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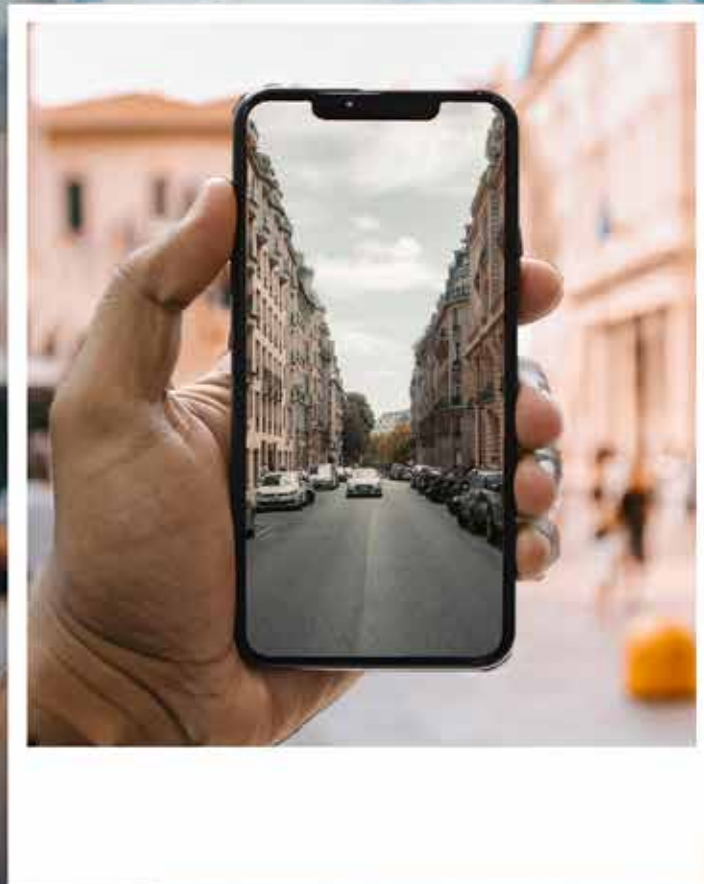


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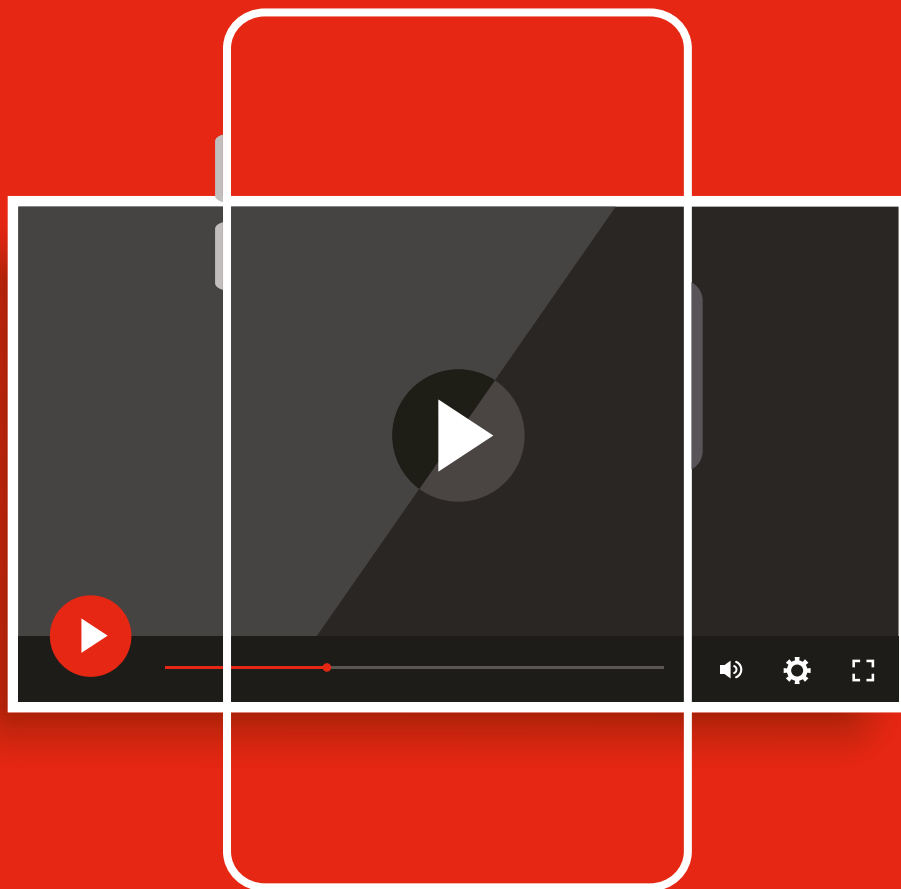
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**Adnan Khan**  
Managing Editor

Dear Readers,

As you all know, 2020 has been quite a tough year so far, with the world getting hit by one tragedy after another. COVID 19 pandemic created a worldwide emergency that affected almost every human on the planet. So far, nine more than 9 million people have died due to novel coronavirus, and sadly, the number is still increasing. The situation in Pakistan is also no different. But we are sure that we will get through these trying times with the grace of Almighty and emerge as a stronger nation. We couldn't publish our last magazine due to the lockdown, but luckily this time, you get a copy of your favorite tech magazine.

When staying indoors is the best way to survive the coronavirus pandemic, the internet has emerged as a savior for millions of internet users worldwide. We have compiled an article named "Internet for quarantine survival" to elaborate on how the internet has made the lockdown face for many people around the globe.

Pakistan is one of the countries that is striving hard to overcome the digital divide by providing broadband service throughout the country, especially in remote areas. Pakistan, like India, Malaysia, Morocco, and Turkey, has created successful ICT/ broadband programs that serve thousands of citizens through creating universal service policies implemented through a dedicated organization, Universal Service Fund (USF). We have discussed USF's performance and prospects in our feature article, "Bridging the Digital Divide through USF". Some great articles on topics like cybercrime, budget 2020, and local manufacturing policy are also part of our current issue.

We have an exclusive interview of Tania Aidrus, a former Chief of Staff and Head of Strategic Initiatives on the Next Billion Users (NBU) team at Google, who quit her position a few months ago to head Prime Minister Imran Khan's 'Digital Pakistan' initiative. In an exclusive interview with Aisha Sarwari, Tania shared her aspirations for making Pakistan a digital nation.

Like always, our regular sections, including phone reviews, Smart moves, TVC reviews, top applications, and smartphone wish list are also part of our current issue. We always try to bring something new and exciting for our readers, and we hope you guys will appreciate our efforts and give us your feedback so that we can improve further.

We hope you are staying healthy and safe.  
Enjoy Reading.....!!

Thank you,  
**Adnan Khan**  
Managing Editor

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*Issue 44*

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By Rizwana Khan

# Bridging the Digital Divide through USF



**A**s the world is moving towards a more digitized future with more and more dependence on information and communication technology, internet access has increasingly recognized as an essential element for social and economic growth. The provision of essential services like healthcare, education, commerce and others now all rely upon modern ICT. Despite this growing usage and acceptance, acceptance, emerging

countries are still struggling to find affordable and sustainable ways to provide access to digital services to all.

---

**The provision of essential services like healthcare, education, commerce and others now all rely upon modern ICT**

---

Pakistan is one of the countries that is striving hard to overcome the digital divide by providing broadband service throughout the country, especially in remote areas. Pakistan like India, Malaysia, Morocco and Turkey has created successful ICT/broadband programs that serve thousands of citizens through creating universal service policies implemented through a dedicated organization, Universal Service Fund (USF).

## The USF Concept

The fundamental concept of universal service is to ensure that telecommunication services are accessible to everyone.

---

**The fundamental concept of universal service is to ensure that telecommunication services are accessible to everyone**

---

There are three principle features behind this concept.

### Availability:

The same level of service is available to everyone, everywhere, without geographical discrimination.

### Affordability:

The price should not be a factor to limit access to services for all users.

### Accessibility:

All subscribers should be treated in a nondiscriminatory manner, and quality service provision should be ensured in all places, without distinction of race, sex, religion, etc.

There is no hard and fast rule for USFs work. Typically, funds are collected through contributions made by telecom service providers. In most of the countries, these funds are raised in the form of a levy based on a percentage of annual operating revenues. Although in some countries USF fee is portioned from the overall regulatory fee, full or partial proceeds from spectrum auctions or licensing fee, direct contributions from government budgets, contributions from international agencies such as the World Bank, regional development banks, etc.

## USF Pakistan

To promote telecommunication and spread the benefits of telecom revolution across the country, the Ministry of IT and Telecom established the Universal Service Fund in late 2016. The fund consists of contributions by the Telecom Operators. The MNOs contribute 1.5 per cent of their adjusted revenues whereas, the government offers no funding for USF. There is an independent Board of Directors equally balanced between four members from the government and four from the private sector.

---

**The MNOs contribute 1.5 per cent of their adjusted revenues whereas, the government offers no funding for USF**

---

While the CEO is the 9th director of the Board.

All licensed operators contributing to USF are eligible to apply for all USF Contracts, including Special Projects.

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**All licensed operators contributing to USF are eligible to apply for all USF Contracts, including Special Projects**

---

The contracts are awarded using “negative auction” where the bid for the lowest amount of subsidy wins the contract.

## USF Achievements

The primary aim of USF is to spread ICT services to unserved and underserved areas of the country and help mobile operators to expand their services to far-flung areas. USF has distributed its focus areas into the following projects

- Broadband for Sustainable Development Program
- Next Generation – Broadband for Sustainable Development Program
- NG-BSD for National Highways & Motorways
- Optic fiber program

Besides these major ICT projects, USF has also initiated several special projects to make an impact at the grass-root level and empower the masses to take part in the ongoing digital revolution and transform their lives.



The special projects include the establishment of telecenters, introduction of services for people with disabilities, creation of computer labs in institutions and telemedicine networks, and ICT for Girls projects.

### **USF, in collaboration with service operators, has so far installed 1159 BTS in 7116 areas to provide telecom services to the unserved Mauzas across the country**

USF, in collaboration with service operators, has so far installed 1159 BTS in 7116 areas to provide telecom services to the unserved Mauzas across the country while making the provision of 3G services compulsory. While at the same time, USF also ensured voice and broadband data services on the unserved patches on the National Highways and Motorways.

### **USF has connected 56 tehsils and 26 towns through 6447 km-long fiber optic cable network**

A unique feature of NG-BSD for National Highways & Motorways program is National Roaming whereby a commuter gets continuous services in USF served areas, irrespective of their subscribed networks. USF has also connected 56 tehsils and 26 towns through 6447 km-long fiber optic cable network.

### **Room for improvement**

Despite the government and private sector's exhaustive efforts, teledensity in Pakistan remains less than 80% while 3G/4G penetration and broadband penetration remains 35% and 36% respectively. Pakistan is still at the bottom in the Global Connectivity Index and far behind other countries in digital innovation and entrepreneurship, which shows that Pakistan has still a long way to go. The efforts currently made by the government and the industry players are somehow still not enough. The USF Pakistan continues to collect funds from mobile operators for over a decade now. Still, its performance is in no way proportional to the digital revolution happening in the country

now. Universal Service Fund needs to play a more active role in this whole revolution and better prepare for the future.

### **The USF Pakistan continues to collect funds from mobile operators for over a decade now. Still, its performance is in no way proportional to the digital revolution happening in the country now**

There are several things that USF can do in this regard.

- USF should expand its responsibilities and structure its underlying legal and regulatory frameworks to ensure that policies and parameters can be modified quickly and effectively to accommodate the need for a new USF vision and respond to rapidly changing and evolving priorities.
- The overall concept of social and digital inclusion should not be overlooked. It should be ensured that no community, group or area lacks access to information and communication technologies. USF should not only work with private schools, colleges and universities, but it should collaborate with private sector institutions as well. In addition to that, hospitals, libraries, and government offices should also be upgraded through modern technology to ensure that far-flung areas of the country are also added in digital inclusion.
- Clear and well-defined goals should be set, and target should be achieved through transparency and visibility. Increasing transparency and accountability will improve commitment from all stakeholders.
- Besides providing accessibility to the telecommunication technologies, it is also essential to conduct targeted and comprehensive training and other educational programmes designed to ensure self-sufficiency in areas such as the operation of telecentres.



- More than anything else, USF needs to upgrade its financial mechanism. A growing number of governments want to ensure that the majority of the population has access to high-speed broadband at reasonable rates. To achieve that, the government needs to be more than just a watchdog. It should make financial contributions in the fund and access to national, regional or local infrastructure, rights of way, etc.

- USF should also team up with various relevant agencies and other social partners and stakeholders to engage in public education forums and other information dissemination measures. This will benefit the general population and promote understanding of the benefits of the various technologies.



The world is technologically moving ahead at a swift pace the creation of USFs has become an essential requirement to achieve universal access. But what is even more important is to expand and update the universal service policies beyond traditional telecommunication services and support ICT programs that propagate the use of modern technology as well.

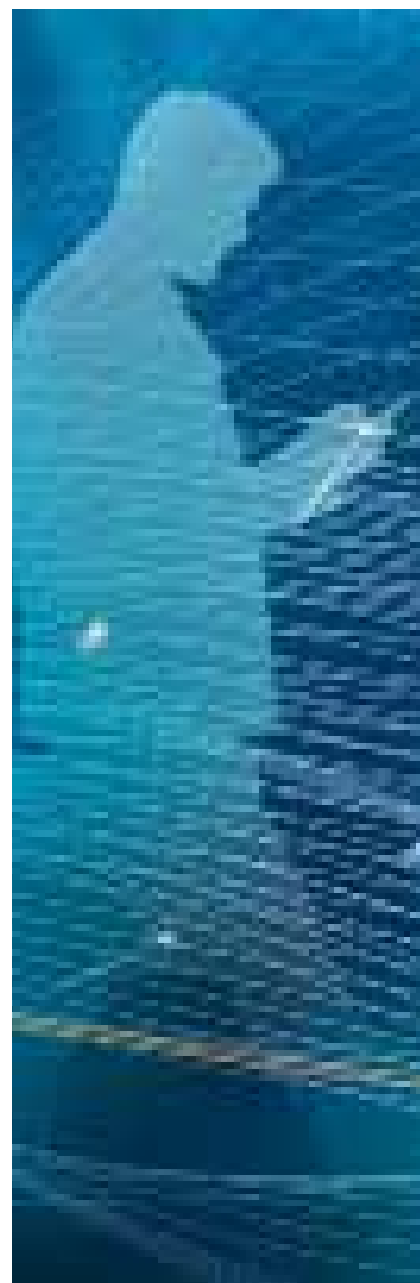
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**Programs that feature a combination of PCs and other digital devices, broadband connections, and localized content and services can give citizens in even the most rural and remote regions access to better education, healthcare, social support, and economic opportunities**

---



This way, emerging countries like Pakistan can reap enormous benefits and bring radical socio-economic change in the country. Programs that feature a combination of PCs and other digital devices, broadband connections, and localized content and services can give citizens in even the most rural and remote regions access to better education, healthcare, social support, and economic opportunities. USF is an excellent tool through which telecom operators and government can achieve the said goal. This will benefit the people but the government and operators in the long run as well. A win-win situation for all.



# Top 5 Internet Service Providers in Pakistan



The Internet is the backbone of connectivity. So, there is a high demand for high-speed Internet. People want a fast and reliable Internet connection. Here's the list of top Internet Service Providers of the country.

## 1. Nayatel

Nayatel internet service provider has made its name in recent times. It has proved to be one of the fastest and most

reliable ISP. This service includes fiber to the home (FTTH) networks. They have exceptional customer service, as well. Since their inception as an ISP, they are continuously trying to improve themselves. Nayatel has a wide range of Internet Bundles. But I will be mentioning the most economical one.

### NayaTel's Internet Packages: (Most economical)

Monthly charges: PKR 1,999/-

Volume: Unlimited

Internet speed: 10 Mbps

Smart TV: Yes

### Installation Time and Cost

Installation charges: PKR 11,000 (installment plan is available)

Device charges: Yes (PKR 4,750 including tax)

Installation time: 1-2 working days

## 2. PTCL

Pakistan Telecommunication Company Limited is regarded as the leading Internet Service provider of Pakistan. It is also the most popular internet service in our country. Over time, PTCL has transformed itself according to customers' needs. They have been improving their customer service as well. PTCL has an array of Internet Bundles. Though, I will be mentioning the most affordable package.

### PTCL's Internet Packages: (Most economical)

Monthly charges :PKR 1750/-

Volume: Unlimited

Internet speed: up to 6 Mbps

Smart TV(optional): PKR 525/- per month

#### Installation Time and Cost

Installation charges: PKR 2,499 inclusive of Tax/- (over existing landline) and PKR 5000 inclusive of tax/- (Landline + Internet + Smart TV)

Device charges: Yes (Router and TV box)

Installation time: 1-2 working days

## 3. Jazz Super 4G Wingle

Mobilink Jazz is one of the best and oldest telecom service provider in Pakistan. It is working for over 25 years now. Jazz has launched its Jazz 4G Wi-Fi and Jazz 4G Wingle devices for its customers. These devices have staggering internet speeds. Jazz 4G Wi-Fi and Wingle devices have a decent battery life of 2300 mAh. It enables WPS Wi-Fi connectivity. The lightening 4G speed ranges up to 150 Mbps, which is unbelievably fast. These Wi-Fi devices can operate vigorously with up to 10 users at a time.

The setting of the device is also an easy task. You have to download the Jazz app and set up the device from there. The Wingle devices have a USB type of smart design. Just plug it in any port and enjoy lightning speed internet. The most economical Internet bundle is listed below.

### Jazz Super 4G Wingle's Internet Package: (Most economical)

Monthly charges: PKR 999/-

Volume: 25 GB

Internet speed: up to 150 Mbps

#### Device Charges

Jazz Super 4G Wingle: PKR 2,500/-

Jazz Super 4G Wi-Fi: PKR 3,200/-

Jazz Home Wi-Fi: PKR 5,500/-

## 4. Zong 4G Bolt

Zong's wireless devices are known as Bolt and Bolt+ with different speeds and packages to select from. With a Zong 4G Bolt, you can connect up to 10 Wi-Fi devices at the same time. Plug it into any USB power source, and you are good to go. Internet Speeds are fantastic, up to 36 Mbps.

### Zong 4G Bolt's Internet Packages: (Most economical)

Monthly charges: PKR 1500/- (without tax)

Volume: 30 GB for one month

Internet speed: up to 150 Mbps

#### Installation Time and Cost

Installation charges: You have to buy a Bolt device

Device charges: Yes (PKR 3,000/-)

## 5. Transworld Home

Transworld Home offers Internet and TV services in Karachi, Lahore, and Islamabad with speeds up to 100 Mbps and 100+ HD channels, branding itself as a premium entertainment experience provider.

The most prominent attribute of this ISP is that it comes under the international Tier-1 Operator. As of now, there is no other Internet service provider with Tier-1 network collaboration. It offers many Internet packages with staggering speeds. Here's the most economical one.

### Transworld Home's Internet Packages: (Most economical)

Monthly charges: PKR 2,500/-

Volume: Unlimited

Internet speed: 20 Mbps

Tru™ TV (optional): PKR 500/- per month

#### Installation Time and Cost

One-time Cost: PKR 12,000 (available on installments)

Tru™ Smart Box: PKR 7,000 (available on installments)

Special Promo: Also available at ZERO upfront charges

Installation Time: 1-2 days



# 5 Best Video Calling Apps for Work, Online Classes & Social Networking



**N**o one had ever thought about a virus that would attack the world and alter the global patterns of interactions. The COVID-19 pandemic just struck the whole world by mere surprise. It has wreaked havoc on human civilization in several spheres. The virus has forced the masses to stay inside their homes because more interaction will allow more spread of the contagion. Consequently, places such as educational institutions, offices, banks, factories, etc. have been asked

to remain shut in several parts of the world amid coronavirus.

Therefore, video calling apps have proved to be the best option for work, online classes, and social networking. Keeping that in mind, we have compiled list of Best Video Calling Apps for PC, Android, and iOS.

Here's the list.

## Zoom

The Zoom video calling app is one of the most extensively used video calling platforms in the world. It has an array of useful features for both education and business purposes. The Zoom is currently regarded as the most popular free app in Apple's App Store, according to the industry data reporting company, App Annie. It is also considered as one of the best video calling apps for businesses and educational institutions. The app downloads are on the rise

in recent months, due to lockdowns of businesses, schools, and transportation increased. In Pakistan, Zoom is widely used as the video calling app for online classes.

The Zoom video calling app can be used on a PC or smartphone device to hold high-quality one-on-one video or voice calls or video conferences that involve groups. The company proposes a basic free service that allows unlimited one-on-one meetings and group meetings of up to one hundred people. The basic service only allows a group meeting of 40 minutes duration. Zoom also offers private chat windows among users and groups, along with screen sharing and the ability to record meetings.

## Skype

Microsoft's Skype video app is much more than just a free video calling service. With Skype, you can make an HD video call for free. Along with being able to contact other users through a video call, the application also possesses an impressive range of different functions. For instance, with the conference function, it's viable for a maximum of twenty-five Skype users to become a part of the group chat simultaneously.

Another fundamental Skype feature is its instant messaging service, which can be utilized to transfer text messages, files, and much more. One significant advantage of this feature is that the text messages can be edited or removed after they've been sent. All of these exceptional functions can be used free of cost. However, all parties must install a Skype account to use these various functions.



## WhatsApp

The world-renowned messenger Whatsapp has also evolved into a good Skype alternative. Though Whatsapp was primarily a messenger for written messages only, users can now also use it for voice and video calls. Along with that, photos, videos, and voice messages can be exchanged as well. Besides the simplified versions for smartphone operating systems, there are also desktop solutions for Windows and Mac. However, Whatsapp is recognized as one of the best video calling apps for Android and the best video chat app for low-speed internet users.

While you can chat with up to 256 people in a group simultaneously, video conferencing, nevertheless, is limited to just four people. The most significant benefit of WhatsApp; however, is the extensive distribution of the software: The probability that friends and associates will also use the app is comparatively high.

## FB Messenger

The messenger operates well for almost every kind of digital communication. It can support up to 8 people in free HD video calls with absolutely no duration limit. When making a two-person call, it automatically switches to a peer-to-peer structure, skipping servers and potentially bypassing congestion.

As, it's also a product of Facebook, which implies you'll need an account to get started. You have to follow a bunch of easy steps to create your account.

Another positive aspect is that Messenger use is comparatively better protected from Facebook snooping than posts and pictures on the main website. The FB Messenger is available for Android, iOS, and PC.

## Google Duo

Google Duo was first launched in the year 2016. The Google Duo video-calling app takes a minimalist approach. This app is also limited to its core function. The video calls among any two users are possible, along with video conferences between a maximum of eight people.

Google provides the unique 'knock-knock' function, which lets users preview their contact's live video feed before receiving incoming calls. Another positive point is that Google Duo is not just available for Android devices but also for Apple devices. Moreover, users of mobile Apple devices don't require to add a Google account for the application, and only a phone number is sufficient to enjoy calls on video conferencing software.

## Microsoft Teams

For organizations that run on Microsoft Office 365, this is the best video conferencing software. Also, the app is regarded as best for laptop video calling. Microsoft Teams brings together chat, video meetings, audio calling, and Office apps like Microsoft Word, Excel, and PowerPoint into one platform for teamwork.

If you have Office 365 installed in your device, you already have access to teams, but if you haven't installed, there is a free version available for you. Microsoft also released updates in March uplifting user limit restrictions on those free versions and providing a six-month free trial of its enterprise software suite Office 365 E1 for businesses not already licensed for Microsoft Teams. Otherwise, Office 365 business plans that incorporate Teams begin at \$5/user/month.

By Zainab Saeed

# The Complicated World of Cybersecurity



**W**ith the rise of technology and smart devices, the threat to cybersecurity has increased. It has led to widespread chaos in the digital world. The situation is getting worse day-by-day and security of individuals is at high risk. To protect ourselves from cyber threats, we should stay away from the latest technology.

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**To protect ourselves from cyber threats, we should stay away from the latest technology. Wait! Is it even possible?**

---

Wait! Is it even possible? Of Course not. We all are on the verge of an era

of hyper-connectivity. We are living more in the digital world as compared to the real world. We have brought our lives online because these digital tools have brought more convenience in our lives, and we do most of our daily tasks with just a click of a button. But with increased dependency on the internet, we have also become more prone to cybercrimes.

## Rewterz Threat Intelligence, discovered a sale advertisement of 115 million Pakistani mobile users' data being put up on the dark web by an unknown hacker

Back in April, a cyber-security company, Rewterz Threat Intelligence, discovered a sale advertisement of 115 million Pakistani mobile users' data being put up on the dark web by an unknown hacker. The leak came after a hacker tried to sell a package containing 115 million Pakistani mobile user records last month for a price of \$2.1 million in bitcoin. The undisclosed hacker leaked the database of Pakistan's leading telecom service provider, Jazz. The data leaked contained both personally-identifiable and telephony-related information, including customer's full names, home addresses (city, region, and street name), National identification (CNIC) numbers, mobile phone numbers, landline numbers, and dates of subscription.

In response of that, Chairman of the Senate Standing committee on Interior Senator Rehman Malik directed the Federal Investigation Agency (FIA) to investigate how the personal data had been stolen and being sold for \$2.1 billion on the dark web.

## Cyber Threats in Pakistan

It is not the first time that Pakistan has come under a cyber-attack, there so many cases of cyber-attacks in our history. It is noticed that hackers had tried to hack confidential information and NADRA may be the next target of cyber terrorism to destroy its essential services, hack the confidential information of people and use them for the illegal purposes.

### Hackers had tried to hack confidential information and NADRA may be the next target of cyber terrorism to destroy its essential services, hack the confidential information of people and use them for the illegal purposes

Pakistan is a developing country, and here the implementation of cyber services is still in its initial phase. It is essential to highlight here that the USA is one of the countries that actively spies upon Pakistan. The USA is using multiple tools to collect data mainly through electronic surveillance, ground and air intelligence platforms like satellites, recording telephonic calls, gathering public pulse through e-mails filtering, radio monitoring and communication leaks.

## FIA can barely cope with the situation because the department has no experts who can control such attacks

FIA division is responsible for dealing with cybercrimes. Still, unfortunately, FIA can barely cope with the situation because the department has no experts who can control such attacks. The department is also not even able to trace such attacks that are executed by cybercriminals via proxies, like TOR, a free software that enables online anonymity and resists censorship.

On the other hand, the most critical problem that currently Pakistan is facing in cyber-domain is the lack of understanding of the people about the use of internet/social media platforms. Currently, there is no concrete law that can deal with the growing threat of cyber-crimes.

### Our legal framework is inadequate and ill-equipped to address the online cyber threats

Our legal framework is inadequate and ill-equipped to address the online cyber threats.

## How exactly can we address this ongoing issue of cybersecurity?

It is crucial to have an in-depth Knowledge about Risk factors. The more knowledge you have about the risks involved, the better the security measures you will be able to take. The operating systems and internet security software should be updated as the hackers frequently use known flaws in the software to gain access to the system. Keeping an eye on those flaws and patching them up on time can make it less likely that the operating system becomes a cybercrime target.



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**The more knowledge you have about the risks involved, the better the security measures you will be able to take**

---

For organizations, it is essential to train its employees in cybersecurity principles. All the important organizations that are keeping records of personal information should install, use and regularly update antivirus and antispyware software on every computer. It is better to use a firewall for the Internet connection.



The physical access to computers and network components should also be restricted and limited number of employees should have the authority to access the data and install soft wares. The companies should conduct cybersecurity risk assessments regularly.

---

**All the important organizations should install, use and regularly update antivirus and antispyware software on every computer**

---



A Tanzanian delegation has recommended that Pakistan needs to establish Cyber Crime Unit (CCU) to tackle cybercrimes and it has to develop relevant legislation and formulate Computer Emergency Response Team (CERT) to facilitate the implementation. Tanzania itself has developed CCUs and CERTs as it has lost \$6 million in different cyber-related crimes. The Tanzanian delegation highlighted in the discussion that \$445 billion are lost annually due to cyber-crimes and electronic thefts in online security. Moreover, 800 million data records from developing countries have been hacked so far. So all the developing countries like Pakistan must develop and implement comprehensive policies to control the cyber-crimes.





# Vivo Y30 Brings the Latest Innovations to the Budget Segment in Pakistan



Vivo is known for bringing the latest innovations in Pakistan with its V-series, however this time the company has included the Y-series to its journey of innovation as well. The latest entrant in the series, Vivo Y30 brings some top of the line features like iView Display, AI Quad Camera and a massive 5000mAh Battery to the budget segment at the amazing price of just Rs. 27,999.

## 6.47-inch iView Display:

A tiny hole-punch camera is surrounded by a world of possibilities with a 6.47-inch display that offers beholders a stunning visual feast. The screen-to-body ratio reaches 90.7%, with an impressive aspect ratio of 19.5:9 and HD+ resolution.

## Awe-inspiring 3D Design:

The Y30's body is elegant and refined – down to the last detail. Delicate 3D curves are cleverly designed to seamlessly vanish into the sleek lines of the side panels.

The Emerald Black edition blends a whisper of gemstone-green into deep black. And Moonstone White takes on the warmth of the mother pearl, showcasing taste and poise.

## AI Quad Camera:

Y30 gives you four rear cameras stacked in a uniquely compact structure. 13MP Main Camera, 8MP Super Wide-Angle Camera, 2MP Super-Macro Camera and 2MP Bokeh Camera work together seamlessly, putting pro-standard masterpieces at your fingertips.

8MP Super Wide-Angle Camera offers 120-degree horizontal views – so you can capture broader landscapes and larger groups of people.

2MP Super Macro Camera offers 4cm focus to help you uncover a beautiful world in miniature – from morning dewdrops to glistening beehive honey.

## 5000mAh Battery:

A 5000mAh battery keeps the Y30 running for longer, so you can count on it being ready to answer to your needs. Y30 supports about 9 hours of online gameplay and about 137.09 hours of local music.

## Pricing and availability:

Vivo Y30 (4GB+64GB) is now available in Pakistan for Rs. 27,999 with one-year official. There is another version available with 128GB internal storage. If you're using the Zong 4G SIM card in the slot 1, you will also get 12GB Zong Mobile Internet for free. (2GB Data / month for 6 months).

# Tecno Pouvoir 4

## Large display with King-sized battery

### Design & Display

Pouvoir 4 has enhanced sleek design and large display screen. With the tinge of innovation, the series comes with a 7 inches HD+Drop screen, dot-notch back camera in the center, light-weight body with the dimensions of 174.9×79.6×9.2mm and attractive apparel strands in hues of cosmic shine, ice jadeite, and fascinating purple.

The pixels, color intensity, the balance of contrast & brightness of the screen display, are more advanced and apt.

### Camera

The series is equipped with a 16 MP clear camera lens and F/1.8 giant aperture. The pictures captured with Pouvoir 4 gave crisp and vibrant results.

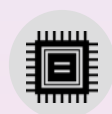
The quality was clear, detailed with a perfect balancing of contrast and brightness. Moreover, with the 8X digital zoom function and 77° shooting angle Pouvoir 4 makes itself an ultimate choice of photography enthusiast capturing elaborated scenery and its minute details in colors.

### Performance and Battery Life

The high processing performance of TECNO smartphones has always been its strong suit. The Pouvoir series consists of swift gears like MT6761 Quad-Core processor, and a 3GB RAM and 32GB internal storage, which can be further expanded up 128GB via SD card. The in-built software of the phone runs smoothly with no glitches while switching or scrolling through the apps. The phone was tested with the PUBG game, there were no loading lags or compromised visuals observed on the screen.

Pouvoir's 6000mAh battery with a fast charger of 18W is the biggest capacity in batteries designed by TECNO. While testing, the handset was experimented with gaming, HD video streaming, playing music and usage of camera simultaneously. Surprisingly, the phone's performance lasted with the same zeal even at 20% battery. A single charge could make you last for 4 days with it. All in all, with this performance and battery life assurance this phone outranks the others.





**32GB Built-in, 3GB  
RAM  
Octa-core**



**Non-removable Li-Po  
6000 mAh battery**



**7.0 inches**



**13MP main sensor,  
Quad LED Flash**

**PKR.17,999/-**

### Pros

- Excellent battery
- 7 inch large display
- Dual speakers
- Quad camera setup

### Cons

- Slow processor

### Final Verdict

Large-screen display, King-sized battery, Charging lasting up-till 4 days, Pouvoir 4 is TECNO's most enhanced handsets till time.

# Tania Aidrus' Plan to Connect 20 Million More Pakistanis to Internet

An Exclusive Interview



**T**ania Aidrus is a former Chief of Staff and Head of Strategic Initiatives on the Next Billion Users (NBU) team at Google, who quit her position a few months ago to head Prime Minister Imran Khan's 'Digital Pakistan' initiative. She spent more than half her life outside Pakistan, studying at the world's best schools and working at the forefront of the global tech industry. In her own words, she wants to "put Pakistan on the map" as far as technology and innovation were concerned.

Tania holds an MBA from the MIT Sloan School of Management and a BSc from Brandeis University. Prior to her appointment as a Google executive, Tania co-founded a mobile health diagnosis company called ClickDiagnostics which connected rural patients in emerging markets to doctors around the world.

She was also a leader in the Global Business Organization at Google in the US and then in Singapore where she was the Country Manager for South Asia Frontier Markets at Google.

In an exclusive interview with Aisha Sarwari Tania shared her aspirations for making Pakistan a digital nation. Here is what she said.

**Aisha Sarwari: Your plan of digital equality will change everything, but there's a big barrier. There's friction. There are so many things that stop a woman from getting documented, how these challenges can be overcome?**

Tania Aidrus: Step number one is affordability. Let's forget about all things, let's find a way first to make sure affordability is at a level where anybody, with a few hundred rupees a month can get access to the Internet on a consistent level. So, that starts to lower the barrier. Then there are connotations with being connected, where people feel that only men should have cellphones and women should not have cells, and it's a cultural challenge that needs awareness. Ultimately, you have to look at the smartphone that you carry and access to the Internet as an economic empowerment tool.

**We need to make sure affordability is at a level where anybody, with a few hundred rupees a month can get access to the Internet on a consistent level**

**Aisha Sarwari: what do you think needs to be done to increase digital inclusion in Pakistan?**

Tania Aidrus: We need to have aggressive goals for how many people we want to have connected to the Internet. Currently, we're at roughly 35 per cent of the population connected to the internet. There is no reason why this number should not be at 70 percent in the next two years.

**Currently, we're at roughly 35 per cent of the population connected to the internet. There is no reason why this number should not be at 70 percent in the next two years**

We should be talking about something like adding 20 million more Pakistanis connected to the Internet. Now, this will only happen if the entire ecosystem, including telcos, banks, startups, incubators and especially government come together to play its part.

**Aisha Sarwari: So, what have been some of the 'wow' or 'aha' moments since you became a bureaucrat?**

Tania Aidrus: There are lots of things. My learning curve has honestly been the steepest it has ever been in my life. My motivation comes from interacting, ultimately with the people that I care to impact like the students and young startups. And when I say students, I don't mean just college students. You know, I ran into a Grade 8th kid in Lahore the other day, and he came up to me, and he was so incredibly excited because this is a generation that has grown up with technology. So the conversation was just incredible for me because I walked away feeling well, that I may have the opportunity to have somebody who's, twelve or thirteen, fourteen years old to start to like living in this country.



With the government's support, with the private sector coming together, I believe I can do wonders, I can reach the stars.

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**With the government's support, and private sector coming together, I believe I can do wonders**

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Anything is possible. Yeah, we need to ignite a spark in our youth.

**Aisha Sarwari: Yes, it's quite heartening because young people believe in technology. Is that a lot of responsibility? Do you sometimes feel overwhelmed?**

Tania Aidrus: Yes. I feel overwhelmed every single day. I feel an incredible sense of responsibility, mainly because, when there is hope, letting down is honestly the worst possible thing anyone would want to be blamed for doing.

There is a whole generation of young people growing up right now that frankly need to be given hope, but also need to make them understand the possibilities and make them realize that this country can provide them with those possibilities.

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**We need to encourage and instill hope in our young people that they can accomplish anything and frankly, technology is the only way to do that**

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Why did I leave 20 years ago? And why did so many people like me leave because of a narrative that if you don't have the connections and way of life available here, then you can make something better of yourself by going abroad. The question for us is the route for Pakistan to be prosperous, we cannot continue to send our best people away. We need to encourage and instill hope in our young people that they can accomplish anything and frankly, technology is the only way to do that.

**Aisha Sarwari: you are right, but the challenge becomes when there's not that culture instilled and the system is so big that you can't create that.**

Tania Aidrus: I think you can create it. There are a lot of people currently working to build control performance management. Look, the reality is that we have to understand we have done things a certain way for seven decades. And I think the one thing I continuously try to tell people is this government has been in power for a year and a half. A year and a half is an incredibly short amount of time. And I think for anything that we talk about and, you know, in my little, tiny world, I face a lot of "What have you even done so far? You've been here for two months, what have you done?" Yes, you have to show progress also the expectations have to be appropriately set, but there is no magic bullet here that's going to change the economy overnight. There are measures that we need to put in place, and luckily, we have an incredible economic team now.

**Aisha Sarwari: Thank you so much for doing this for Pakistan, regardless of where this goes. And congratulations on what you've already achieved. Thank you.**

Tania Aidrus: Thank you so much.



# Realme launches X3 SuperZoom in Pakistan



As the name suggests, the main selling point of the X3 SuperZoom is its 8MP optically stabilized periscope module, which offers 5x optical zoom and up to 60x hybrid reach. There's also an 8MP ultrawide and 64MP primary shooter a 2MP macro cam, making for a diversified set of shooters for any occasion. The moniker is inspired by the phone's telephoto camera, and it's the five times zoom periscope lens setting it apart from all other realmes – the few of which have a tele-cam at all, stick to a standard 2x unit. A standout feature warrants a standout moniker then. The periscope makes the phone unique in the realme roster.

The X3 SuperZoom has six cameras, two at the front, and a quad-camera array at the back. The front cameras are 32MP f/2.5 wide-angle (80.4°) and 8MP f/2.2 ultra-wide-angle (105°). It might sound like overkill to have dual front cameras, but the ultra-wide angle option is pretty useful for group shots, or when you want to frame one or more people against a backdrop. The quad-camera array at the back is as follows: 64MP f/1.8 wide-angle (78.6°); 8MP f/2.3 ultra-wide-angle (119°); 2MP f/2.4 macro (4cm focus distance); and 8MP f/3.4 periscope telephoto (5x optical zoom).

The 64MP Samsung GW1 sensor bins down to 16MP images and does an admirable job as the primary shooter. Daytime photos are very even-handed with no crazy saturation or severe HDR effects. The dynamic range is excellent, and details are great at both 1x and 2x. 64MP mode is also available for when you want even more detail in good lighting.

realme's camera app has zoom options for 0.5x, 1x, 2x, 5x, and 10x with the ability to digitally zoom up to 60x. With a dedicated lens for 0.5x, 1x, and 5x, those are naturally where you get the best results. The realme X3 SuperZoom camera also comes with a whole host of night modes. There are regular night mode and tripod mode for 50-second exposures for capturing light trails and the like. Starry Mode beefs up your astrophotography —. There's also AI-assisted super- and ultra-night modes.

What this all means is that you have several manuals and automatic low-light options for better photos. You're going to need these modes if you want a good low-light shot.

X3 SuperZoom proved to be competitive. All you need to look for is a good primary sensor and optical zoom. With high specs, sheets, and 60x SuperZooming is a competent smartphone for your money.

# Huawei Nova 7i

## A Supercharged Midrange Smartphone

### Design

Nova 7i has a large screen with a punch-hole for the selfie camera on the upper left and the earpiece by the top bezel.

Found on the right are the volume rocker and the power/lock button, which also functions as the fingerprint scanner. On the left is the SIM card slot with support for Huawei's NM cards in a hybrid setup. Up top, we have the secondary microphone. Down at the bottom are the 3.5mm audio jack, USB Type-C port, and the loudspeaker.

Flip it on its back, and you will see the quad-rear cameras in a protruding module and encircled by a thin metal frame. The overall quality is good. Huawei didn't mention any special glass protection, but a plastic screen protector is already pre-installed. There's also a clear jelly case included in the package, which is nice.

### Display

The Nova 7i sports a 6.4-inch LTPS display with Full HD+ resolution, which is equal to 398ppi. The bezels are noticeable and not as thin as those found in flagship devices nowadays. It's also thicker at the chin, but not at all distracting.

The display is sharp, has wide viewing angles, vibrant colors, and legible outdoors in strong sunlight. There's also the Smart Resolution feature that automatically lowers screen resolution to HD+ to save power.

### Camera

The Nova 7i sports a quad-rear camera setup consisting of a 48MP F1.8 main, 8MP ultra-wide, 2MP macro, and 2MP for portrait shots. It features AR lens, Night Mode, Portrait, Pro Mode, SLo-Mo, Panorama, HDR, Moving Picture, up to 6X digital zoom, and Super Macro. It also has an AI camera that automatically adjusts camera settings based on the subject.

Picture quality is good, especially in bright conditions. Images come out with plenty of details and punchy colors. In dim conditions, the camera can easily brighten up the image and retain color accuracy, but the details tend to be softer.

When it comes to selfies, it is handled by a 16MP F2.0 camera. Quality is also good with sharp images and accurate colors.

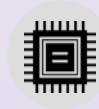


As for video recording, Nova 7i can shoot up to 1080p videos at up to 30fps. Quality is similar to still images with sharp details and a high dynamic range. You can also switch between the standard lens and ultra-wide while shooting.

### Performance

The Nova 7i is powered by the HiSilicon Kirin 810 chipset with Mali-G52 GPU with GPU Turbo, 8GB of RAM, and 128GB of storage with 111.36GB as usable. It's a powerful mid-range configuration that can handle most tasks you throw at it, including gaming. Apps launch fast, switching between apps is quick, the fingerprint unlock is instantaneous.

Huawei equipped the Nova 7i with a large battery at 4,200mAh, which can last a heavy user a whole day with some left for the night. Charging is really fast thanks to the 40W Huawei SuperCharger and can replenish the Nova 7i's battery to 70% in just 30 minutes. A full charge is done in just an hour.



128GB Built-in, 8GB RAM, UFS 2.1 Octa-core



Non-removable Li-Po 4200 mAh battery



6.4 inches



48MP+8MP+2MP+2MP

**PKR.43,999/-**

### Pros

- 40W fast charger is very welcome
- Offers a huge upgrade from the Kirin 710
- Battery life is quite good
- Decent camera performance

### Cons

- Glossy plastic at the back doesn't feel nice
- Ultra-wide camera performance below average in low-light

### Final Verdict

Huawei has brought its mid-range Nova to the next level with the Nova 7i. It has a beautiful display, excellent performance, good cameras, and a large battery with impressive charging tech.

By Onsa Mustafa

# An insight into the “tax-free” Budget for FY 2020-21



**T**he IT and telecom sector is one of the most profitable industries that has contributed a significant part in the country's economy over the last decade. The telecom sector has empowered more than 165 million cellular subscribers and 76 Million 3G/4G subscribers to gain access to mobile broadband services. This increased access to mobile broadband services has opened a wide range of benefits to the overall economy of the country.

Mobile technology has revolutionized almost all the industries in the country.

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**M-governance, m-commerce, m-health, m-agriculture, and m-education have played an important role not only in making the country more digital, but it also acted as a significant contributor to socio-economic growth in Pakistan**

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M-governance, m-commerce, m-health, m-agriculture, and m-education have played an important role not only in making the country more digital, but it also acted as a significant contributor to socio-economic growth in Pakistan. The government is fully aware of the importance of the mobile sector in economic effectiveness and more meaningful social enclosure. However, Taxation has always been a matter of conflict between the government and the industry. Every year the government

modifies its taxation policy. In FY 2017-2018 budget, the government had added the regulatory duty of PKR 250 on every imported mobile phone. Moreover, the government also merged the lower and middle duty lumps into one single chunk of PKR 650.

The change in the policy did not affect the imports of high-end smartphones. However, it was more than 100% increase for the features phones. The government also introduced an additional tax on the import of smartphones according to the Excise Act 2005. Although the industry was not satisfied with this decision, the government considered it best to rein the burgeoning imports through regulatory duties.

According to the Asian Development Bank, more than, 25% Pakistan's population lives below the poverty line, which is most likely to increase due to the COVID-19 outbreak. It means more than 49 million people will be unable to buy even the affordable phones, which will be a great hindrance in making the country digital. There is a need for uplifting the tax on low-priced phones so that maximum number of people can take advantage of it and also the country could move towards the digitization. Besides, in developing

countries like Pakistan, heavy taxation opened the ways for smuggling and tax evasion.

### **In developing countries like Pakistan, heavy taxation opened the ways for smuggling and tax evasion**

Despite the uneven Taxation, the industry has managed to boost the economy of the country. Pakistan Telecommunication Authority (PTA) revealed in the Annual Report 2018-2019, in terms of duties, taxes and levies, the telecom sector has subsidized over 96 billion to the national exchequer. The attracted investments were US\$ 636 million, while sector revenue crossed Rs. 552 billion. The industry got USD 236 million FDI during the year. In the last quarter of 2019, the renewal of three mobile cellular licenses has brought in \$688 million to the national exchequer. It is 50% of the total amount of license fee. Therefore, the relief in the form of lenient taxation is well deserved.

Now, it is time for the new budget 2020-2021 policy. The government of Pakistan has eased the people by not bringing in any new tax in 2020-2021 budget. The total amount of budget 2020-21 is Rs 7,294.9 billion which is

11% lower than the size of budget 2019-20. The government has targeted an unrealistic economic growth of 2.1% in FY 21 which seems to be a distant dream given the negative growth of -0.38% for FY20 and the uncertainty surrounding the country due to the coronavirus pandemic.

The government has dropped the development budget for Information Technology and Telecom Sector and allotted Rs 6.672 billion in the recent budget compared to Rs 7.34 billion in 2019-20 under the Public Sector Development Programme (PSDP). The government has also assigned Rs 6.672 billion under the PSDP for budget 2020-21 including Rs 5.42 billion local components and Rs 1.25 billion foreign aid. The total size of PSDP for 2020-21 is Rs 1,324 billion in budget 2020-2021.

### **PTA revealed in the Annual Report 2018-2019, in terms of duties, taxes and levies, the telecom sector has subsidized over 96 billion to the national exchequer**

The government has allotted Rs 4.78 billion for 13 ongoing and Rs 1.892 billion for 15 new development programs of Information Technology and Telecom sector. The sales tax rate has also been reduced from 14% to 12% for big retailers. The decision was taken to facilitate the retailers due to coronavirus outbreak.

### **The government has allotted Rs 4.78 billion for 13 ongoing and Rs 1.892 billion for 15 new development programs of Information Technology and Telecom sector**

In the budget 2020-21, the government has proposed a sales tax exclusion to the corporations manufacturing mobile phones locally under the new mobile phone manufacturing policy.



**In the budget 2020-21, the government has proposed a sales tax exclusion to the corporations manufacturing mobile phones locally under the new mobile phone manufacturing policy**

**The key highlights are:**

- If the C & F Value of mobile phone (in US Dollar) up to 30 except smartphones, there would be Rs 70 tax in CBU condition and no tax in CKD/SKD condition,
- Rs 100 tax if exceeding 30 and up to 100 and smartphones up to 100 in CBU condition and no tax in CKD/SKD condition
- Rs 930 tax if exceeding 100 and up to 200 in CBU condition and no tax in CKD/SKD condition,
- A tax of Rs 970 if exceeding 200 and up to 350 in CBU condition and no tax in CKD/SKD condition,



• Rs 3000 tax if exceeding 350 and up to 500 in CBU condition and Rs 5000 tax in CKD/SKD condition,

• Rs 5,200 if exceeding 500 in CBU condition and Rs 11,500 tax in CKD/SKD condition.

The Economic Coordination Committee of the Cabinet has also permitted the removal of fixed income tax on CKD/SKD manufacturing of mobile devices up to US\$ 350 category and increase in fixed income tax on US\$ 351-500 US\$ category by Rs2, 000 and US\$ 500 by Rs6,300 on CKD/SKD manufacturing only and removal of fixed sales tax on CKD/SKD manufacturing of mobile devices.

**The Economic Coordination Committee of the Cabinet has also permitted the removal of fixed income tax on CKD/SKD manufacturing of mobile devices**



**Performance in a post-COVID-19 pandemic, it will be a challenge for the government to recover the shrinking economy and convert contraction into a definite growth spurt in the next fiscal year**

The COVID-19 outbreak has not only harmed the people physically, but it also damaged the economy of the country due to lockdown. With dismal performance in a post-COVID-19 pandemic, it will be a challenge for the government to recover the shrinking economy and convert contraction into a definite growth spurt in the next fiscal year.



# OPPO Launches All-round Flagship Find X2 Pro with Industry-leading Screen in Pakistan



OPPO has unveiled its most anticipated smartphone, Find X2 Pro that delivers an all-round powerful camera experience and battery life, with one of the most advanced screens in the industry.

With a customized Sony sensor IMX689, the Find X2 Pro brings users upgraded all-round photography and video experience that transforms the way we capture life's important moments.

Catering to local consumer needs, Find X2 Pro empowers users to live their lives more efficiently on-the-go. The device is equipped with a 120Hz QHD+ Ultra Vision screen, an all-round ultra-vision-camera system, the industry's fastest 65W SuperVOOC 2.0 flash charging technology and the most advanced Snapdragon 865. The Find X2 Pro is also the first mobile phone to support all-pixel omnidirectional focus and up to 12bit photo capturing.

"To deliver a holistic experience to our users, OPPO is constantly innovating all aspects of our products – from screen, photography, charging, battery life, and design. The clear, smooth, and professional display of the OPPO Find X2 Pro sets a new standard for flagship smartphones, bringing mobile interaction and display experience to a new level," said George Long, CEO, OPPO Pakistan, AED.

Find X2 Pro is equipped with an OPPO customized 120Hz QHD+ Ultra Vision Screen with more than one billion variations of color display capabilities, bringing a visual revolution in resolution, color, refresh rate and brightness. With a resolution of 3168 \* 1440, 513 ppi, ultra-low screen reflectivity and a maximum screen brightness of up to 1200nit, it creates a clear and comfortable display in any environment.

# Infinix Note 7

## Great Features at A Hard To Beat Price

### Design & Display

Infinix note 7 features a 6.95 inches, punchhole, infinity-0 display that views at resolution of 720 x 1680 pixels, with brightness reaching up to 480 nits and has a pixel size of 258. In order to make navigating easier, the display is equipped with Intuitive gesture navigation which acts spontaneously.

The body of Infinix note 7 is well built, instead of the rear, it has fingerprint scanner embedded by the side and this device is available in green, purple and black colors.

### Camera

Looking at the rear, you'll discover a quad camera covered or protected by a circular shaped transparent Corning gorilla glass (to ensure that the camera nor the transparent glass is affected whenever the phone falls to the ground), hereby giving Infinix note 7 a classic look.

The quad rear camera consist of 4 sensors or lens and they include main camera of 48 MP that performs having a wide aperture size of f1.8 thereby making it sensitive to light. Then there is a 2 MP Macro lens as the name implies, this offers macro Vision. Depth vision camera of 2 MP has aperture size of f/2.4 and a low light sensor.

While on the front there is a 16 Megapixels selfie shooter, that sits in the punchhole notch of the screen. The selfie camera comes with same aperture size as the rear, which is f/1.8 and bright selfie images is guaranteed by the LED flash hidden somewhere beneath the screen.

### Hardware and Processor

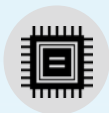
Infinix Note 7 runs on MediaTek Helio G70 chipset with octa-core processor. It comes with 6 GB of RAM and a massive storage of 128 GB. It runs on Android 10.0 with XOS 6.0 and has 4G connectivity.



We all know how amazing Infinix phone speaker of nowadays are, well the note 7 is not an exception, in order to improve audio quality and coverage, the phone packs dual stereo speakers and this features DTS.

### Battery

Infinix Note 7 gives you more than enough capacity of 5000 mAh so that you don't spend all day charging, it's equipped with 18W Super charge 3.0.



**128GB Built-in,  
4GB RAM  
Octa-core**



**(Li-Po Non removable),  
5000 mAh  
- Fast battery charging  
18W**



**6.95 inches**



**48MP  
+2MP  
+2MP  
+low light video  
camera, Quad  
LED Flash**

**PKR.26,999/-**

## Pros

- Incredible screen size
- Long battery life
- High-grade front camera
- Highly affordable

## Cons

- USB type-C

## Early Verdict

In this tech (titans') world, Infinix Note 7 is the underdog you should follow in the years to come. The phone's major selling point is not just its features but the amazing price as well.

# Internet for Quarantine Survival



**H**aving a ban on gatherings and public events being called off, people throughout the globe have been in search of entertainment on streaming platforms. Netflix, YouTube, Zoom, and social media sites like Facebook are being utilized to make use of time and communicating with each other. In recent years, users of these services have moved increasingly to smartphones, creating an industry-wide mobile focus. This made the Pandemic bearable for the individuals as staying home would have been difficult without personalized devices.

To begin with, the internet providers have complied with the situation and introduced packages for the time. Families are sitting at home with less trouble, all because of cheaper internet bundles helping them stay connected with the outside world.

**Families are sitting at home with less trouble, all because of cheaper internet bundles helping them stay connected with the outside world**



As mentioned by the Pakistan Telecommunication Authority (PTA), there has been a significant increase in the use of the Internet, ever since the lockdown was endorsed on March 24, 2020. There is an estimated increase of about 15% in the usage of the Internet across Pakistan with Facebook, YouTube, Instagram, Netflix, Tiktok and WhatsApp being the big trends.

**There is an estimated increase of about 15% in the usage of the Internet across Pakistan with Facebook, YouTube, Instagram, Netflix, Tiktok and WhatsApp being the big trends**

Although traditional social media sites have evolved, users seem to want more than to communicate via text messages. This has provided a big boost to apps that used to remain in relative obscurity as people now want to see each other, through apps such as Google's video messaging app, Duo and Houseparty. These apps allow groups of friends to join a single video chat to play games and enjoy movies together. Organizations and institutions have refrained from having



physical interaction, so the impact is shifted at home. Offices and schools have moved into the basements and living rooms, with every sector trying to make positive use of this isolation.

**Offices and schools have moved into the basements and living rooms, with every sector trying to make positive use of this isolation**

The educational tasks shared by the Schools are posted on Google Classroom, whereas, interactive sessions of meetings are taking place on apps like Zoom, Google Hangouts and Microsoft Teams. Websites like Coursera are providing online courses from world-renowned educational hubs like John Hopkins University and Yale University. The classes are accessible free of cost, and a minor fee is applicable if one desires certificate with payment of about \$50.

The economic sector has also witnessed a transition, and the businesses also shifted online to avoid human interaction. Even the citizens have shown avoidance to banknotes and are using digital payments as a mode of economic fluidity. In Pakistan, daraz.pk shares their experience of e-commerce where there has been a notable increase in online shopping and online payments. Similarly, people are avoiding payments in cash and making use of credit cards, either in online shopping or physical cashless transactions from stores.

**People are avoiding payments in cash and making use of credit cards, either in online shopping or physical cashless transactions from stores**

The banking sector has used the situation as an opportunity for increasing digital banking adoption in the country. Retaking Pakistan's example, the JS bank has given the statistics of a 10-12% increase in the rise of digital transactions in their

JS wallet use ever since the lockdown was announced. E-commerce can be an effective solution until the situation stays restricted and uncertain, though there won't be any harm in promoting the phenomenon in the long run too. The Telenor Microfinance banking has also highly encouraged digital finance for the public in these times. Mobile wallets have been put as an alternative until the situation normalizes as the use is easy to be adopted by all.

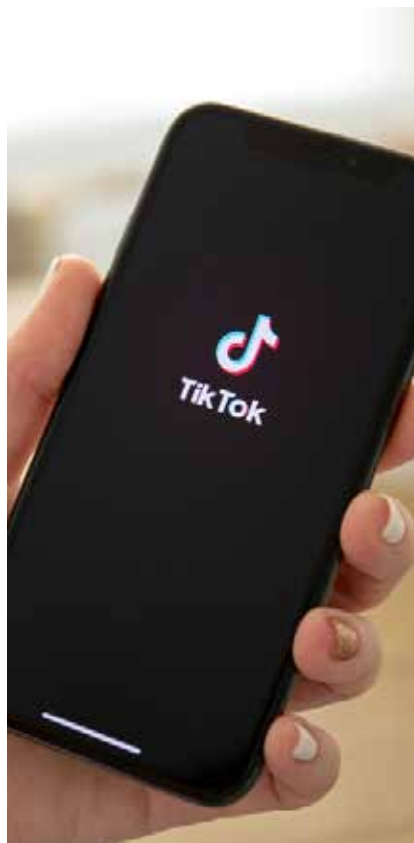
## Mobile wallets have been put as an alternative until the situation normalizes as the use is easy to be adopted by all

In this time of need, people have also started to become familiar with online pharmaceutical services as they are easily assessable. There are many options to purchase the desired medicine online in Pakistan, like shifa4u.com and nibd.edu.pk, where the option of home delivery and the cash on delivery is also present. Cooking and baking are some of the activities that have helped occupy people to stay indoors and improve their skills in the kitchen. Websites like tasty.co and allrecipies.com are easily accessible and carry delicious meals that can be replicated conveniently. They have different levels that elevate to complicated dishes having an option to identify the level at which an individual stands along with his maturity at cooking.



Quarantine has also helped people to come out of their shell and rediscover themselves. TikTok is a smart phone app which is packed with short clips of pranks and lip-syncing, started before the outbreak of Covid-19. Since its creation, it has continued to have a steady rise in its users. Charli D'Amelio the 15-year-old dancer is such an example who started like any other TikToker, but within a small span of quarantine she has gained about 60 million followers on TikTok. This had made her a social media celebrity making her the most followed person on the app and 18.7 million followers on Instagram. In terms of fitness, although the gyms are closed, there are means of keeping the workout on track. Different online gym services are functioning in the Pandemic like Wello and iTrain that help in maintaining the fit lifestyle. Online yoga and meditation class subscription can also be purchased online at minimum costs.

At a time when staying indoors is the best way to survive the coronavirus pandemic, the internet has emerged as savior for millions of internet users across the world.



The lockdown doesn't look quite as unbearable with the internet. Take it away and chances are our lives will fall apart like dry cake. It's about work, leisure, shopping, family bonding and myriad other things as people recalibrate their lives. For every closed grocery shop, restaurant, movie hall, gym or even doctor's appointment, the internet has an alternative ready at the click of a button. Internet is the only thing that has made isolation less boring rather it has brought a more viable option to stay safe home and wait for the COVID to end.

## Internet is the only thing that has made isolation less boring rather it has brought a more viable option to safe to stay home and wait for the COVID to end



# TECH TWIST



In 1994, the company who had a patent on GIFs tried to charge a fee for using GIFs. The PNG was invented as an alternative, and the company backed down.

1



Google rents out goats from a company called California Grazing to help cut down the amount of weeds and brush at Google HQ!

2



CD's (Compact discs) read from the inside to the outside edge, which is the reverse of how records work.

3



Using a hands-free device to talk on the phone while driving is shown to be equally or more dangerous than driving drunk.

4



If you were to have your picture taken by the very first camera, you'd need to sit still for 8 hours.

5

By Jawad Ahmad

# Five reasons why Vivo V19 should be your Next Phone?



**V**ivo has recently launched V19 in Pakistan. And just like its forerunners, this device redefines all that one needs from a phone. No doubt, V19 has come with the most balanced offerings for anyone looking for a good phone. The Vivo V19 is a phone for everyone as it does everything with high precision, be it photography or gaming, or even lasting for a long time on a single charge. Most of the mobile phones specialize in certain areas, and the ones which are good with everything are quite rare. The Vivo V19 is one of those unique devices which seldom come to market.

So if you are in the market for a phone and want the best feature in one pack, here are five reasons why the Vivo V19 is the best buy for you.

## Brilliant Camera

Vivo is one of the best devices when we discuss the mobile photography experience. The V19 carries forward this proud tradition and comes with no fewer than six cameras – two at front and four behind. On the front are a 32-megapixel primary sensor and an 8-megapixel ultra-wide sensor, while at the back are a 48-megapixel primary sensor, an 8-megapixel ultra-wide sensor, a 2-megapixel depth sensor, and a 2-megapixel dedicated macro sensor. The device has a wide variety of shooting options, including basic point shoot, super close shots from the macro sensor, and wide-area shots with ultra-wide sensors. The overall AI algorithm of Vivo, along with the megapixel, makes the device stand out when it comes to photography. Vivo in no time

has become the master of photography, and we can see it in the outputs.



Vivo V19 has a wide array of shooting options; it works best even in low-light conditions. A multiple exposure mode can take fourteen photographs and combine the best super shots. There is an aura screen light that brightens the selfies in low light conditions. An Art portrait mode lets users keep the subject in colour while rendering the background in monochrome. The shot refocus feature can change the level of blurring in the background after taking shots. The device also has a pose master mode that helps you strike poses.

The device is also the best selection for vloggers because they can produce the best videos with all these features mentioned above. The device is also marketed with a tag #PerfectShotPerfectMoment – for the very right reason as it delivers just that: the perfect shot at the ideal moment. It is easily among the best in its segment.

### Vivo V19 Incredible display

The Vivo V19 has one of the best displays globally. It has a brilliant 6.44 inches LIV Super AMOLED FHD+ Dual iView display, made from the latest E3 OLED, featuring an aspect ratio of 20:9. Viewing content on it is fun, be it videos, games, or good text, the large display houses everything perfectly. The vibrant colors and contrasts make it a brilliant device to be viewed in the afternoon sun. The display is, no doubt, amazingly beautiful.



### Designed with Perfection

Vivo V19 has a classy design that is best for people of all ages to carry it with perfection. The device is available in Piano Black and Mystic Silver. The device comes with a 3D glass body having Gorilla Glass 6 at the back, which looks beautiful and gives it glamour. The device is a perfect fit for your hand, as it is the sleekest phone in the market right now.



### Giant Battery

Vivo V19 keeps on running smoothly for a long time with its massive 4500 mAh battery. In case you run out of battery, Vivo's flash charge 2.0 ensures V19 gets charged up to 70 percent in forty minutes. V19 comes with a 33W USB Type C charger.



### Free Mobile Internet

In addition to all the great specs that Vivo V19 offers, Zong customers can also get 12GB Free Mobile Internet by using their 4G SIM card in Slot 1 (2GB Internet / month for 6 months).



# OPPO enters Pakistan high-end smartphone market with its Find X2 Pro, together with ecosystem development plan



The smartphone company OPPO has recently launched its Find X2 Pro – the latest device that delivers an all-round powerful battery, innovative images with the best high-quality screen in the industry. OPPO Find X2 Pro is a flagship model of the brand and is equipped with Qualcomm Snapdragon 865 mobile platform.

“We at OPPO are constantly innovating all characteristics of our products from photography, battery life, charging, screen, and design to provide a holistic experience to our users. The smooth, clear, and professional display of OPPO Find X2 Pro takes mobile interaction and display experience to a whole new level” said George Long, CEO, OPPO Pakistan, AED.

The Find X2 Pro is equipped with OPPO’s the most powerful and versatile Ultra Vision Camera System, with a combination of 48MP wide-angle lens, 48MP ultra-wide-angle camera, and 13MP periscope telephoto camera, providing a fully upgraded imaging experience. Based on the customized IMX689 sensor, Find X2 Pro also provides the industry’s most advanced All Pixel Omni-Directional PDAF technology, which can achieve 100% pixel focusing. Find X2 Pro is also the first mobile phone to support 12bit photo capturing. Capturing perfect night scenes via DCG technology, dual gain signal conversion, and using second generation 10x hybrid optical zoom, this smartphone provides an exceptionally smooth and stable photography experience.

Recently the brand also launched OPPO Enco Free which is the first truly wireless earbuds utilizing ultra-dynamic speakers. These speakers are equipped with dual magnetic circuit design and an FPC arm balance system that allows for a superior sound quality output. Notably, the earbuds can be used up to 25 hours in total if used alongside its charging case.

In the future, OPPO will continue to offer a range of smart devices that cover four main use scenarios including personal, home, travel, and office to provide users with a more comprehensive personal technology experience.

Priced at PKR 179,999, the OPPO Find X2 Pro is now available in Pakistan.

# Daniel Ek

## The CEO of Digital Jukebox, Spotify and the Savior Of The Music Industry

Ek grew up in Ragsved, near Stockholm, and, as a teenager, he created Web sites for businesses and ran Web hosting services out of his bedroom. He dropped out of college and worked for several Web-based companies before founding Advertigo, an online marketing firm that he sold in 2006 to the Swedish company Tradedoubler.



Daniel Ek bumped the creativity level in the music world to a new height with Spotify when he launched the company in 2008. Among other several contributions to technology by the Swedish, Spotify made his success louder, having earned him a spot as one of the most powerful people in the world in 2017. Daniel, a high school graduate of IT-Gymnasiet, has actually proven to be a force in technology, business, and advertising. As a technologist and an entrepreneur, Daniel's influence has improved the career of most musicians as well as better the lives of music lovers.

Daniel initially planned to retire after selling his advertising company, Advertigo, in 2006. Of course, that gave him a lot of money. But changed his mind a few months later after realizing that money is not what actually gives meaning to life but projects that pertain to one's passion. That inspired him to co-found Spotify with Martin Lorentzon, co-founder of TradeDoubler that acquired Advertigo.

By Fizza Atique

# Creating Opportunities for Local Mobile Manufacturing Ecosystem



**M**obile phone is now an essential part of our lives being the quickest source of communication in today's world. Most of the world's population is connected through this small gadget, indicating an increased usage of mobile phones. This extreme usage has enabled mobile phone manufacturing companies to generate substantial incomes and profits from this industry. The rise in cell phone penetration every month is another indicator of how rigorously this industry is growing and becoming a significant contributor to the national exchequer.

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In Pakistan, where the population is around 220 million, with 169 million cellular subscribers, the inception of 3G and 4G has accelerated the use equally and subsequently, the demand of smartphones in both rural and urban areas of Pakistan. In recent years,

Pakistan has been importing; on average, about 11 million mobile phones every year. The growth in the number and increasing mobile phone import also points towards the fact that our country does have the potential for local manufacturing and how the mobile phone industry can benefit from local production.

Pakistan is the seventh-largest importer of mobile phones with annual sales of 34 million sets in 2019 and the annual market size of more than 40 million. The local manufacturing of mobile phones remained suppressed due to



mobile phone imports through grey channels. To fight this, PTA introduced Mobile Device Identification, Registration, and Blocking System (DIRBS), which curbed illegal imports of mobile phones and contributed to security enhancement. Still, the boom in local mobile manufacturing has remained slow. The primary reason behind it was the absence of policy, which resulted in an unpredicted business environment, no correlation between local assembly and imports in Completely Knocked Down (CKD) Kits, and insufficient tariff differential between local assembly and import of Completely Built Units (CBUs).

**Pakistan is the seventh-largest importer of mobile phones with annual sales of 34 million sets in 2019 and the annual market size of more than 40 million**

### **Local mobile manufacturing can develop into a major industry capable of generating an export surplus to sell its brand of “Make in Pakistan” in the international markets**

With increasing demand and competitive advantage of labor cost, local mobile manufacturing can develop into a major industry capable of generating an export surplus to sell its brand of “Make in Pakistan” in the international markets.

Keeping in view the prospects local manufacturing finally we got Pakistan's first local mobile manufacturing policy.

### **Basic Objectives behind Mobile Manufacturing Policy**

Local mobile manufacturing policy is envisioned, keeping in view the

technology acquisition and localization of mobile devices through local investment as it will have a direct impact on Pakistan's economy. Local mobile manufacturing will also promote joint ventures while welcoming foreign direct investment to the country. Pakistani consumers will be able to enjoy high-end features at reduced prices, which were not possible with the globally imported smartphone brands. Local mobile manufacturing has the potential of creating 200,000 direct and indirect jobs, hence directly contributing to the country's economy.

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Through local mobile manufacturing, the government would be able to fulfill its goal of digital Pakistan intuitively, as it will also increase digitization through supporting 4G/5G technologies. Another objective behind local mobile manufacturing policy is the development of an efficient manufacturing eco-system that will increase the exports of the competitively manufactured handset to promote the “made in Pakistan” tag globally.

### **Main Points of the Local Mobile Phone Manufacturing Policy**

- Regulatory Duty Tax for CKD/SKD manufacturing by Pakistan Telecommunication Agency for approved manufactures under IOCO approved quota, will be exempted.
- Fixed income tax on CKD/SKD manufacturing of mobile phones up to \$350 will be exempted.
- Fixed income tax on \$ 351-500 category and \$ 500 on CKD/SKD manufacturing will be increased by Rs 2000 and Rs 6300, respectively.



- The local industry will make sure that the localization of parts and components goes on as per roadmap.
- Removal of fixed sales tax on CKD/SKD manufacturing of mobile devices.
- PTA activation may be restricted to locally manufactured handsets imported formally as CKD/SKD kit (8517.1211) under IOCO quota and not under HS Code 8517.7000, i.e., parts.
- In up to \$30 category, words except “smartphones” to be inserted for CBU imports under 8517.1219 to avoid misdeclaration.
- R&D allowance of 3% to be given to local manufacturers for exports of mobile phones.
- Local industry to ensure localization of parts and components as per roadmap.
- EDB will act as Secretariat of Mobile Phone Manufacturing Policy and ensure the development of allied parts, components, tools, and devices.

Currently, there are sixteen local mobile manufacturing companies in the country out of which most of the companies are manufacturing feature phones.

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Keeping in view the interest of people towards smartphones and the latest 4G/5G technologies, the companies are now shifting to manufacturing smartphones incorporating the latest technologies. With mobile manufacturing policy, local manufacturing will get a go-ahead, and we will see its impacts in the coming years.

## **Impacts of local mobile manufacturing**

The establishment of domestic production will create job opportunities for skilled but unemployed Pakistanis, which will boost R&D culture in Pakistan. Local manufacturing will ensure overall economic development and will further provide a road to the local assembly. Other brands will also be motivated to play their part. The changing dynamics of the Pakistan mobile market due to 3G, 4G, and 5G have shown Pakistani mobile manufacturing market's potential. Hence, the landscapes of local assembling and manufacturing could be very eminent in Pakistan.

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### **Countries across the world have seen the tremendous transformative impact of their economic indicators due to local manufacturing**

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Countries across the world have seen the tremendous transformative impact of their economic indicators due to local manufacturing. Examples include China, India, Argentina, Vietnam, Portugal, etc. Pakistan has the potential to achieve the same wonders only if it manages to plan the strategies for this initiative wisely.

Pakistan has climbed the first ladder in the shape of local mobile phone manufacturing policy.

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### **Local mobile manufacturing will bring in other industries along with it, including circuit designers, component manufacturers, accessories, packaging, and software industry to cater to mobile software requirements, and so on**

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Once deployed, mobile phone plants can lead to extraordinary miracles for the economy. Local mobile manufacturing will bring in other industries along with it, including circuit designers, component manufacturers, accessories, packaging, and software industry to cater to mobile software requirements, and so on. The government must set milestones so that local assemblies can be leveraged as the more significant accelerator of economic growth. It can be done by devising aggressive long term goals to increase mobile phone penetration further and improve Pakistan's standing among the connected countries in the world and transform it from least connected to the most connected country.



# Vivo S1 Pro is Now Available at a More Attractive Price in Pakistan



Vivo, the global innovative smartphone brand has reduced the price of its hot selling smartphone; vivo S1 Pro in Pakistan. This budget device is now available at the more attractive price of Rs. 39,999 only. It is worth mentioning that S1 Pro stands out in the segment with its unique and extremely durable design, ultra-clear and vivid Super AMOLED Display and vivo's revolutionary In-Display Fingerprint Scanning.

The new Vivo S1 Pro provides you an ultimate viewing experience on a 6.38-inch Super AMOLED display with a 90% screen-to-body ratio, 1080p FullHD+ resolution and magnificent color harmonization.

The S1 Pro main camera delivers 48MP super clarity, while the other three cameras cover wide-angle, macro and bokeh needs for almost every scene. The 48MP main camera has a 1/2 inch sensor supported by a large f/1.8 aperture for super resolution and light sensitivity. From the day to the night, clear pictures are guaranteed. The 8MP super wide-angle camera expands your frame to 120 degrees, so you never need worry about missing anything out again. With the macro camera's 4cm range and frame-merging algorithm, S1 Pro reveals a brand-new world of tantalizing tiny wonders while the 32MP front camera is industry-leading.

Qualcomm Snapdragon Octa-core processor is a powerhouse that ensures smooth operations. 8GB RAM helps you keep multiple apps running as you like without the threat of slowdown. Plus, 128GB of memory lets you store more of your favorite apps, videos and photos. If you see fit, you can even expand up to 256GB. S1 Pro houses a 4500mAh (TYP) battery that keeps its power for much longer. Featuring Type-C interface, when it's time to recharge, Vivo's exclusive Dual-Engine Fast Charging technology re-juice at breakneck speeds.

Vivo S1 Pro is duly approved by PTA to work on all local networks and comes with one-year official warranty in Pakistan and 15 days free replacement. Zong users can also get up to 12GB free mobile internet by using their 4G SIM cards in slot one.





# Xiaomi Redmi Note 9 Pro

## Great Value for Money

### Design

Over the last year, Xiaomi has been championing its all-new Aura Balance design direction. The most distinctive, and different, design element has to be the back panel of the phone. Gone is the gradient and instead, you get a brilliantly glossy pane of Gorilla Glass 5. Of course, this makes it a fingerprint and scuff magnet. Using the included case is almost necessary if you don't want to constantly clean up smudges.

Like the Redmi Note 8 Pro, the camera module is centrally mounted. However, instead of a vertical arrangement, all four sensors are enclosed in a raised rectangular section with the flash placed below it.

A big change this time around is the switch to a side-mounted fingerprint reader. It is integrated into the power key and I found it to be extremely fast at unlocking the phone. The button is intuitively placed and very easy to reach, even with a single hand.

You will find a USB-C port along the bottom edge as well as a headphone jack. Over on the left is a combined slot for dual nano-SIM cards as well as a microSD card for memory expansion. Yes, the phone retains an IR blaster at the top.

### Performance

The Redmi Note 9 Pro sees the company returning to Qualcomm's Snapdragon platform as the phone sports a Snapdragon 720G. The chipset sports a combination of two Kryo 465 Gold cores, as well as six Kryo 465 Silver cores. In addition, there is an Adreno 618 GPU tackling graphics duties. MIUI is well mated to the hardware and delivers a polished, slick experience. There is no hint of lag or stutter, and we didn't expect it either. The phone is available in two variants, one is 4GB/64GB while the other is 6GB/128GB.

Despite being a mid-range chipset, the Snapdragon 720G is more than capable of powering through any app or game you throw at it.

### Battery

Xiaomi pioneered the trend of slapping large 4,000mAh batteries in phones, and the Note 9 Pro takes it a step forward. This time around, the phone has a 5,020mAh cell that is more than enough for a long day of heavy use.



### Camera

The core camera set-up remains consistent between the Redmi Note 8 Pro and the all-new Redmi Note 9 Pro. The quad-camera setup includes an 8MP ultrawide sensor, a 2 MP depth sensor as well as a rather questionable 5MP macro sensor.

The cameras on the Redmi Note 9 Pro are decent. The good news is that Xiaomi has opted for very natural-looking color science here. More often than not, the color temperature and white balance are spot-on which is very good to see. There is a certain softness to images captured with the Note 9 Pro.

Xiaomi has done a particularly good job at optimizing the portrait mode and the phone does a fantastic job at edge-detection, creating a natural-looking blur.

There's a 5-megapixel macro camera tossed into the mix, and it does the job. Xiaomi has made improvements to the video mode as well. The camera captures crisp footage all the way up to 4K, 30FPS though the exposure levels are consistently just a bit too high.



128GB Built-in,  
6GB RAM  
Octa-core



(Li-Po Non remova-  
ble), 5020 mAh  
- Fast charging 30W



6.67 inches



13MP +8MP  
+5MP+2MP

**PKR.44,999/-**

### Pros

- Eye-catching design
- Very good performance
- Excellent battery life

### Cons

- Low-light images are unsatisfactory

### Verdict

The Redmi Note 9 Pro focuses on delivering a value-for-money experience. While the competition pushes the barrier with specs, and price, the Redmi Note 9 Pro sticks to its formula of bringing great performance and good-enough imaging to a price point that is within the reach of most buyers.

# SMART MOVES

## Workaround: around the world, around the clock

During the first phase of Digital Jobs KPITB has established BPO ready spaces to place 350 BPO workers. The BPO industry in the country will also benefit from this initiative, as incentives will be offered to existing and prospective BPO operators to set up their businesses in Khyber Pakhtunkhwa. Establishment of BPO ready spaces has the following objectives:

- Attracting investment and growth in the BPO sector
- Promoting job opportunities through outsourced work

Investments in the BPO sector are expected to create jobs for local youth, many of who are either unemployed or underemployed and lack opportunities.



## Qeemat Punjab App launches home delivery service in four major cities

Commodities price checking and complaint registering mobile app 'Qeemat Punjab' developed by Punjab Information Technology Board (PITB) has launched "Home Delivery Service" feature to provide goods at regulated prices at citizen's doorstep. The feature Fresh Online Free Home delivery service is covering the cities of Lahore, Rawalpindi, Islamabad and Multan. Total of 46 items including fruits and vegetables are listed in Fresh Online order form. The app will help people who don't have means of going out alone, wish to avoid tiresome traffic, or going through a busy market with multiple shopping bags.

## Punjab's 'Insaf Imdad programme' for lockdown affected families

Amid COVID-19, Punjab's Chief Minister Usman Buzdar decided to provide much-needed relief to the struggling and deserving families under Insaf Imdad Package. As per the package, a family would be receiving Rs12,000.

The Government of Punjab aims to provide the aforementioned package to as many as 2.5 million sidelined families of the province.

Essentially, there are three ways to apply for the loan:

- SMS
- Online [website]
- Mobile App





# How To!

## Use Your Voice to Control Your Android Smartphone



Google Assistant, developed by Google, is an artificial intelligence that is available on Android smartphones. It is engaged in two-way communications. Primarily the Google assistant is interacted with the natural voice, even though keyboard input supports them. Now the Google assistant manages many tasks such as schedule alarms and events, search the internet, turn on the battery saver, display the email notification, play your favorite song, and lots more.

All you need is to have an internet connection. In order to activate the Google Assistant, you need to hold the home button on your device or else simply say "Ok Google". Some of the basic necessary things which you can ask Google assistant to do are:

1. Say 'Ok Google' to open the Google Assistant on your Android phone.
2. Use can use Google assistant to know about your day's appointments by giving the command. Speak 'Today's appointments' to find out the meetings and appointments on a specific day.
3. Google Assistant will help to set the alarm. Say 'Set alarm' to set reminders or alarms.
4. You can also send messages to your contact name through Google assistant. Speak 'Send messages' and the assistant will ask for whom. Tell the contact name and the message.
5. You can even make calls to your contacts using Google assistant. Speak in 'Call' (with contact name) to call someone.
6. To know information about the sports events, say 'ongoing matches' such as India vs Australia.
7. Google Assistant can also be used to perform searches on the net. Simply speak the 'keywords' and it displays the relevant information.
8. You can also use Google assistant for converting currencies. Just enter terms such as \$5 into rupees or Rs.500 into \$, etc.

In case you want to control the Android using your voice without an active internet connection, then you need to install an application known as 'Google Voice Access'. This app will offer you more detailed control when compared to the Google assistant.

# TELECOM CAMPAIGNS

## Xiaomi Redmi Note 9 series- Smart Life

The new ad of Xiaomi is fascinating as it focuses on family bonds. The ad communicates the message very smartly about how you can stay connected with your family members via Redmi Note 9. The ad highlighted the family values and expressed how you can make the family bonding stronger via this smart device. The music in the background gives you serene feelings.

**Verdict: loved the ad!**



## JS Bank Online

JS Bank online new ad is good, but there is nothing special to discuss. Well, it has communicated the message clearly that you can transfer the money online to your loved ones in times of need.

**Verdict: hmmm, OK!**

## EIDI Paisa

Eidi paisa's new ad was designed especially for the EID that we all have celebrated in this pandemic situation. No one was able to meet their relatives, and Telenor was aware of the case that the elder wouldn't be able to give eidi to their younger ones. This is the reason that it introduces Eidi Paisa to transfer eidi without any hurdle. Well, the ad was a bit emotional but sweet.

**Verdict: Nice Ad!**





### #ParhayiChaltiJaye with Monthly Supreme

The coronavirus Pandemic has led to the closure of schools, which has resulted in wastage of studies. Telecom operators have acted as a rescuer and have facilitated students with cost-effective packages. Jazz Parhyi chalti jaye TVC revolves around the same concept where we can see a university student studying and enjoying 20GB for whole 30 Days. The overall advert is just fine, and the music is also reasonable.

**Verdict: Good Advert**



### Zong Aik Naya Khawab TVC



Zong Seldom launched advert unlike other operators in Pakistan, but whenever it comes with one, let's accept, it's a masterpiece. Zong Aik Naya Khawab TVC is just another brilliant collaboration of beautiful lyrics, theme & great composition. The advert not only covers the beauty of Pakistan but also gives the message that Zong has the most extensive spread 4G network in the country.

**Verdict: Best Advert of the month**

### Ufone Super Card Gold TVC

Ufone has recently launched its Super Card Gold tv. The advert is simple yet on point. The music is good and adds up to the overall theme of the tv.

**Verdict: On point**



# Why & how to get rid of useless apps?



**Today there are so many amazing apps that... it is quite easy to get confused about which ones you really need. Unscrupulous developers are trying to make you download their software that not only brings you no good, but also makes your device work less efficiently. What kinds of apps does it refer to? And how can one delete them?**

## REASONS TO REMOVE APPS

To save storage space. Some apps are extremely heavy and your phone's memory is not endless. So, you might find it useful to get rid of something you don't really need so that you could have something you wish you had.



To save data. If you don't have Wi-Fi around you all the time, you might want to save mobile data, especially if your provider is kind of scrooge.



To save battery. Some apps, especially the ones running in the background are really draining it. So, it would be nice not to have to charge your phone day and night.

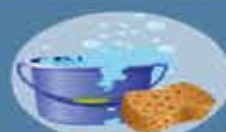


To keep your safety. Not all apps are innocent. Malware, bloatware, spying apps are all undermining your security. To sleep well at night, it is better to check your phone on whether you have those awful devil creations and sweep clean them.

## TYPES OF APPS YOU DON'T NEED

### Cleaning apps

Not only these apps consume your battery power but they also have those annoying ads that pop up all the time. It is easy to clear cash without such apps – just go to Settings, Storage, Cached Data. There you'll find out the easiest and most efficient way how to rid your phone of junk.



### RAM boosters

Or memory saving apps. You don't need them because your OS – be it Android or iOS – is pretty much able to manage RAM usage without third-party apps. More than that, since such apps tend to run in the background, they are actually consuming more memory than saving.



### Battery savers

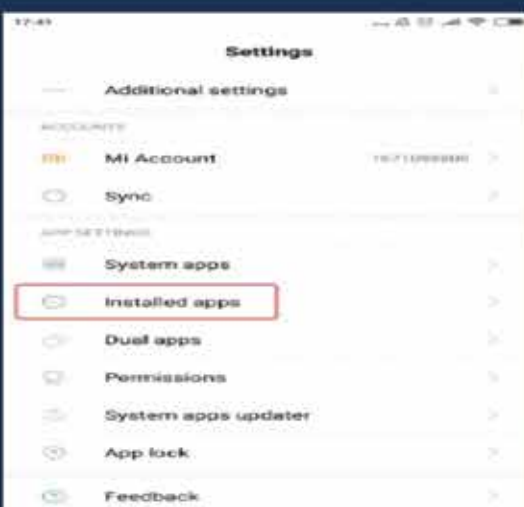
Same as with RAM boosters. The only way to save battery and extend working hours of your device is to get rid of everything you don't need, especially background apps.



To keep your peace of mind. These days there are so many distractions that only damage our mental health. Some apps can be contributors to this process.



Apps you don't use  
As simple as that. Some apps are quite hard to delete. These are your main enemies. Just read on.



**Well, this is one of the ways how you can remove most of the apps you don't use or need. The other way is to drag icons on your home screen to trash. It is easily done than said so don't worry if you don't understand it for now. Just try it!**

## YOUR TWO MAIN ENEMIES AND HOW TO DEAL WITH THEM

### Manufacture's bloatware



**They really annoy you, don't they?**

If you are determined to get rid of bloatware, you'll need lots of patience. The only way to do it is by getting access to the developer's mode. In other words, you'll need to root your phone. If you don't want to do it, you can at least try to force stop these apps.

### Social media apps



**These are certainly not your friends!**

Why? First of all, they consume the biggest amount of data, memory and battery altogether. Secondly, they distract you from the things in your life that really matter. If you are not ready to take such a big step as to delete these apps, at least push off the notifications.

# Top Applications and Games for your Smartphone



## Pixtica

Is a feature-packed «all-in-one» camera app, with photo and video editors, gallery, and lots of creative tools. Made for photography lovers and filmmakers. Designed to be quick and intuitive, so you never miss a moment again.



## Box

“There are plenty of excellent file-syncing storage services, but, on Android, the Box app takes the cake.”  
Securely store, manage and share all your files, photos and documents with 10GB of free cloud storage from Box.



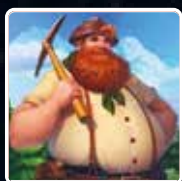
## CloudCal

CloudCal syncs effortlessly with Google Calendar, Google Tasks, Microsoft Outlook/Exchange. All so you can start using CloudCal instantly, and find all of your existing appointments waiting for you.



## Online Soccer Manager (OSM) - 2020

Manage your favorite football team in Online Soccer Manager (OSM)! This free-to-play game contains all real and authentic football leagues, clubs and players in the world.



## Klondike Adventures

EXPLORE the wild territories of Alaska together with valiant Kate and adventure-savvy Paul. Build strong and prosperous farm and city in the wild. This game has it all!



### Social Media Post Maker, Planner, Graphic Design

Is the best marketing automation tool that will help you to design creative post and schedule it on social media.



### Vuforia Chalk

Facilitates AR remote assistance between your experts and field technicians. It's an easy way to solve complex or unfamiliar problems.



### HQ Trivia

HQ is the wildly popular live game show app where you can win real cash prizes for free.

Every day, tune into HQ to answer trivia questions and solve word puzzles ranging from easy to hard to savage. See if you have what it takes to win cash.



### Lose It! – Calorie Counter

Lose It! is a calorie counting app that helps you reach your weight loss goal. Simply download the app, set your goals, and track your foods and exercises to lose weight.



### Onion Browser

Onion Browser is the original free and open-source Tor-powered web browser for iOS. Onion Browser helps you access the internet with more safety and privacy, and no extra cost to you.



**Vivo V19**

Display: 6.44 inches  
Memory: 128/256GB Built-in,  
8GB RAM  
Camera: 48MP+8MP+2MP+2MP



**Vivo Y30**

Display: 6.47 inches  
Memory: 64GB Built-in, 4GB RAM  
Camera: 13MP+8MP+2MP+2MP

**An Online Store with  
Official Warranty**  
**[www. phoneexpress.pk](http://www.phoneexpress.pk)**



**Realme X3 Super  
Zoom**

Display: 6.6 inches  
Memory: 256GB Built-in,  
12GB RAM, UFS 3.0  
Camera: 64MP+8MP+8MP+2MP



**Realme 6 Pro**

Display: 6.6 inches  
Memory: 128GB Built-in, 8GB RAM-  
Camera: 64MP+12MP+8MP+2MP



### **Xiaomi Pocophone F2 Pro**

**Display: 6.67 inches**

**Memory: 128/256GB Built-in,  
6/8GB RAM**

**Camera: 64MP+5MP+13MP+2MP**



### **Infinix Note 7 6GB**

**Display: 6.95 inches**

**Memory: 128GB Built-in, 6GB RAM**

**Camera: 48MP+2MP+2MP+  
low light video camera**



### **Tecno Spark 5 Pro**

**Display: 6.6 inches**

**Memory: 128GB Built-in,  
4GB RAM**

**Camera: 16MP+2MP+2MP+QVGA**



### **Oppo F15**

**Display: 6.4 inches**

**Memory: 128GB Built-in,  
8GB RAM, UFS 2.1**

**Camera: 48MP+8MP+2MP+2MP**



### **Samsung Galaxy A21s**

**Display: 6.5 inches**

**Memory: 64GB Built-in,  
4/6GB RAM**

**Camera: 48MP+8MP+2MP+2MP**



### **Tecno Pouvoir 4**

**Display: 7.0 inches**

**Memory: 32GB Built-in,  
3GB RAM**

**Camera: Quad 13MP**

# Vivo Launches V19 in Pakistan with Dual iView Display and Super Night Mode

The advertisement banner for the Vivo V19 features the Vivo logo on the left, followed by the model name 'V19' in large, bold letters. Below the name is the tagline 'Light Up Your Night'. The central part of the banner contains three images: on the left, three smartphones (black, blue, and white) are shown from different angles; in the middle, a woman is holding a blue Vivo V19; on the right, a man is holding a blue Vivo V19. Below these images, the text 'Super Night Mode | Aura Screen Light | Dual iView Display' is displayed. At the bottom center, there is a blue button with the text 'Pre-order Rs. 59,999' and the dates '14 May - 17 May 2020'. On the bottom right, there is a small image of a Vivo V19 box with the text 'TWS BT Speaker Free Gift Limited Quantity Only'.

Vivo has revealed the new V19 in Pakistan through an online launch event. This new smartphone focuses on key features including Super Night Mode, Dual iView Display and Aura Screen Light.

V19 brings together extraordinary camera capabilities, cutting-edge technology & fashionable elegance to deliver a truly innovative mobile experience for consumers at an affordable price of Rs. 59,999.

Vivo is committed to innovation with the consumer in mind, and V19 reflects our deep understanding of consumer needs. With industry-leading selfie technology, beautiful design, and strong performance, V19 is perfect for young consumers who care about camera and entertainment features,” said Zohair Chohan, Brand Manager for vivo in Pakistan. “V19 is a trendsetting smartphone built to complement young consumers’ lifestyles.”

Vivo has recently announced Fahad Mustafa and Hania Amir as the Brand Ambassadors in Pakistan. This charismatic duo truly resonates with brand’s essence and its youthful spirit. Being a young brand, vivo’s products are always targeted at the youth, who are passionate about the latest innovations.

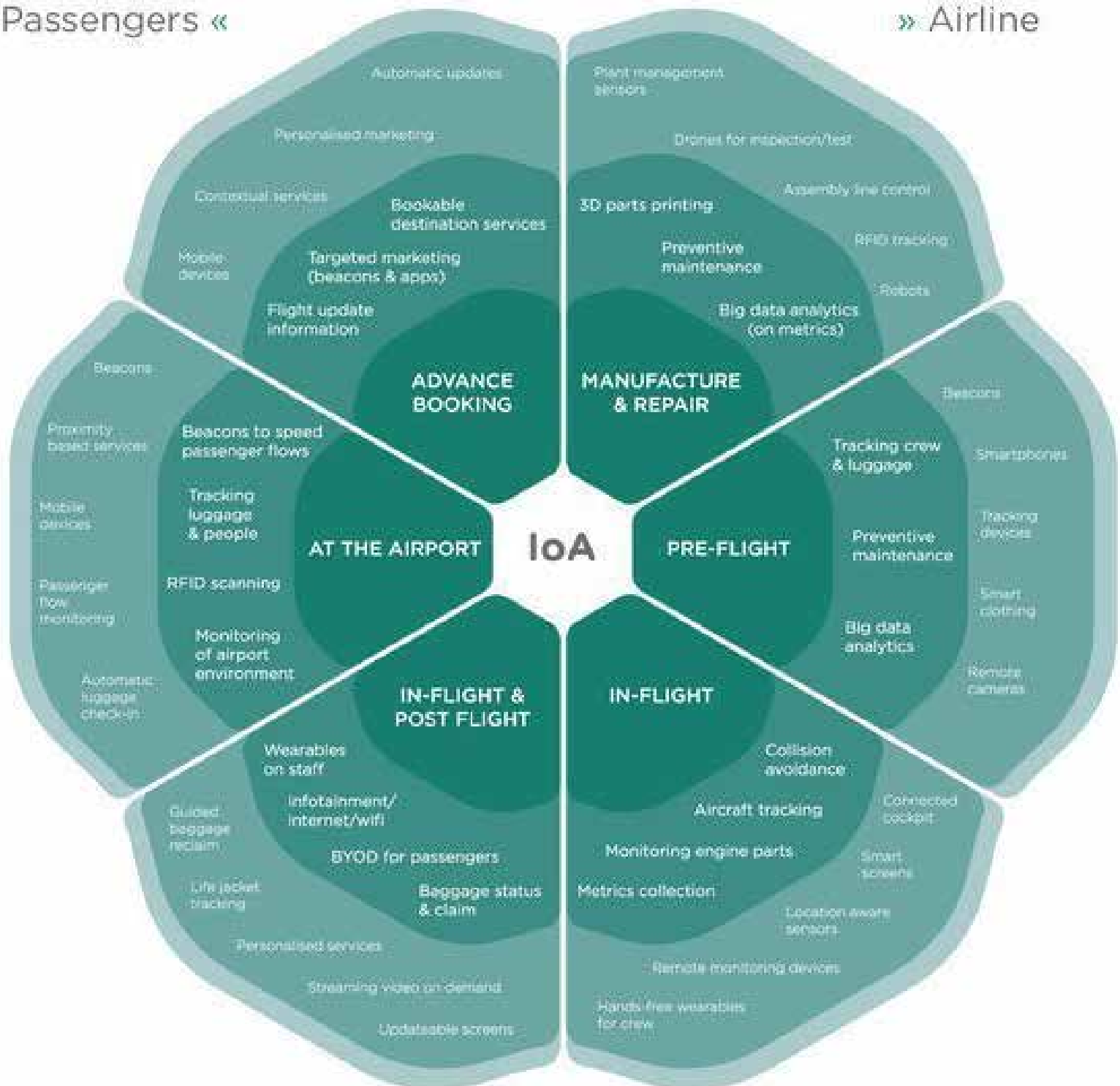
## Vivo V19 Key Specifications:

- 44-inch Super AMOLED FHD+ Dual iView Display
- 32MP Dual Front Camera with Super Night Selfie and Aura Screen Light (105-degree wide Selfie) Image Stabilization for Selfie Video
- Rear 48MP main camera, 8MP super Wide-Angle Camera, 2MP macro camera and 2MP bokeh camera. Super Night Portrait, Art Portrait. Featuring Ultra Stable Video and Art Video Modes for Live Bokeh and Color Change.
- Qualcomm Snapdragon 712 2.3GHz octa-core SoC, 8GB RAM, 128GB UFS 2.1 Fastest Storage, up to 512GB microSD card support, Triple SIM slot.
- 33W vivo FlashCharge 2.0 & 4500mAh (70% Charge in 40 minutes), Type-C port
- In-Display Fingerprint Scanning, Dual 4G LTE, Bluetooth 5.0
- Copper Tube Liquid Cooling, Multi-Turbo 3.0 with Ultra Game Mode
- AI Noise Cancelling for Video & Voice Calls
- Funtouch OS 10 based on Android 10

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**TECNO**

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