensures our competitive advantage in different market segments.

PW: How do you see the future of the IT & telecom industry domestically and internationally?

DZ: Huawei is the largest telecommunications equipment manufacturer in the world. IT and

innovation, and user engagement. Our down-to-earth approach protects us from the market fluctuations and the come and goes of the "hype."

Looking forward, we'll keep investing in R&D and engage with our target audience closely, to offer quality products which best fit for digital natives' needs. As all consumer content is mostly online and e-commerce is booming, we joined the force by being a digital-first brand.

PW: Why should customers go for Honor smartphone over other brands? What are the top three reasons in your opinion?
DZ: Honor is committed to bring bold innovation branching from solid technological capabilities that speak to people who are young at heart.

In 2018, we will try our best to increase the Honor's market share in Pakistan. We will bring more innovative products to Pakistani users

Honor's success in various markets is led by our quality products, continuous innovation, and a solid network of partners and a deep understanding of local needs.

PW: Honor Note 10 has created a great deal of hype even before the release. What should consumers expect, how big is it actually going to be and when should we expect it to launch in Pakistan?
DZ: Honor Note 10 will be launched in China; we will keep Pakistan users posted about the coming launch plans.

PW: Will honor remain focused on smartphones or will it move into other products?
DZ: Honor is committed to bring bold innovation and expand its product portfolio to facilitate our consumers. We also have products such as Honor laptops, accessories, etc. We will continue to bring more exciting products to meet Pakistan users' needs, and ensure that Pakistani users benefit from our premium technology.

PW: What is Honor planning for the future?
DZ: In 2018, we will try our best to increase the Honor's market share in Pakistan. We will bring more innovative products to Pakistani users, and we are confident that we can build on the success and go further in 2018.

telecom form the fundamentals for any growing economy. Our flair for innovation and thirst for knowledge has made us a world leader in IT & telecom. As we are strong and aggressively growing in China, we want to contribute and lead the market internationally with 5G, Honor smart phone devices and by staying consumer-centric.

As we are strong and aggressively growing in China, we want to contribute and lead the market internationally with 5G, Honor smart phone devices and by staying consumer-centric

PW: What is your take on the mobile market of Pakistan? What are the main changes that you witnessed in device ecosystem in recent few years?
DZ: The smartphone market is a highly competitive in Pakistan. Honor has always been pragmatic rather than opportunistic. Our rapid business growth in global markets is contributed by quality product, continuous

OPPO F9 lands in Pakistan
Powered by VOOC Flash Charge & Gradient Color Design

OPPO, The Selfie Expert, has announced the latest addition to its popular F-series - OPPO F9. With several breakthroughs such as an industry first 6.3 inch 'Waterdrop Screen' with VOOC Flash Charging that offers 2 hours of talk with just 5 minutes of charging and industry first gradient color design, the F9 has been designed to offer a unique experience and represent OPPO's technologically advanced and innovative expertise. Price of F9 (4GB RAM + 64GB ROM) is Rs. 39,999 and F9 (6GB RAM + 64GB ROM) is Rs. 44,999 respectively. OPPO F9 is available in gradient color combinations - Sunrise Red and Twilight Blue. It went on sale from 1st September 2018 across country through offline stores.

OPPO brought forward Pakistan's recognized fashion label industry 'Ali Xeeshan' to bring technology and haute design together on one platform. He showcased his ensemble collection inspired by Gradient color of new F9. Furthermore, famous Pakistani celebrities graced the launch event held in Lahore with their presence where fans took memorable selfies and met their favorite personalities including Ayesha Omer, Muneeb Butt, Azfar Rehman, Sana Javed and Emaad Irfani.

Commenting on this launch, Mr. George Long, CEO OPPO Pakistan said, "Everything that you can see in the world around you presents itself to your eyes only as an arrangement of patches of different colors and OPPO brought this arrangement to technology to the next level in its new Gradient F9. The all new F9 with its VOOC Flash Charge and Waterdrop Screen is an innovative device. We believe that smart lives begin with small things."

At the launch, OPPO also announced a brand new TVC featuring the Brand Ambassadors - Deepika Padukone and Sidharth Malhotra. The TVC titled '5-Minute Charge, 2-Hour Talk' revolves around a day in the life of two characters played by Deepika and Sidharth. It highlights OPPO F9 VOOC Flash Charging capability that enables a user to be connected to their loved ones even with a 5-minute charge on a low battery.

Onsa Mustafa

Why we need to invest
more in TECHNOLOGY?

C ountries around the globe are investing more and more in the IT sector to accelerate their economy. There are numerous government branches across the globe set up entirely with tech development in mind - Silicon Valley was built on public funds for the sole reason of tech expansion. Technology stocks offer investors a lot of profitability in fact; the sector offers the highest returns of all ranked market sectors.

According to the United Nations E-government Survey 2018, Pakistan has shown incredible improvements in e-presence and provision of public service online. During the FY 2016-17, Pakistan's IT & ITeS exports have grown at a swifter pace than India and Sri Lanka. Pakistan's growth rate during the FY 2016-17 was 16%, whereas India's growth rate was 8% and Sri Lanka's growth rate was 5% in the respective year. According to the ministry of Pakistan, over the previous five years, Pakistan's IT industry has been growing rapidly at a rate of 150%.

Pakistan's share of global IT sales is $2.8 billion, out of which $1.6 billion accounts for the country's exports of software and IT-enabled services. One of the world's best payment processing solutions providers i2c resides right here, in Pakistan.

Pakistan's growth rate during the FY 2016-17 was 16%, whereas India's growth rate was 8% and Sri Lanka's growth rate was 5%

Convo, the hot favorite social network for work, is although not based in Pakistan but is developed by Pakistanis. Pakistan has more than 25 tech incubators, accelerators, and co-working spaces. Civic Hackathons, Startups Weekends, Startup Expos, Digital Youth Summits and other such events are producing the next generation of tech entrepreneurs and startups in Pakistan.

Because of the technology growth, Pakistan is also getting popularity internationally. According to FY-2017-18 annual report, Foreign Direct Investment in Pakistan's business of Information Technology has escalated to $1.9 billion. A huge share of this investment has been coming from foreign financiers extending from the UAE to Egypt, the US, and China.

The government's incentives to the IT & ITES industry include tax exemption on IT exports, 100% foreign ownership, 100% repatriation of capital and dividends, 3-year tax exemption for IT startups and the tax holiday for venture capital funds till June 2024. The exports earning of the IT industry registered a double-digit growth of 19 percent or $150 million from the financial year 2015-16 which stood at $788.640 million. Exports of ICT services, are mostly delivered to countries and regions such as USA, Middle East, and South African countries. Pakistan Software Export Board (PSEB) which is an apex government body designated to promote IT growth and to make policy suggestions, reported 3 times higher exports as compared to SBP's numbers ($2.81 billion) through the input of various companies/software houses.

Technology changes quickly, and one-time leaders can quickly fall behind, or even go out of business. In addition, promising emerging companies may make a tremendous splash, only to fade out quickly. Undoubtedly, the Pakistani government is trying hard to make the IT sector more profitable. However, there are still some areas in which Pakistan can invest to promote its technology sector.

Artificial Intelligence (AI)

Although Pakistan is tremendously improving its IT sector there are still some areas that require meticulous attention from the government so that investment in such areas could boost IT sector, one of them is AI. Pakistan has already been working on it and launched many technology startups and services to boost the AI in Pakistan.

Smartphone Manufacturing

Pakistan is one of those countries where smartphone penetration rate is rapidly growing.

Technology changes quickly, and one-time leaders can quickly fall behind, or even go out of business. Promising emerging companies may make a tremendous splash, only to fade out quickly

The launch of 3G/4G services has helped digitize the country's IT sector. However, we still do not manufacture smartphones in our own country. Our government should facilitate smartphone manufacturing companies to encourage them to set up their businesses in Pakistan.

Blockchain

While blockchain has gotten a lot of publicity as it's the technology behind Bitcoin and other virtual currencies, it's more than just an alternative payment method.

Pakistan's share of global IT sales is $2.8 billion, out of which $1.6 billion accounts for the country's exports of software and IT-enabled services

The blockchain is the digital, distributed, and decentralized ledger tethered to most cryptocurrencies that are responsible for recording all transactions without the need for a financial intermediary.

Self-driving technologies

Companies including technology leaders like Alphabet subsidiary Waymo, Tesla and most major auto manufacturers are working on creating self-driving cars. In most places, that's not even legal yet, but some driver-assist technology has already entered market, and it's likely that self-driving cabs and even trucks will be in at least limited use reasonably soon.

The Internet of Things (IoT)

The IoT is the network of devices connected to each other and the cloud. It includes everything, from a smart thermostat that can adjust the temperature in your home to complex medical equipment that can order its own repairs.

The Cloud

The cloud is a system of computer storage that allows information and services to be accessed by devices from anywhere. It allows companies (and individuals) to use services to store data on space outside their tangible devices. Amazon, Google, IBM, and Microsoft are all major cloud players.

Startups

Pakistan is one of the hottest regions for Startups.

The involvement of government in technology sector will contribute to an increasingly competitive sector, which will, in turn, encourage the development of better products and services

The government has already established several entrepreneurship centers including Plan9, PlanX, TechHub. But investing more in this field will help to accelerate the country's economy.

R&D investment

It is also time for Pakistan to seriously invest in the research and development (R&D) sector which acts as the backbone of a globally competitive, knowledge-driven economy. Investment in the R&D sector can lead to the development of new products and services driving growth, creating jobs, and improving national welfare.

The involvement of government in technology sector will contribute to an increasingly competitive sector, which will, in turn, encourage the development of better products and services. By supporting national businesses, a government can strengthen its political and economic position on the global stage.

The government needs to formulate the policies and guidelines to augment the national businesses in international markets

In order to do that, the government needs to formulate the policies and guidelines to augment the national businesses in international markets. That way, private businesses will happily invest in local tech scene which will benefit our industry and our country.

By Rizwana Khan

Marry Barra: the first woman in history to head one of the "Big Three" American automakers

From electric vehicles to autonomous cars, we're in the midst of a transportation revolution. No company will affect — and be affected — by those changes more than General Motors. As CEO and chairperson of the global automaker, Mary Barra earned her stripes by navigating a 30 million vehicle recall and deadly ignition switch crisis. But it's where she steers the $48 billion brand next that will matter most. The company's $581 million purchase of self-driving technology company Cruise Automation, its $500 million investment in ride-hailing service Lyft, and its launch of the Maven car-sharing service show that GM isn't simply letting the future happen to it. Maybe the cars of the future will be autonomous, but for now, Barra is firmly in the driver's seat.

Mary Teresa Makela graduated in 1985 with a bachelor's degree in electrical engineering from the GMI Engineering and Management Institute (later Kettering University), Flint, Mich., which GM had long sponsored. Later that year she married, taking her husband's surname. She had already developed a relationship with GM, having been a co-op student with the company in 1980, and the automaker later sponsored her attendance at the Stanford Graduate School of Business (M.B.A., 1990).

Barra in 1999 was appointed GM's general director of internal communications for North America, and four years later she became the manager of an auto-assembly plant in Hamtramck, Mich. She rose rapidly through the company's corporate structure as executive director of vehicle-manufacturing engineering (2004–08), vice president of global manufacturing engineering (2008-09), vice president of global human resources (2009-11), senior vice president of global product development (2011-13), and executive vice president of global product development, purchasing and supply chain (2013-14) before being plucked from the ranks as the new CEO.

Source: Britannica

By Shaheer Riaz

TECNO Camon X Pro
An Affordable Selfie Phone

Display

Tecno Camon X Pro is a 6 inch device that supports 1080 x 2160 pixels. The color display, temperature, and saturation are similar to Vivo V9. It has 480 dpi with the graphic card of Mali-T880MP2 which is great for multi-tasking and 3D gaming applications. All the icons and display wallpapers are super clear plus its wallpapers change automatically on the lock screen although you can change it via settings.

Design

Just like its colors, its shape is also very similar to Vivo V9. The front body has 24MP selfie camera with speakers and Flashlight on its top side whereas; the rest of the screen has a full view display. The functional keys are on the screen.

The edges of Tecno Camon X Pro are packed with connectivity ports, volume keys, power button and SIM jacket. A speaker, micro USB port, audio jack, and mic are at the bottom side. It looks like Tecno has tried to change the design from its previous smartphones.

Tecno Camon X Pro has plastic back body, similar to Infinix smartphones.

Camera

Tecno Camon X Pro has a 16MP back camera lens with a Quad LED flashlight and a 24MP selfie camera with dual LED flashlight and it can record video in 1080p quality plus it provides awesome quality pictures.

The main camera features are Geo-tagging, Face detection, Panorama, HDR, Video while; the main modes are video, normal, beauty, panorama and super-pixel. All the professional modes and settings are also applicable in Tecno Camon X Pro camera section. You can reduce the picture size from 24MP to 9MP if you are running low on memory.

Tecno Camon X Pro uses a selfie portrait mode like iPhone X that works brilliantly. The results of the back camera are extraordinary, saturation is little high but it doesn't make much difference. Only back camera didn't satisfy us in low lights else all features and results are impressive.

Battery & Network Connectivity

The Tecno Camon X Pro is a 4G enabled device with Wifi, Bluetooth, and FM Radio. WiFi is using standards of 802.11 a/b/g/n, Wi-Fi Direct, and hotspot. Its powerhouse is packed with a fixed Li-ion battery of 3750 mAh, a very reasonable and decent battery choice.

Processor

Tecno Camon X Pro has an octa-core processor of 2.0 GHz and MediaTek MT6763 Helio P23 chipset. It is a good chipset for networking, gaming, and multi-tasking.

Dimensions: 158.6 x 75.8 x 5.2mm

Display: 6.0 inches'

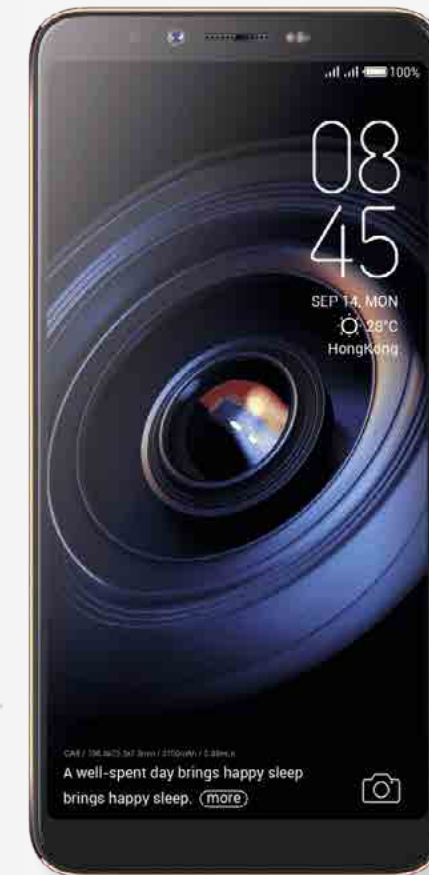**Battery:** Non-removable Li-ion 3750 mAh

Weight: 164 g

Camera: 16 MP, Autofocus, Quad-LED Flash

Memory: 4 GB RAM, 64 GB ROM

Processor: Android v8.1 Oreo

Price: PKR.28,999/-

Good

- Impressive RAM & ROM combo
- Stylish Design
- Affordable Price with awesome specs
- Face Detection

Bad

- Weak Low light Camera Results

Final Verdict

Tecno Camon X Pro is an impressive device with some great features available at a very reasonable price. It will definitely give tough competition to other medium-end mid-range devices.

By Fizza Atique

Social Media for Social Good

S ocial media is a powerful tool that breeds a new wave of activism. It plays a monumental role in bringing social change in the society. Social media creates new avenues for dialogue, connection, and community, enabling us to engage with more people in a wide variety of ways for social good. So the question arises: What is social good? Is it making a donation to a charity? A random act of kindness? volunteering? Is it advocating for a worthy cause? or is it Liking a post on Facebook?

Social good is typically defined as an action that provides some sort of benefit to the general public.

Social good is typically defined as an action that provides some sort of benefit to the general public

From this standpoint, providing fresh water, education, and healthcare are all examples of social goods. However, new media innovations and the explosion of online communities have added new meaning to the term. Social good is now about global citizens uniting to unlock the potential of individuals, technology and collaboration to create positive societal impact.

Social Media- A Blessing or Distraction

Social media is usually termed as an online distraction and some call it a procrastination platform. No doubt, many people are addicted to different social media networks, but it isn't necessary that everyone wastes their time using it.

Today, social good is about getting people to engage in pro-social actions that benefit society, often by harnessing the power of technology and social media in particular

Some people like to stay informed so they opt for social media which is considered the fastest mean to stay connected to current issues, etc. With the ever-increasing use of social media, news outlets, corporations and persons of interest use social media to deliver messages to the masses. At the same time, some issues create controversy but social media can do more good than harm if used correctly.

Social Media impacts Social Activities

Today, social good is about getting people to engage in pro-social actions that benefit society, often by harnessing the power of technology and social media in particular. Social Media impacts Social Activities, gone are the days when governments, multinationals and large NGOs were the only institutions with the reach and resources to initiative change.

Creating social good takes more than a click (#HashtagActivism, Slacktivism, Clicktivism etc.). It is not just Shares, Likes and Followers. Meaningful social good is about rolling up your sleeves and taking tangible action to create engagement, community building, and discourse both online and offline. But there is no doubt that Twitter, Facebook, and Instagram are fantastic tools that can be used to engage people in social good. They allow people to share ideas, advocate and fundraise to solve pressing societal issues. Through online platforms and communities, individuals can add their voice to a cause more easily than ever before and become an agent of change.

In old days, people used to do protests on roads to bring attention to an issue. But in this modern world, road side protests have been reduced and the people especially the youngsters are shouting their oppositions and support through hashtags on social media websites.

The hashtag #PanamaVerdict alone generated more than 10 million tweets in Pakistan within two days of the Supreme Court's judgment

Be it a murder, molestation, or other social issues, people are using social media as a platform to raise their voice through status, memes and hash tags.

Bring Justice through Social Media

We can see many examples in Pakistan when social media actually brought change in the society and shed light on real issues which were previously ignored.

Justice for Shahzaib was a trend that became famous on social media and forced the government to take action on the incident where Shahzaib was murdered by the son of an influential politician. A young girl from a small town, Zainab was raped and murdered. This issue was also highlighted on social media which lead to punishment of the culprit.

Among many social media activist, Jibran Naisr, Alamgir khan (Fixit movement) and Gul Bukahari are some of the prominent names who are using social media to create awareness about social issues

Naqeeb Ullah, killed in fake encounter led to a mass anger on social media. The incident got so much hype that authorities had to open the case against a Senior Superintendent of Police, Rao Anwar. A student, Mishal Khan was killed due to accusation of blasphemy. He was dragged out of his university accommodation in north-west Pakistan in April 2017 by a crowd of hundreds of his fellow students, who not only killed him but also humiliated his dead body.

When this case became famous on social media, the people who were involved in murder were arrested. It comes as no surprise that the hashtag #PanamaVerdict alone generated more than 10 million tweets in Pakistan within two days of the Supreme Court's judgment.

Many social media activists are also working for great causes in Pakistan and are no doubt, part of bringing social change for the betterment of the country. Among many social media activist, Jibran Naisr, Alamgir khan (Fixit movement) and Gul Bukahari are some of the prominent names who are using social media to create awareness about social issues.

In a country like Pakistan where mainstream media often gives the pressure of politicians and influential elite, social media platforms serve as a strong tool to raise voice against the unjust system and practices.

Charity through Social Media

Another great aspect of social media is that they are used for charity. Many NGOs and individuals are using social media to raise money for social work projects and for those who are in need.

The #donatefordams became so famous that Chief Justice of Pakistan (CJP) initiated a fund for the creation of two major dams in the country

The need of creation of Dams in Pakistan was brought up on social media and people were ready to donate for it. The #donatefordams became so famous that Chief Justice of Pakistan (CJP) Justice Saqib Nisar initiated a fund for the creation of two major dams in the country and urged citizens to contribute in foreign or local currencies to reach the required goal.

People collect money through online charity websites for schools, infrastructure building, treatment of fatal diseases, etc

Similarly, people collect money through online charity websites for schools, infrastructure building, treatment of fatal diseases, etc.

We cannot ignore the fact that many people are using social media for wrong purpose but at the same time, it has also played an important role in bringing positive social change in the society. Social media brings people together. It gives people a platform to narrate their stories, share viewpoints and connect with each other. Social media activism has the power to change governments and restructure the political system of a country.

Moreover, bringing people's attention to issues impacting the lives of our fellow human beings is a good thing. We often live in ignorance of the pain and suffering felt by other people in our community, knowing about the problems of people around us can make us compassionate and empathetic towards others.

Roamer: Pakistan's first car rental app

Roamer allows you to hire a car in the twin cities through a hassle-free process with no waiting charges, peak factor or surge rates, and free mileage of 10 km per hour. You can select the wheels of your choice: a compact for Rs. 299/hour with Rs. 10 per km for extra mileage; or a sedan for Rs. 449/hour with Rs. 16 per km for additional mileage. It allows you to sign up, reserve and get a ride in just a few taps.

Logging into Roamer

Roamer allows you to log in using your Facebook account or by creating your own Roamer account.

Create a Roamer Account

If you would rather create your own Roamer account, tap the Create an Account link under the Login button. On the following screen, enter your Name, Email address and Password and tap on the Create Account button.

Booking a Car

To book a car, select your pickup location from the map or use the search option at the top to find your pickup location. Once you have selected the location, select the type of car you want and tell us if you plan to go outside the city. Tap on the Confirm Pick Up Location button when done.

Selecting Trip Dates

On the following screen, select your trip dates, the time you want your trip to start and the duration of the trip. You can book a ride for as little as 1 hour and as long as 90 days. Tap on the Continue button when done.

Confirm Your Booking

Before confirming your booking, please note that the base fare will have to be paid to the chauffeur at the start of the trip. Tap on the Checkout button to place your order.

Once your booking has been accepted, you will receive a notification and will be able to view details about the vehicle and chauffeur assigned to you.

You can view your active, upcoming and completed bookings by tapping on Booking Activity in the left panel. Tap on any booking to view its details. If you come across any issues during a booking, you can tap on the Report A Problem link to contact our support center.

By Shaheer Riaz
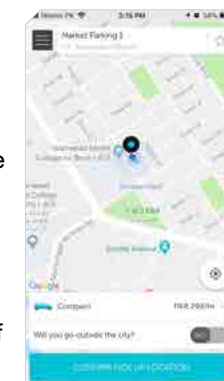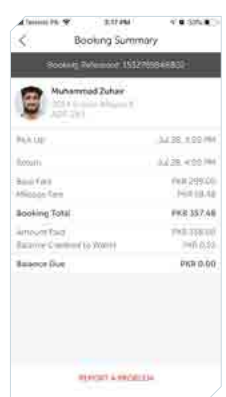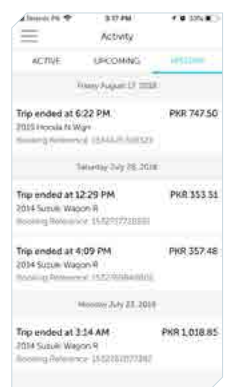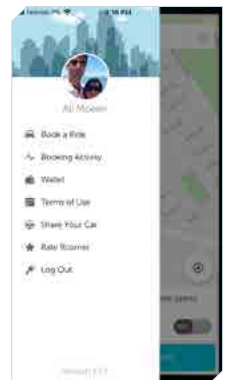
Meet the Future Phones
how will they look like?

What do you expect from a future phone? Will it have nine cameras or a powerful battery that will last for weeks? The future smartphones will make everyone go crazy. Imagine this: You take out your smartphone from your pocket and open it like a napkin on the tablet. You press your finger on the screen, and it unlocks. You switch to the camera application, and a spider like array of lenses shoot simultaneously to capture one giant photo. These are all the features we have seen in mobile phone prototypes, ideas that originated from China. China is leading the tech industry and they made some prototypes like this which we will see very soon in future.

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.

Imagine this: You take out your smartphone from your pocket and open it like a napkin on the tablet

Analysts in Korea say we might see a folding Galaxy X phone from Samsung as soon as next year. We are hearing about the foldable phones for years now and everyone is waiting anxiously to see how the new Galaxy X will look like. According to rumors, Samsung has finally managed to manufacture a foldable phone display. The company is expected to launch the prototype devices by end of 2018. It will be the most significant change in the design and functionality of mobile phones since they first

arrived. Some reports came that Huawei is now working with the Chinese Display makers BOE to introduce a foldable smartphone as well. The display brand is ready to work with it and soon they will launch four foldable smartphones. It looks like the future is all about foldable phones, that sound great.

The technology industry has been doubling down on software and artificial intelligence capabilities, which still holds huge potential. We heard some rumors that the Apple plans to introduce three new models later this year which may include a considerably larger version of the iPhone X. According to the rumors, it could be called the iPhone 11, iPhone X Plus, or the iPhone X2 but definitely not the iPhone 9. Apple analyst Ming-Chi Kuo early in July predicted the specs for next iPhone such as a 5.8-inch OLED iPhone, a 6.5-inch OLED iPhone Plus and a 6.1-inch affordable LCD iPhone. Some other sources have suggested that the Apple will include at least one low-cost LCD screen iPhone in

the 2018 lineup, but some don't agreed with it and say that the phones will have OLED screens and will use LCD.

The technology industry has been doubling down on software and artificial intelligence capabilities, which still holds a huge potential

It is difficult to predict what ideas will stick around and what will relinquish. But battery will be the biggest factor in all of this technology evolution. Battery life is the biggest problem with phones these days. Now imagine if you rarely have to think about your battery because your phone is constantly charging itself. This is going to sound a little crazy, but researchers have figured out ways to beam low levels of power through the air.

Samsung's Advanced Institute of Technology (SAIT) announced that it has developed a battery technology that fast-charges mobile devices and electric vehicles. For a battery that usually takes an hour to charge with current fast-charge technology, Samsung claims the new technology could fast-charge a battery in 12 minutes. Samsung's new battery technology might even give mobile devices and electric vehicles more battery-life compared to current batteries. It's unclear how longer these batteries would last, but this extremely fast charging would make it more convenient to top up your device when you need a charge as it takes less time. So if you can spare the occasional five minutes here and there for a top up, you'll

be less likely to run out of battery.

Manufacturers have been expanding screen size for years, but the smartphone of the future will likely be all screen with display capabilities at the front, back and sides of the device. This means no physical buttons, not even a home button. As the device becomes increasingly virtual and streamlined, so will the user interface. Virtual assistants will take on a bigger role, helping you navigate your phone and apps, personalizing your home screen based on your patterns. Thanks to advances in artificial intelligence, these assistants are also becoming smarter and more intuitive.

Recent breakthroughs let phone manufacturers to incorporate fingerprint reader inside the screen. It has been reported that the Samsung Galaxy S10 will have all new infinity display, UFS 3.0 Storage and a 3D sensor to replace the iris scanner. One of the amazing features is the fingerprint scanner. It has been unveiled that the Samsung Galaxy S10 Fingerprint scanner will be an in-display scanner.

Manufacturers have been expanding screen size for years, but the smartphone of the future will likely be all screen

The last but not the least change will arise in camera lens, as Huawei P20 Pro came up with 68MP lenses in the form of 3 lenses, one with 40MP other one with 20MP and last one with 8MP lens. It is the biggest revolution in the smartphone camera technology that left behind even the DSLR cameras. It looks like the future devices will have 9 lenses which will be like spider web at the back of mobile phone.

Following are some other trends in Mobile technology that will probably appear by 2020.

It looks like the future devices will have 9 lenses which will be like spider web at the back of mobile phone

✔ Flexible mobile devices break down physical barriers that traditionally defined and limited communication devices, tablets and gaming controls.

✔ Wearable technology in the form of watches and glasses, powered with smart chips, will allow users to browse the Internet, view pictures, navigate and experience augmented reality.

✔ Mobile wallets, leveraging the advancement in near-field communication (NFC), will allow users to make payments directly.

✔ 5G networks take user experience beyond data transfer speeds to include service quality factors such as lower battery consumption, larger number of supported devices and lower latency characteristics.

✔ Mobile M2M technology will redefine heath care, reduces carbon emissions and help public services; by allowing users to transmit data on the go.

✔ Real-time speech translations on mobile devices will eliminate language barriers, and improve one-to-many events such as webinars, training sessions and conferences.

These ideas will, at the very least, make your next phone quite interesting, if not very next phone, then definitely the one after that.

By Shaheer Riaz

NOKIA 6.1 Pl us
Dawn of a Notched Future

Display
Nokia 6.1 Plus is a 5.8 inch device with an IPC LCD capacitive touchscreen that supports 16M colors. The screen is protected with Corning Gorilla Glass 3 and its display supports 1080 x 2280 pixels resolution with pixel density of 480 dpi. The colors and icons are super clear plus the sharpness, contrast, and brightness is also quite impressive.

It has a Graphic card of Adreno 509 that works perfectly for 3D games and multitasking.

Design
Nokia 6.1 Plus is a beautiful mobile with a top-notch display. It has a same front curve like iPhone X plus. It has a black bezel layer around the front body whereas; the functional keys are placed under the screen.

The back body of Nokia 6.1 Plus has dual rear camera lens furthermore, the camera lenses are layered in a straight line. It has an LED camera flashlight while the fingerprint sensor is also present on the back side.

Camera
The Nokia 6.1 Plus has an awesome combination of camera lenses; it has a dual rear camera lens of 16MP & 5MP. The front camera has a 16MP selfie camera and it can make videos in full 1080p resolutions. Main features if Nokia 6.1 Plus cameras are Dual-LED dual-tone flash, panorama, HDR.

Its interface is very easy to use. The option includes panorama, live bokeh, emojis, flashlight, portrait mode, self-timer, and HDR, flashlight and camera swap. We can change the ratio of camera screen by just swapping the finger towards the left side.

Its emoji feature is similar to Snapchat plus it has also the same feature as Animoji of Apple. We can use and it sends it via messages or WhatsApp.

The camera results are great; Nokia has done an amazing job with Nokia 6.1 Plus. The selfie camera works incredibly and it fulfills all camera needs at a very affordable price range. Low light camera results are also good although you'll feel a little dullness in images.

Battery & Network Connectivity
The Nokia 6.1 Plus is a 4G compatible phone and it supports all bands of 4G in Pakistan. Other connectivity options of Nokia 6.1 Plus include Wi-Fi support, Bluetooth, and USB connectivity. Wi-Fi compatible bands are 802.11 a/b/g/n while it also supports Wi-Fi Direct and hotspot. It has Bluetooth 5.0 and supports USB port of type-C 1.0 cable.

Nokia 6.1 Plus is packed with a fixed Li-ion Battery of 3060 mAh, a suitable battery for a mid-range phone. It gives 12-13 hours of standby usage.

Interface and Functionality
The Nokia 6.1 is an Android One phone, which means that you get a clean, "pure" version of the Android OS with no bloatware and with expectations for much faster software updates in the future.

The apps that you get are nearly all stock Google apps with the notable addition of FM Radio, nothing else and most importantly no bloatware.

Specs

Dimensions: 147.2 x 71 x 8 mm

Display: 5.8" LCD

Battery: Non-removable Li-Ion 3060 mAh

Weight: 151 g

Camera: 16+5 MP, Dual-LED dual-tone flash

Memory: 4 GB RAM, 64 GB ROM

Processor: Octa-core 1.8 GHz

Price: PKR.37,500/-

For
- Notch Design Display
- 4GB RAM
- Dual Rear Camera

Against
- Battery life is a bit below the average

Final Verdict
Nokia 6.1 Plus is an amazing device with a perfect camera results. With beautiful design and notch display, the device is available at an affordable price. You won't be disappointed if you buy Nokia 6.1 Plus.
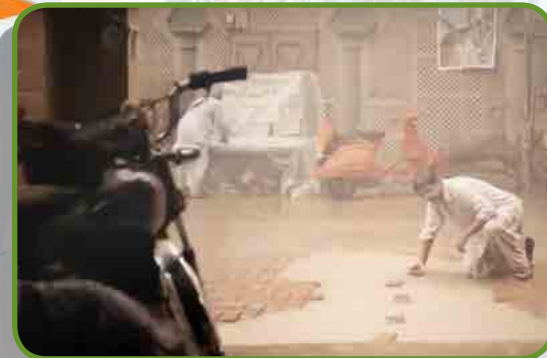
TELECOM CAMPAIGNS

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.

Ufone Pakistan Independence Day

Ufone has launched a new ad to celebrate Independence Day. The commercial is very inspirational; it gives the flavor of four provinces' tradition. The background song is amazing and gives a very patriotic feel. The commercial highlights the different cultures of Pakistan.

Verdict: Thumbs up for the ad!

Daraz.pk Azaadi sale advert

Daraz usually comes up with thought provoking TVC but it seems the e-commerce company has changed its digital agency. Daraz.pk Azzadi Sale TVC was a flop idea. Couldn't understand the idea of PTV style news, narrating about daraz.pk azaadi sale. Even if they were trying to show patriotic and old Pakistan, they failed to convey their storyline well. The music and acting was also average.

Verdict: Hud ho gae!

PTCL-Rhythm of Pakistan

The PTCL musical, especially made for Independence Day, has equally enthralling music and video, which is a true depiction of everyday life of Pakistanis. It connects to the hearts and minds of people of Pakistan, as they can relate to the people shown from all parts of the country. Traditional in nature, yet upbeat and modern, the tune of campaign is mesmerizing and is composed by one of the most renowned folk music band, 'Khumariyaan'. It has touched people's hearts and truly represents all Pakistanis.

Verdict: Zabaradast! A Good comeback

Zong 4G is the F-16 of Pakistan

The new commercial of Zong 4G is inspired by a Pakistani movie Parwaz Hai Junoon. The brand ambassador Hamza Ali Abbasi's looks good. There is no background song or any script in the commercial. In the Ad, the speed of Zong 4G is compared with the speed of F-16 Jet. Overall impact of this ad is good.

Verdict: Creative and Inspiring!

Zameen.com

Zameen.com's new TV commercial is out, and its gripping emotional storyline is leaving everyone in tears. The magic of this ad is in the fact that how so many of us can relate to it. This advert shows that it may take some time to realize, but family is everything, and even if Zameen.com makes it easier for you to find your dream house, making it a dream home is up to you. Overall acting, storyline and music is quite impressive.

Verdict: Perfect Advert!

Foodpanda : Upto50% Off on 100+ Restaurants

Telenor panda offers discounts on and off. This time food panda is offering up to 50% on each order. The new commercial has delivered this message in a very simple and clear way. The performer in the ad shows that how you can easily order food of your choice and get it at your door step. This short ad delivers the full message so smartly.

Verdict: Creative and Amazing!

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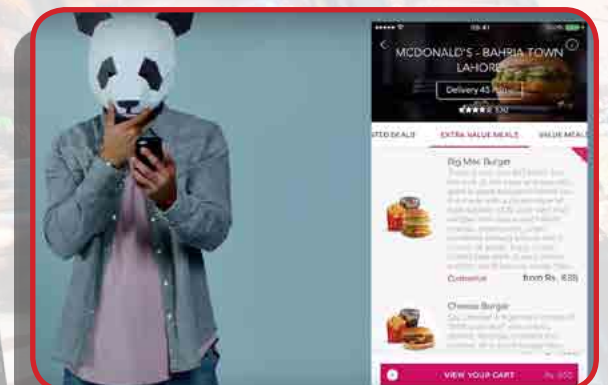
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Samsung Galaxy S9 Plus

OS: Android v8.1 (Oreo)
Display: 6.2"
CPU: Octa-core 2.8 GHz
Camera: Dual 12 MP, LED flash
Memory: 64 GB ROM, 6 GB RAM

Oppo Find X

OS: Android v8.1 (Oreo)
Display: 6.4"
CPU: Octa-Core 2.8 GHz
Camera: Dual 16MP, LED flash
Memory: 256 GB ROM, 8 GB RAM

Honor 9

OS: Android v7.0 (Nougat)
Display: 5.2"
CPU: Octa-core 2.4 GHz
Camera: 20 MP +12MP dual, LED flash
Memory: 128 GB ROM, 6 GB RAM

Infinix Hot s3X

OS: Android v8.1 (Oreo)
Display: 6.2"
CPU: Octa-Core1.4 GHz
Camera: 13MP +2MP, LED flash
Memory: 64 GB ROM, 4 GB RAM

Oppo A3s

OS: Android v8.1 (Oreo)
Display: 6.2"
CPU: Octa-core 1.8 GHz
Camera: 413MP + 2MP dual, LED flash
Memory: 16 GB ROM, 2 GB RAM

Samsung Galaxy A6

OS: Android v8.1 (Oreo)
Display: 5.6"
CPU: Octa-Core, 1.6 GHz
Camera: 16MP, LED flash
Memory: 64 GB ROM, 4 GB RAM

Xiaomi Mi A2

OS: Android v8.1 (Oreo)
Display: 5.99"
CPU: Octa-Core 2.3 GHz
Camera: Dual 12MP, LED flash
Memory: 64 GB ROM, 4 GB RAM

Samsung Galaxy Note 9

OS: Android v8.1 (Oreo)
Display: 6.4"
CPU: Octa-Core 2.6 GHz
Camera: Dual 12MP, LED flash
Memory: 128 GB ROM, 6 GB RAM

LG V30 Plus

OS: Android v7.1 (Nougat)
Display: 6.0"
CPU: Octa-core 2.4GHz
Camera: 16MP, LED flash
Memory: 128GB ROM, 4 GB RAM

Nokia 6.1 Plus

OS: Android v8.1 (Oreo)
Display: 5.8"
CPU: Octa-Core 1.8GHz
Camera: 16 MP + 5 MP, LED flash
Memory: 64 GB ROM, 4 GB RAM

Xiaomi Mi8

OS: Android v8.1 (Oreo)
Display: 6.2"
CPU: Octa-Core 2.6 GHz
Camera: 12MP Dual, LED flash
Memory: 64 GB ROM, 6 GB RAM

Huawei Y5 Prime

OS: Android v8.1 (Oreo)
Display: 5.5"
CPU: Quad-core 1.3 GHz
Camera: 13MP, LED flash
Memory: 16 GB ROM, 2 GB RAM

Samsung Galaxy S9

OS: Android v8.0 (Oreo)
Display: 5.8"
CPU: Octa-core 2.8 GHz
Camera: 12 MP, LED flash
Memory: 64 GB ROM, 4 GB RAM

HTC U12 Plus

OS: Android v8.1 (Oreo)
Display: 6.0
CPU: Octa-Core 2.4 GHz
Camera: Dual 12MP, LED flash
Memory: 64 GB ROM, 6 GB RAM

Huawei Nova 3

OS: Android v8.1 (Oreo)
Display: 6.3"
CPU: Octa-Core 2.5GHz
Camera: 16MP dual, LED flash
Memory: 128 GB ROM, 4 GB RAM

Oppo F9

OS: Android v8.1 (Oreo)
Display: 6.3"
CPU: Octa-Core 2.6GHz
Camera: 16MP Dual, LED flash
Memory: 64 GB ROM, 6 GB RAM

TOP MUST HAVE APPLICATIONS & GAMES FOR YOUR SMARTPHONE
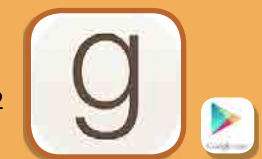
By Maryam Arshad

Blur Camera
Rating : 4.0   Price: Free

Blur Camera with background blur allows you to blur the background of your photo very fast to create. Amazing photos with blurred background. This app allow you to take best picture to make your picture more beautiful. blur background changer allow you to blur unwanted background of your photo and your look make better. You can also write on picture or text on photo like instatext !

Transfer - Share&Change phone
Rating : 2.9   Price: Free

This app supports reading 9 types of data information of conventional smartphones: contacts, call logs, SMS, gallery, audio, video, documents, applications, settings. Which almost covers all the information in the phone. No need to use data traffic, zero traffic to share and transfer files due to which Transfer speed is very fast, which is faster than Bluetooth.

Goodreads
Rating : 4.1   Price: Free

The newly redesigned Goodreads Android app is here. Find, get, and share books you love on Goodreads, the world's largest site for readers and book recommendations. More than 75 million members have added more than 2.2 billion books to their shelves.

Ultimate Guitar: Chords & Tabs
Rating : 4.5   Price: Free

Get the world's largest catalog of guitar, bass & ukulele chords, tabs, and lyrics to learn your favorite songs. Search for any song by type, difficulty, tuning, and rating. Focus on guitar techniques or discover songs for particular moments with collections from professional guitarists. Play 15,000+ popular songs in their original sound with Tonebridge Guitar Effects.

Human Evolution Clicker Game: Rise of Mankind
Rating : 4.5   Price: Free

With this evolutionary simulation, you can go through all the stages, mixing different creatures: from a single-celled to a posthuman. It's an amazing evolution game. Develop and update creatures - combine animals to get a new breed. Take two identical single-celled or multi-celled organisms, play with their genetics and enjoy the result. Buy crystals to accelerate the evolution. Evolution does not stand still.

Streamkar - Live Stream & Live Maza
Rating : 4.5   Price: Free

Streamkar is one of the most popular live video and audio streaming social App. From live video streaming to real-time interaction, Streamkar allows you to watch live videos, broadcast your life, video chat with your friends and make new friends globally.

Google Keep
Rating : 4.4   Price: Free

Capture inspiration when it strikes! Keep is simply the quickest way to offload ideas, thoughts, and to-dos without losing focus.

Eat This Much - Meal Planner
Rating : 4.3   Price: Free

Put your diet on autopilot with Eat This Much, the automatic meal planner. Tell your diet goals, the foods you like, your budget, and what your schedule looks like, and it will automatically generate a complete meal plan to meet your requirements. It's like having a personal diet assistant.

Kahoot!
Rating : 4.4   Price: Free

Create your own quizzes (kahoots) in seconds, play anywhere, anytime, on your own or with friends, have fun and LEARN! Kahoot! unleashes the magic of learning for students, teachers, office superheroes, trivia fans and lifelong learners.

ViewRanger - Hike, Ride or Walk
Rating : 4.2   Price: Free

Discover inspiring trail guides, download offline maps, and navigate with confidence on your next hike, bike ride, backpacking trip, or outdoor adventure. Go anywhere: ViewRanger works offline without mobile and data signals.

Hysab Kytab: Track your Expense, Account & Budget
Rating : 4.6   Price: Free

"Hysab Kytab - Budgeting, Expense & Savings Tracker" works as a junction for all of your personal financing activities. Hysab Kytab is a complete package that keeps all of your finances at one place. It develops a simple understanding of spending pattern and money behavior.

Keke Challenge Dance Game Street Fun
Rating : 3.2   Price: Free

Have you heard about the keke challenge? Of course yes but have you played this type of game? Definitely not. Let's play this fun dance challenge game with a unique love challenge of keke. Start this funny video keke game challenge that will drive you crazy. Dance on different music challenge and complete the missions in this kiki music challenge. Show that you can hip hop dance besides the running car. Open the door of the car and come out of it and dancing!!

Fitness RPG - Gamify Your Pedometer
Rating : 4.3   Price: Free

Train your team of heroes as you exercise, the more activities the stronger your heroes become! Let's take on the challenges, and embark on the journey of becoming the new best you. It has been 12 years since the Dark Force took over Fitland. Villagers await the savior to return.

Cinepax Announces Joint-Venture With Leading on-Demand Streaming Service STARZ PLAY

Cinepax, Pakistan's favorite cinema chain, has announced a joint venture (JV) with STARZ PLAY, the fastest growing Streaming Video on Demand (SVOD) service in MENA to launch 'STARZ PLAY by Cinepax'. The new service will grant subscribers access to thousands of hours of blockbuster hits and Pakistani, Hollywood, Bollywood, Kids favorites. 'STARZ PLAY by Cinepax' offers an impressive library of content licensed from the biggest Hollywood names. The service provides its customers a diverse array of blockbuster Hollywood movies, award-winning box sets, day-and-date premium series - plus documentaries, kids' entertainment and Pakistani favorites. 'STARZ PLAY by Cinepax' will be rolled out across iOS and Android devices as well as Mac and Windows browsers allowing access to thousands of hours of blockbuster hits and Pakistani favorites. Maaz Sheikh, Co-Founder and CEO of STARZ PLAY, said:

"*This landmark joint venture with Cinepax marks STARZ PLAY's first launch outside the MENA*

region and will elevate our potential consumer reach from 350 million to over 500 million,"

"*We've been looking forward to launching in Pakistan for a while; and a partnership with such a well-known name in the entertainment industry as Cinepax is the perfect way to kick off an exciting relationship with our customers in the country. This partnership will also help our studio partners in legitimizing such a heavily-pirated market.*"

Arif Baigmohamad, Chairman Cinepax Group, commented:"While Cinepax has a superb reputation for entertaining our Pakistani audience with an impressive supply of movies, our partnership with STARZ PLAY will help to strengthen our growing movie business and allow customers to live stream top content from a number of different devices. 'STARZ PLAY by Cinepax' is a compelling business opportunity to provide a high-quality STARZ PLAY service for both the mass and premium market segments."

Moreover, an exclusive partnership between STARZ PLAY and Jazz offers subscribers of the country's leading digital communications company waiver of one month's subscription fee on usage of the SVOD application. This partnership also provides flexibility in terms of payment method via Jazz Mobile Balance. In the coming months, Jazz's subscribers will be receiving exciting offerings in relation to STARZ PLAY as well.

Babar Ahmed, Head of Products & Services at Jazz, said on the occasion, "In an increasingly digital world, Jazz's priority is to provide its 55 million plus subscribers with digital services and content. Our partnership with STARZ PLAY will boost the entertainment portfolio offered by Jazz through a convenient, easy-to-use service offering high-quality video content."

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2-hour talk