

Phone World

JULY - SEPT 2021

**HOW MNOS
ARE HELPING
PAKISTAN TO BECOME
A DIGITAL HUB**

**WHY ONEPLUS
COULDN'T EXPLOIT THE
PAKISTANI LOCAL MARKET?**

EXCLUSIVE INTERVIEW OF SHERRY DONG

Director – Marketing realme Southeast Asia, South Asia & Latin America



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ADNAN KHAN
Managing Editor

Dear Readers,

We at Phoneworld continuously strive to improve ourselves in whatever way needed. In continuation of our efforts for progress, we have launched our new logo. We hope that through our modernization and transformation we will be able to live up to the expectations of our readers and play an imperative role in this era of mobile technology for the people who drive this important industry.

A long time ago organizations started their journey of 'the digital transformation' and made concerted efforts to incorporate technological advancements in their work. One of the early adopters of this trend has been the telecom industry. The pandemic's occurrence has played a significant role in pushing the growth in almost all industries. We have concentrated on the role Telecom industry has played in making digital transformation a reality in today's time in our article, "How MNO's are Helping Pakistan to Become a Digital Hub."

OnePlus mobile has been able to garner immense popularity around the globe because the company has been rendering impressive smartphones with high-end specs at a comparatively lower price. However, you must be wondering that why this company hasn't been able to exploit the Pakistani market like it should have? Well, there are a number of reasons behind that which have been discussed in our article, "Why OnePlus Couldn't Exploit the Pakistani Local Market?"

Sherry Dong is the marketing director of Realme Southeast Asia, South Asia & Latin America, and oversees branding and marketing of Realme across the region. In an exclusive interview, you will get a glimpse into Sherry Dong's vision and what, from her point of view, could empower mobile industry to triumph in years to come.

Our current issue also includes eye-opening articles on cyberbullying, cloud gaming, mobile health and future prospects of smart villages in Pakistan. Like always, our regular sections, including phone reviews, Smart moves, TVC reviews, top applications, and smartphone wishlist are also part of our current issue. We always try to bring something new and exciting for our readers and hope you guys will appreciate our efforts and give us your feedback to improve further.

We hope you are staying healthy and safe.

Enjoy Reading...!!!

Thank you,
Adnan Khan
Managing Editor

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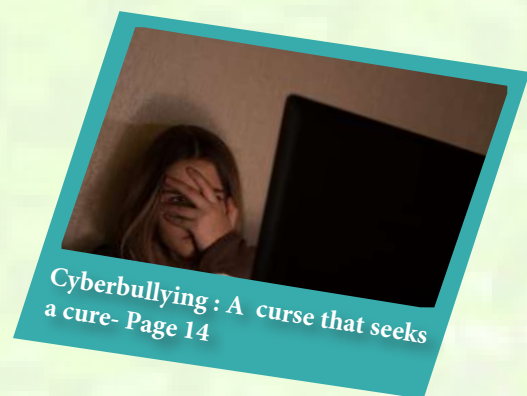
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HOW MNOs ARE HELPING PAKISTAN TO BECOME A DIGITAL HUB

By Fizza Attique

Digitalization has made many strides throughout the globe over the last few years. It has transformed everything from economy, government, connectivity, interaction, education, to health, and the agriculture sector as far as Pakistan is concerned, the digital landscape has grown tremendously in the country having a population of over 200 million people. Pakistan has over 165 million mobile subscribers, 70 million active internet users, and 60 million Smartphone users.

In this digital world, it is evident that connecting people to the world can open new possibilities and bridge the gaps of social and economic inequality. In Pakistan, Internet penetration has gone up to 70 percent and has led towards digitalization. There are unlimited

examples where people have successfully achieved their ambitions and dreams associated with it.

The pandemic's occurrence has played a significant role in pushing the growth in almost all industries

A long time ago organizations started their journey of 'the digital transformation' and made concerted efforts to incorporate technological advancements in their work. One of the early adopters of this trend has been the telecom industry. It is indeed remarkable that digital transformation has moved up by at least a decade in this sector. The pandemic's occurrence has played a significant role in pushing the growth in almost all industries.

The outcome is that most of the companies are either making the switch or have already adopted a plethora of technologies in their operations.

How telecom Industry is making digital Transformation a reality in today's time?

When we talk about digital transformation, we refer to the adoption of digital technology to transform businesses and manual processes with digital processes. But, for telecom, digital transformation is all about the modernization of businesses. By bringing structural and operational modifications, the operators create additional value for customers ensuring that everything turns digital.

MNOs have not only evolved their own business models but have also facilitated the modernization of other industries.

Pakistan is improving its societal, economic, and digital ambitions, as outlined in Digital Pakistan Vision- GSMA 2020 Digital Societies

In a country like Pakistan, where people are a late adopter of technology, telecom Operators have played a tremendous role in speeding up the process. The Telecom industry has always had a 'customer first' approach. Since the needs and preferences of customers are rapidly evolving, the telecom industry has developed strategies to cater to these digital requirements. The latest GSMA 2020 Digital Societies Report tracked the progress of 11 countries in the Asia Pacific. It found out that Pakistan is advancing its societal, economic, and digital ambition, as outlined in Digital Pakistan Vision. The report's digital society index traced Pakistan in achieving one of the highest increases in its overall score. Unquestionably, COVID has accelerated the digital journey, but it couldn't have been possible without the rapid digital evolution planning MNOs ; especially Jazz and Telenor who have taken the front row in the whole digitization process.

Jazz keeps on collaborating with other companies to make the digital process streamline and agile. The operator has also contributed to the digitalization of the country by launching the National Incubation Center in Islamabad in collaboration with the Ministry of Information Technology and Telecom (MoIT), bringing entrepreneurs, investors, and innovators together to foster ideas.

On the other hand, Telenor is the first operator to come up with branchless

banking for the unbanked population of the country with its Easypaisa venture. Easypaisa has contributed to the boom of the e-commerce sector, eliminating barriers in its progress. Zong and Ufone have also remained active in introducing mobile services for their users. Zong provides the largest 4G coverage in the country offering a wide array of services with superfast broadband connectivity.

All the operators are playing their part in making Pakistan a digital hub, they have turned Pakistan into one of the leading digital hubs by pioneering the digital transformation in the region, thanks to advanced technologies. Some of the path-breaking mobile technological innovations that acted as the primary enabler of the digital transformation in Pakistan are as follows:

Connectivity

Connectivity is the foundation of digital transformation. Mobile connectivity is the most widespread form of digital connectivity in Pakistan. It is evident from the figures; there are 184 million mobile connections in Pakistan. Nearly 103 million, mobile connections are based on mobile broadband (3G and 4G) technologies. Mobile broadband now accounts for more than 96% of total broadband connections in Pakistan.

Mobile broadband now accounts for more than 96% of total broadband connections in Pakistan

Rising smartphone adoption means more people are able to use feature-rich and IP-based digital content on their mobile devices, mitigating the challenge of much lower penetration of PCs and other data-enabled devices. The wide area coverage of mobile networks and the increasing adoption of smartphones are helping

people with internet connectivity especially those living in remote regions and without access to other forms of broadband connectivity.

Digital Financial Services

One of the main reasons for low access to financial services in Pakistan is the cost and time spent traveling to bank branches for carrying on small value transactions. Women in rural areas face restrictions on mobility, due to cultural reasons. Mobile technology has acted as an enabler of digital financial services (DFS) in Pakistan for expanding financial inclusion, in areas where banks have limited reach due to high overhead costs.

The increase in mobile penetration has created opportunities to serve the unbanked using mobile-enabled DFS. In addition to enhancing financial inclusion in Pakistan, mobile-enabled DFS has also increased transparency and made Tax collection smooth for the government. Mobile operators are playing a key role in driving e-commerce growth as people can now use their mobile devices while sitting at home to shop and pay.

Tech Innovation

Mobile technology has been instrumental in the evolution of the tech landscape since mobile platforms such as mobile money, cellular IoT, and APIs, are used to create and distribute new content and services, as well as develop innovative and sustainable business models for tech-based solutions to address local challenges.

Telecom operators are also contributing to economic growth, through their direct contribution to GDP and also through driving productivity and efficiency across sectors of the economy. In Pakistan, Jazz xlr8 and Telenor Velocity are among the most active tech accelerators in the country.



Agriculture

Agriculture contributes 18.9% to the GDP of Pakistan and 42% of the labor force. Yet, agricultural yields are not met due to limited access of farmers to farming and market information. Moreover, due to the inclusion of middlemen, farmers are not able to get the right price for their production.

To cater to this situation, Jazz created Bakhbar Kissan (BKK), a mobile-based platform that offers information services across the agricultural value chain, from planning and growing to harvesting and selling. The platform engages several Agri stakeholders through digital communication. The service is available in seven languages and includes SMS, IVR, call center, voice messaging service, Facebook, and WhatsApp Business.

Another issue faced by farmers is the lack of information regarding weather forecast and farming techniques. To help farmers with it, Telenor launched Khushaal Zamindar, a digital audio platform providing hyper-localized weather forecasts and actionable agronomic advisory to farmers. The service offers a three-layered value proposition to farmers: improve yields, mitigate risk from disasters and encourage greater social recognition.

Education

Telecom operators have always promoted e-education. Jazz launched the Smart school program in 2017, using mobile technology to help students with e-learning and improving teaching methodology. Mobile apps and web portals allow teachers to identify student learning gaps; principals to see the development of a class by evaluating the performance of teachers; parents

to track the progress of their children, and education administrators to see progress at various levels.

On the other hand, Telenor launched its internet champion program to provide basic knowledge to students with the help of mobile and data technology. It helped Pakistani students to get educated for better future prospects.

Later on, Telenor Pakistan came up with the second iteration of iChamp2, which was launched in collaboration with Free Basics by Facebook to provide students free access to an online information portal featuring 17 educational websites.

Birth Registration

Telenor Pakistan, together with UNICEF and local authorities, launched the Digital Birth Registration project with an aim to digitally enhance the conventional birth registration process, giving Pakistani children their fundamental right to identity and improve their access to basic amenities. The program digitally empowers unregistered children with legal documentation, opening a world of opportunity for them.

The operator also provided digital connectivity for data collection and the EasyPaisa platform, which was used by UNICEF to provide timely and transparent disbursements of incentives to registrars.

Health

In Pakistan, most of the population relies on Pocket cash payments when it comes to health. This is evident since 0.8% of the population in Pakistan has health insurance. Furthermore, health care centers are available in large cities only, so people have to travel long distances

to access them, which costs them more.

To help people with it, JazzCash collaborated with Medicount, a financial and advisory service provider in consumer health management, to launch Health pass. This mobile service allows customers to get up to a 20% discount on healthcare expenses by paying through JazzCash Quick Response (QR).

In December 2018, Jazz collaborated with Sehat Kahani to provide health care services to people. Under the partnership, Jazz's mobile money service JazzCash is integrated with the Sehat Kahani app, allowing patients to pay for services, including a consultation with a Sehat Kahani doctor.

One of the primary objectives for telecoms to sail with digitalization is to make the country economically strong and also helps them to survive and thrive. The digital transformation will have a significant role to play in shaping the future of the telecom industry and country, making them progressive in the times ahead.

telecommunication companies should provide their customers with more than a high-speed internet connection to cope with the increased demand of futuristic technology

Digitization promises the development and progress for a nation and Pakistan is on the same track of prosperity. Since we depend on technology more than ever before, it is evident that telecommunication companies should provide their customers with more than a high-speed internet connection to cope with the increased demand of futuristic technology.

Samsung A22

5G

A FUTURE READY SMARTPHONE

Design

The Galaxy A22 5G is a pretty smartphone; there are no two thoughts about it. Similar to the Galaxy A52 and A72, the A22 5G gets that chic design: matte finish, flat surfaces, and an overall design that's trying to set its own trend in a sea of similar-looking phones.

Similar to most affordable Samsung phones, the Galaxy A22 5G has a plastic unibody construction. The designers have, however, used good quality plastics that emulate a matte glass finish.

A bulbous chin and a large droplet-style notch seem out of place. It also makes the phone a giant, given that the actual display measures 6.6-inches.

Display

Samsung has made a name for itself with its AMOLED displays in the past but the 5G-induced cost-cutting sees it skipping the OLED panel in favor of an IPS LCD panel. It looks fine while browsing social media or watching YouTube videos.

Samsung tries to pull in geeks with a refresh rate of 90Hz and that helps to a large extent with smoother scrolling. Viewing angles are wide without notable loss in colors but sunlight legibility is average.

Cameras

Galaxy A22 5G has got three cameras on the rear and a single 8-megapixel camera on the front.

The main 48-megapixel camera is the one worth using. In daylight, the camera maintains a closer-to-natural white balance along with decent amount of details. However, it struggles with exposure and as light levels fall, it relies on artificial enhancement to brighten up the photos. The Night Mode is great for a phone of this price.

The front camera is good as long as there's ample light falling on your face. The details aren't great but the dynamic range is fine and the algorithms love enhancing the skin tones.

Battery

With 4G networks running the show, the Galaxy A22 5G delivers supremely good battery life. The 5000mAh capacity battery can last up to a day and a half with moderate usage with 6.5 hours of screen-on-time on an average.

Performance

MediaTek's Dimensity 700 is making it possible for brands to bring affordable 5G phones to the market. With 6GB RAM and 128GB storage on my base version, the Galaxy A22 5G is among the fastest Samsung phones money can get you in this segment.

Despite running Samsung's resource-intensive One UI 3.1 interface, the Galaxy A22 5G keeps it going all smooth and fast. I haven't witnessed unnaturally long app load times or random app crashes on this phone yet. If you primarily do social media browsing, deal with emails, make video calls, watch videos, and take photos, this Galaxy A22 5G has adequate performance potential to keep you happy.

Samsung's One UI 3.1 on Android 11 is elegant. The basic software experience is on par with what you get on an expensive Galaxy S21, i.e., beautifully formulated icons, well-designed interface elements, and all the bunch of Samsung extras neatly integrated with the system.

Pros

- Matte Finish Back
- 90Hz Smoothness
- Good Main Camera
- 5G Bands Support

Cons

- Poor Selfies
- Sub-par Display

Final Verdict

If you are considering a 5G phone for the long term, then the Galaxy A22 5G could be a great option in that case.

**SUPER
AMOLED**



**5,000mAh
Battery**

Rear Camera

Ultra Wide
8MP (F2.2)

Main
48MP (F1.8), OIS



Macro
2MP, (F2.4)

Depth
2MP, (F2.4)

Front Camera

13MP (F2.2)



90Hz
Refresh Rate





CYBERBULLYING: A CURSE THAT SEEKS A CURE

By Nayab Khan

Bullying that takes place via the use of modern technology is known as cyberbullying. It may happen on social media, messaging systems, gaming platforms, and mobile phones. It is a pattern of behavior intended to frighten, upset, or shame people who are being targeted.

Cyberbullying is a pattern of behavior intended to frighten, upset, or shame people who are being targeted

By initiating or engaging in online hate campaigns, the offender uses technology like computers, consoles, mobile phones, and/or any other

device with internet or social media access to harass, stalk, or abuse another person. Although the majority of media coverage portrays cyberbullying as a problem limited to social media, it is also a major issue at workplaces and educational institutions.

Cyberbullying and Harassment in Pakistan

Cyberbullying is one of the most serious problems faced by today's online population in Pakistan. As more individuals get access to cyberspace through social networking websites, instant messaging apps, and other means, it is critical to recognize the

genuine risks and mental pressure that a victim may face.

Pakistan is still among the top fifty countries of the world in terms of cyberbullying

Despite not being at the top of the rankings, Pakistan is still among the top fifty countries of the world in terms of cyberbullying. Pakistan is one of the fastest-growing internet-using countries in the world, making the need to combat cyberbullying even more critical. However, existing laws, and especially their execution, fall well short of what is needed. It is also worth noting that, when compared to face-to-face encounters, Pakistanis are more prone to online bullying.

Digital Rights Foundation DRF

Nighat Dad, a lawyer by profession, created the non-governmental organization Digital Rights Foundation (DRF) in 2012 to address the problem and provide help to Pakistani women. DRF educates Pakistanis, particularly young women, on how to deal with cyberbullying.

During 2020, DRF's cyber harassment helpline received 2,023 cases or 146 calls per month, accounting for 45 percent of all comments lodged in the previous three years. In a statement, DRF stated, "This is an alarming increase in the number of incidents over time and a disturbing exponential rise in cyber-harassment."

There are a variety of factors that researchers view to be the core cause of someone or a group of people bullying others. Race, religion, socioeconomic class, sexual orientation, appearance, physical or mental strength, size or aptitude, social behaviors, gender, body shape, character are some of the factors targeted through cyberbullying.

Cyber Harassment at Educational Institutions

As a child or an adult, the majority of Pakistani students have had to cope with a bully or a group of bullies. According to recent studies, one out of every four students in Pakistan has experienced bullying at some time in their academic career. In Pakistan, students particularly girls, are subjected to online violence, cyberbullying, and digital harassment.

According to the study, "at least 57% of the complaints are from women", followed by 30% of males who contacted the helpline. Punjab had the most occurrences (57%) while Sindh had the second-most

(12%). The majority of the callers were between the ages of 21 and 25, with "young ladies" being the most vulnerable.

According to a study, "at least 57% of the complaints are from women", followed by 30% of males

The fact that such detrimental impacts of bullying often go unreported exacerbates the problem, as many victims feel compelled to hide the fact that they are being harassed out of embarrassment or fear of more abuse worsens the situation. Bullying typically results in victims reacting passively. It is the government's, educational institutions', and civil society's obligation to raise awareness about how students can cope with bullies.

Cyber Harassment through Hate Speech

Hate speech is usually described as speech directed towards a person or a group based on characteristics like race, religion, ethnicity, nationality, sex, disability, sexual preference, or gender identity.

When it comes to the law, there is a lot of dispute and debate around hate speech because the Constitution protects freedom of express

When it comes to the law, there is a lot of dispute and debate around hate speech because the Constitution protects freedom of expression. The boundary between having the "freedom to speak anything" and hate speech is becoming increasingly hazy, especially in the age of cyberbullying and harassment both in the real world and online.

Cyberbullying through hateful speech and its exposure can have substantial psychological effects on

one's reputation, and morale, such as sheer mental stress, anxiety, despair, and desensitization, in addition to being a prelude to potential hate crimes and violence.

Sexualized Cyber harassment/bullying

Research shows that internet harassment is common and that young women are particularly vulnerable to it. Unsurprisingly, women are subjected to far more sexualized cyber harassment than males. While 9% of males aged 18 to 29 say they have been sexually harassed online, the percentage of young women in the same age group who say they have been sexually harassed online is more than double (21%) that of men.

According to the report by DRF, social media platforms have become major sources of online abuse. Most complaints about cyberbullying were recorded on WhatsApp (855), while 29% of callers said they had been harassed on Facebook.

Online Victimization is an Unabated Curse

Cyberbullying is a scourge that has infiltrated our culture. Bullying behaviors go unabated in certain situations since it is not even considered a crime. Because the internet world has grown so dangerous, victims of cyberbullying have been known to deactivate their accounts or, in severe circumstances, commit suicide.

Most social media apps (such as Facebook, Twitter, YouTube, and Snapchat) have established standards outlining what is and is not acceptable to post on their platforms. Look for pages on "Terms & Conditions" or "Community Standards/Guidelines" to locate these guidelines. These websites also provide a way to report violations of the standards.

How to cope with cyberbullying?

Be in the company of those you trust

Dealing with hardship requires a high level of self-esteem. It not only breaks the loop of bullying, but it also helps you find the good in even the worst of circumstances. When dealing with cyberbullying, it's critical to have a support network of friends, family, and individuals you can trust. These individuals will be able to support and help you.

Know your strength

Bullies often feel at ease preying on people who they consider to be weak. As a result, establishing a counter-combat attitude might help deter them. Develop fighting or defensive skills. Keep an eye on your surroundings.

No point to retaliate, go silent and achieve your target

People that cyberbully others usually do it in order to get a reaction. They will ultimately grow bored and move on if you opt not to retaliate.

Be secure and private on social media

People that cyberbully others usually do it in order to get a reaction. They will ultimately grow bored and move on if you opt not to retaliate.

People should safeguard their social media accounts and set a strong password that no one can learn. If the password is too simple, anyone can simply hack the accounts, therefore don't share it with others. People should not read spam messages and should report them as soon as discovered to safeguard their accounts.

How and where to report Cyberbullying incidents in Pakistan

The National Response Centre for Cybercrime of the Federal Investigation Agency (FIA) is the official mechanism for reporting cyberbullying complaints. Complainants must visit the local FIA cybercrime office with a written application, hardcopy proof, and a photo ID card. Minors must be accompanied by their parents or guardians.

Also, the DRF cyber harassment helpline is a confidential referral and redress platform that connects cyberbullying victims with law enforcement authorities as well as cyberbullying victims with law enforcement authorities as well as provide legal, digital, and emotional support.

Bullying is a significant problem in Pakistan, but it may be eradicated or at least minimized if our government,

educational institutions, instructors, and religious experts work together to educate people about it. In addition, Pakistani media and social media activists should increase their efforts to raise awareness about this social ill and start frequent public awareness campaigns against online bullying.

It is time for citizen, particularly the youth, to realize that the laws provide them the right to file a complaint with the appropriate authorities if their personal identifying information is exploited without their permission

It is time for citizens, particularly the youth, to realize that the laws provide them the right to file a complaint with the appropriate authorities if their personal identifying information is exploited without their permission. Citizens can also seek steps to protect, delete, or prohibit the dissemination of sensitive information in this situation.



UNFOLD YOUR WORLD WITH GALAXY Z FLIP 3 5G & GALAXY Z FOLD 3 5G

THE NEXT CHAPTER IN MOBILE INNOVATION

Samsung Electronics Co., Ltd. has opened the next chapter in foldable innovation with two new smartphones, the Galaxy Z Fold3 5G and Galaxy Z Flip3 5G. Both devices are premium foldable smartphones built with the craftsmanship and flagship innovations Samsung users have come to love and expect. The third generation of these category-defining devices incorporates key improvements that Samsung foldable users have asked for—making them more durable with more optimized foldable experiences than ever before. From iconic design to immersive entertainment, Z Flip3 and Z Fold3 offer users a unique new ways to work, watch, and play.

For those who need the ultimate device for productivity and immersive entertainment, Z Fold3 is a true multitasking powerhouse with next level performance, an undisrupted 7.6-inch Infinity Flex Display, and the first ever S Pen support on a foldable device. For those who want style that comes with function, Z Flip3 is the ideal device with its sleek, compact, and pocketable design, enhanced camera features, and a larger Cover Screen built for quick use on the go.

“With Galaxy Z Fold3 and Z Flip3, Samsung is once again redefining the possibilities with foldable smartphones that empower users with the flexibility and versatility needed for today’s fast-paced world,” said Dr. TM Roh, President and Head of Mobile Communications Business, Samsung Electronics. “As a pioneer and industry leader in the foldable category, we’re proud to build on our legacy of innovation with the Z Fold3 and Z Flip3. These devices equip consumers with technologies that unlock new ways to maximize and enjoy every moment with an ecosystem built on openness and innovation.”





LEVERAGING DIGITAL HEALTH TO ASSIST PAKISTAN'S HEALTH SYSTEM

By Sehrish Kiyani

Pakistan, the land of rich culture, variety of cuisines, and ancient heritage, is undoubtedly one of the most beautiful places to live in. With a population of 225.6 million, it is the 5th most populated country in the world. From 1947 to 2021, it's been 74 years since its independence and a lot has changed in the country.

Every sector is reformed and updated but do you think we have achieved what other developed countries already did? Certainly not! The government and the people of Pakistan are very far from reaching good quality living standards even after 74 years of existence. Most of the population is living in rural areas where facilities are not up to the mark. Though a lot has been done much is lacking.

Health! People have different perceptions and goals regarding their health. It is one of the core constituents of human life which can be maintained and taken care of with the assistance of healthcare facilities. In Pakistan, healthcare opportunities are limited. Urban areas have access to hospitals and clinics but the situation in remote/rural areas is worse. Even in cities, the hospitals, doctors, and other facilities are less as compared to the population.

According to the Economic Survey report 2020-21, Pakistan has 1282 government hospitals, 5472 basic health units (BHUs), 5,743 dispensaries, 670 rural health centers (RHCs), and 752 child care and maternity centers. The beds available

are around 133,707. These facilities have a total of 245,987 registered doctors, 27,360 certified dentists, and 116,659 nursing staff. Now, this situation is alarming as it is not enough to support a huge population that is increasing day by day.

Pakistan has 1282 government hospitals, 5472 basic health units, 5,743 dispensaries, 670 rural health centers, and 752 child care and maternity centers

In such circumstances there is a need for digital health facilities through mobile (m-health), telehealth, healthcare applications, and digital platforms that are easily accessible to even those living in far-flung areas.

What is Digital Health?

The phrase 'digital health' (d-Health) applies to the use of Information and communication technology (ICT) for the delivery of health care facilities. Computer sciences, information sciences, information technology adds up to healthcare to make a new system termed digital health. It covers a variety of methods for storing, retrieving, and transferring data in medical care and biomedicine. This covers computer networks utilized to provide healthcare facilities, including the use of the internet to manage and store medical records instead of paperwork. It not only means the use of ICT in the medical but implies a mindset as a whole, a frame of consciousness, and a dedication that uses ICT to enhance the global standard of healthcare.

There are various sub-types of d-health, such as mHealth, health information technology, telehealth, and telemedicine. Among these, mHealth, the health service provided through mobiles is broadly used. The ease of use and availability of smartphones are the big causes of mHealth's expansion. d-Health puts a focus on obtaining information in real-time to diagnose ailments, monitor illnesses, and raise public awareness. In rural places, there may be a shortage of medical professionals to provide care, making mHealth an urgent necessity. Healthcare professionals in these places typically rely on mHealth to receive timely information about various ailments and practical medical information to share with people.

mHealth aids in the reduction of inefficiency in health services, as well as improving access, lowering costs, raising quality, and making health care more affordable and effective

People are using digital health to

track, regulate, and enhance their overall health, allowing them to live healthier lives. It also aids in the reduction of inefficiency in health services, as well as improving access, lowering costs, raising quality, and making health care more affordable and effective.

Digital Health Initiatives in Pakistan

The improvements in the digital health system in Pakistan have been quite impressive in recent years both on national and provincial levels.

• e-Health Services

e-Health program was initiated by the Government of Pakistan. In this, the citizen's identity cards securely record health histories and patient information so medical practitioners and insurers may make educated decisions based on the steady history of patients. Such a system has flaws and challenges but the program made quite an impact on 3.1 million families of about 40 districts in Pakistan that are spending their lives on Rs. 200 a day.

• Agha Khan Hospital

In 2011, a program was started by the Agha Khan Hospital with a name, Agha Khan Development Network e-Health Resource Center (AKDN eHRC). The purpose of the initiative is to give strategic support to all the partner institutes of Agha Khan Hospital and perform the d-Health operations. There is a Center for Innovation in Medical Education at Agha Khan University. It offers the opportunity of a digital library, research unit, and a d-Health clinic where digital healthcare technologies are being developed and tested. A 'next generation ward' is also envisioned for this program, including 8 virtual beds. Along with these programs, the technology has

made wearable health gadgets that are easily available. Though they are expensive, but these accessories are highly beneficial to a lot of people who are using them.

• Covid-19 Helpdesk and Registration Center

Seeing the prevailing pandemic, the government of Pakistan took a huge step in helping the citizens by making a registration portal where people get registered for vaccinations at the assigned centers.

Those having no internet can also avail an opportunity of getting vaccinated by sending their CNIC numbers in 1166. This message immediately reaches NADRA where registration is filed and the person is assigned a vaccination center. Thousands of Pakistanis have benefited through this service till now and the number is increasing daily.

Wearable Medical Gadgets

Here are some of the wearable medical gadgets that are highly in demand these days and are available in Pakistan:

Wearable Fitness Trackers

Wearable fitness trackers are bracelets integrated with sensors that keep a record of the person's physical activity plus heart rate. These link with a variety of mobile applications to give wearers relevant health and fitness tips.

Smart Health Watches

Smart watches, which were once solely used to track steps and inform about time, have now evolved into clinically useful healthcare aids. For example, the Apple Heart Study app was released by Apple to track users' cardiac rhythms and inform them if they are undergoing atrial fibrillation.

Wearable ECG Monitors

The Move ECG can diagnose atrial fibrillation and also measure an ECG and communicate the results to the user's doctor. It can also monitor pace, length, and altitude, along with walking, jogging, swimming, and bicycling automatically.

Wearable Blood Pressure Monitors

HeartGuide, the very first blood pressure device, was introduced by Omron Healthcare. HeartGuide is a pressure transducer blood pressure monitor which can track pulse rate as well as daily routine such as footsteps, distances, and calories burnt.

Digital Healthcare Requires Artificial Intelligence (AI)

Artificial Intelligence (AI) and machine learning will be a primary priority for future digital healthcare technology investments.

All these devices work on software that uses artificial intelligence (AI) which is the need of the hour as the world is progressing and we need to pace up to meet the requirements of the world.

The goal is to use AI to assist clinicians in treatment planning and predicting clinical outcomes. This coincides with an increasing transition away from volume-based healthcare goals toward value-based healthcare, in which patient outcome prediction will play a crucial role.

Future of Digital Health in Pakistan

Countries like Pakistan are struggling in the healthcare department. With limited resources and an unstable economy, Pakistan is somehow managing to give basic health to many people, yet most of the citizens are still looking for opportunities. Digital health in Pakistan is flourishing as the

government, IT specialists, and health specialists emphasize the digitization of the healthcare system. This is the only way to give adequate services to most of the people living in Pakistan especially in remote or rural areas.

Various applications like MARHAM, Dawaai, Sehat Kahani, and many others are successfully gaining popularity in the country helping hundreds of people on daily basis

Various applications like MARHAM, Dawaai, Sehat Kahani, and many others are successfully gaining popularity in the country helping hundreds of people on daily basis. And with this positive attitude, we need to step up our game, not in the field of healthcare but also in the IT sector as they go hand in hand for the improvement of the digital health system.



GOVT APPROVES ADDITIONAL SPECTRUM FOR SCO IN AJK AND GB

The Ministry of Information Technology and Telecommunication (MoITT) has issued policy directives to the regulator for the auction of spectrum in order to improve the quality and outreach of telecom and broadband services in Azad Jammu and Kashmir (AJK) and Gilgit-Baltistan (GB). In addition to that, the government also approved an additional spectrum for the state-owned Special Communications Organisation (SCO) operating in the region.

After providing the policy directive to all the five cellular operators in the region, the Pakistan Telecommunication Authority (PTA) is expected to issue the Information Memorandum (IM). Right now, a total of five operators are rendering cellular mobile services in AJK and GB which include the SCO, Jazz, Telenor, Zong, and Ufone.

The government has set a base cost of \$0.87 million for each megahertz (MHz) in 1,800 MHz and 2,100 MHz bands, and 16 MHz spectrum in 1,800 MHz bands and 30 MHz spectrum in the 2,100 MHz have been placed for auction to the four mobile operators for next 15 years. However, an additional spectrum of 10 MHz in both the 1,800 MHz and 2,100 MHz bands has been approved for SCO only.

The auction will prove to be beneficial for the governments of both regions. According to the IT ministry,

“This ever-increasing reliance on mobile broadband services necessitated the demand for availability of more spectrums to meet the connectivity needs of the citizens of AJK and GB.”



REALME LEAPFROGS

In technology to bring the best smart devices wrapped in a trendsetting and real value-for-money

Sherry Dong is the marketing director of realme Southeast Asia, South Aisa & Latin America, and oversees branding and marketing of realme across the region. Prior to joining realme Southeast Asia, South Aisa & Latin America department, Sherry was the marketing leader of realme China, responsible for establishing brand awareness and launching realme as a new smartphone brand in China along with several hero products in 2019.

In this exclusive interview, you will get a glimpse into Sherry Dong's vision and what, from her point of view could empower mobile industry to triumph in years to come. One step at a time, one challenge at a time, one opportunity at a time – running towards success.

PW. *This is your first time in Pakistan and now that you have had the chance to connect with the people firsthand, can you tell us how does realme connects with Pakistanis?*

SD. Being in Pakistan and connecting with the people has re-enforced the notion that realme is on the right track. realme is a brand for youngsters, and wants to create a niche amongst Gen-Zers in Pakistan. The young consumers here want to get affordable, high-performance, stylish devices to meet their lifestyle and budget needs. realme recognizes this and aims to bring what the youth desires. We have a very youthful and creative marketing approach with which our target audience in Pakistan can relate to.

PW. *You have said that realme is a brand for youngsters, how do you define the average realme consumer in your view?*

SD. Our consumers are young and energetic, they dare to be themselves and pursue what they desire. realme leveraged on a niche but captive youth market that was over-promised but under-served.

It gained brand recognition by being where the youth and young professionals were, and developed quality cutting-edge smartphones and AIoT technology at very attractive prices, such as the sub-\$100 5G smartphone.

Realme has developed quality cutting-edge smartphones and AIoT technology at very attractive prices, such as the sub-\$100 5G smartphone

Our target consumer wouldn't settle for less and that essence is embodied in our slogan Dare to Leap. Just as the young ones leap forward, realme leapfrogs in technology to bring them the best smart devices wrapped in a trendsetting design and real value-for-money.

realme's Dare to Leap philosophy extends to its internal corporate culture.



Sherry Dong

Director – Marketing realme
Southeast Asia, South Asia
& Latin America

realme

With a young workforce of its own, realme employees have a strong belief in the company and a real understanding of the market they are serving. This belief is rewarded with a company culture and flat leadership structure that empowers employees to take risks and make their own decisions, and places employee development at the forefront of business development.

PW. *What's realme's next step? Where do you see realme in 3 years?*

SD. We have just touched a major milestone of selling 100 million smartphones globally. There were many challenges in these past two years, yet we became the fastest growing global smartphone brand to reach this milestone in less than three years, according to Strategy Analytics, a market research consultancy.

Our expansion strategy is targeting 300 million handsets by 2023

So, there is a very promising journey for realme ahead. Our expansion strategy is targeting 300 million handsets by 2023, while for the coming three years we aim to achieve a double-100 million handsets by shipping another 100 million handsets by the end of 2022 and completing the same milestone within the 2023 calendar year.

At the same time, realme will embark on two product development strategies. The first is to target the mid-high end market with its flagship product, the GT Series to enable us to compete in mature markets. The second is to develop our lifestyle products through the '1+5+T Strategy'. Under this strategy, smartphones (represented by the '1') sit at the center of 5 core AIoT products (TWS headphones, smart wearables, smart TVs, tablets and laptops) and are integrated with TechLife (the 'T'), realme's AIoT

ecosystem and also a smart home brand. This product diversification strategy will be supported by realme's continued short channel and light asset model and a user engagement strategy centered on product co-creation.

PW. *Does realme have options that would cater to the needs of consumers who want great technology but have budget constraints?*

SD. realme is a democratizer of technology – which means that we bring top notch flagship technology for the masses. And how do we reach the masses? By making that groundbreaking technology affordable. We constantly recognize the needs of our consumers and strategize accordingly. realme C21 was released in March 2021 at a price of PKR 24,999/-. Now, its price has been dropped to PKR 19,999/- to cater to the needs of our consumers. The realme C21 has exceptional quality being the first-ever TUV Rheinland Reliability Certified smartphone, a stylish body design, and is a great value for money.

PW. *The world is moving towards the adoption of 5G technology very fast, how does realme plans to keep up?*

SD. The world shall witness a large-scale adoption of 5G from this year onward, as the full-scale adoption of this technological marvel was delayed by the Covid-19 pandemic. However, the pandemic in turn drove consumers toward online activities that grew the need for high-speed internet connections thereby accelerating the 5G boom. The rapid development of 5G will drive down the price of 5G smartphones and will also give rise to essential applications in the 5G era; these factors will, in turn, drive the popularity and the full-blown adaptability of 5G.

realme is known to be the 'popularizer of 5G' and it continues

to build a diverse portfolio of 5G products, from no-compromise affordable smartphones to premium flagship products. We aim to sell 100 million 5G phones by 2024.

PW. *What more should realme fans in Pakistan expect to be in store for them?*

SD. Well, realme fans in Pakistan are in for a treat because the second half of the year is packed with all sorts of things. We have an amazing line-up of all our smartphone ranges coupled with AIoT accessories. But what takes the cake will be realme's first-ever laptop realme Book and realme's affordable 5G flagship killer, the realme GT Series.

realme fans in Pakistan are in for a treat because the second half of the year is packed with all sorts of things. We have an amazing line-up of all our smartphone ranges coupled with AIoT accessories

To top that off, we will commemorate the entire month of August as realme Fan Fest as it also marks our third anniversary coinciding perfectly at the same time as selling 100 million handsets globally, while we shall be connecting with our realme fanbase in Pakistan for making us the fastest brand to sell a million devices here.

PW. *Pakistan is very behind when it comes to new launches and product offering as compared to the rest of the world. Is realme planning to bring a change for the Pakistani consumers?*

SD. We know that some of the regions are slower to get their hands on new products and see delayed product launches. We understand the issue and are actually working on a plan to enable quicker launches and releases in Pakistan. We have something in the works to make it possible and it would be disclosed when everything is aligned.

PW. Where does realme stand when it comes to E-commerce in Pakistan?

SD. E-commerce is crucial for realme. We were able to expand internationally rapidly because of our light asset and short channel model. We focus on online distribution rather than building large-scale physical outlets, while also shortening the number of steps it takes for products to get to consumers. large-scale physical outlets, while also shortening the number of steps it takes for products to get to consumers.

We focus on online distribution rather than building large-scale physical outlets, while also shortening the number of steps it takes for products to get to consumers

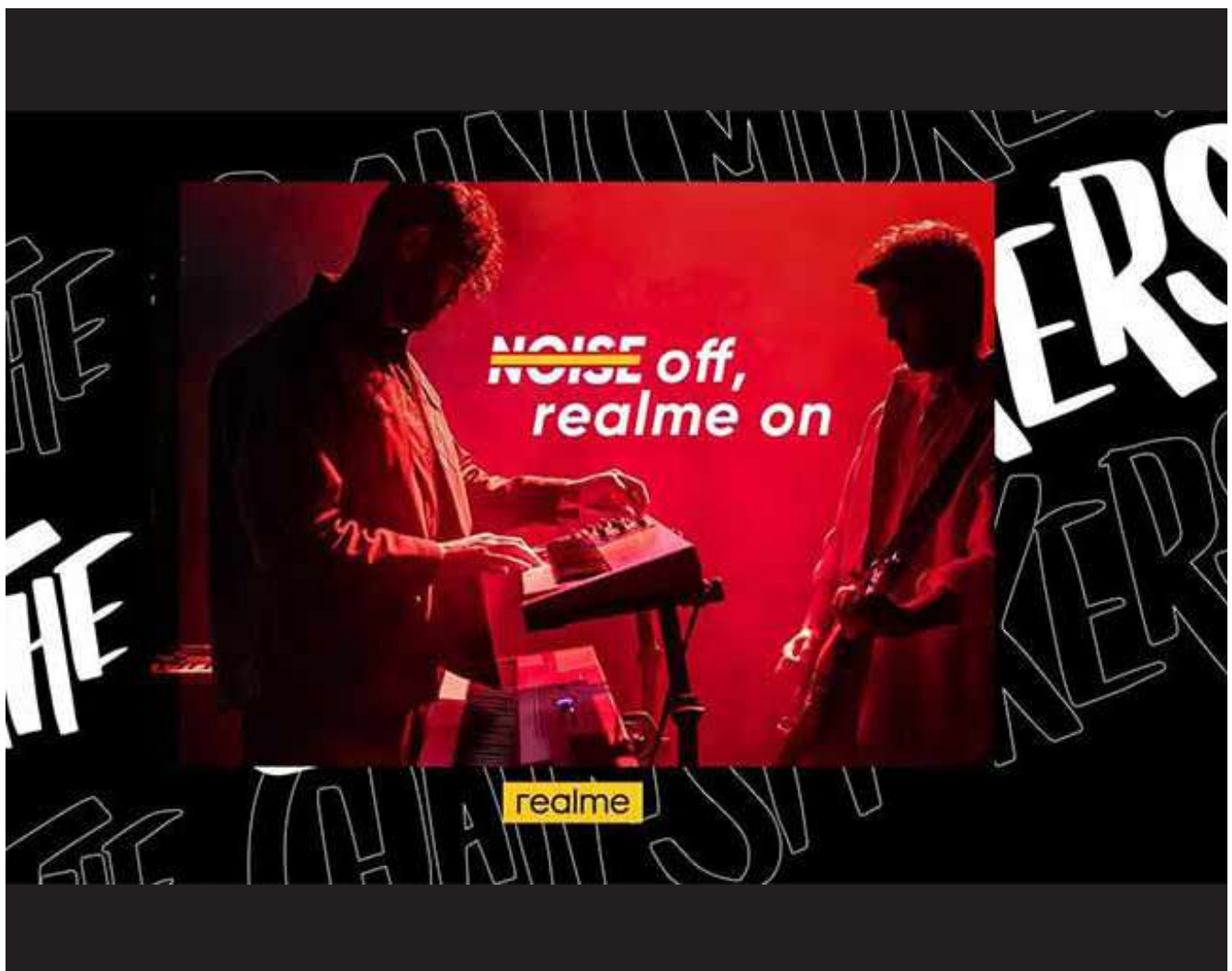
In Pakistan, we work closely with leading e-commerce partners such as Daraz.pk and Saamaan.pk. Recently, realme inked an MoU with Daraz for developing its online channel and sales in the country. Our association with Daraz has resulted in a strong momentum in sales performance like the Daraz 11.11 super sale event last year, where realme ranked Top 01 in Mobiles, Tablets, Audio and Wearable categories in Daraz South Asia. This year in Pakistan, the entire stock of realme Narzo 30A sold out over Daraz within a few minutes while the realme 7 Pro ranked in 592% more sales than realme 6 Pro in the first day sales volume.

During Daraz Mobile Week 2021, realme dominated the Mobiles,

Tablets, Audio and Wearable category with humungous sales of its smartphones and AIoT accessories. Moreover, during the Super Brand Day, the entire stock of realme C21 was sold out.

Over at Saamaan.pk, the top-selling AIoT brand is realme with our audio accessories being a hit amongst consumers. The realme C12 sold 2,000 units within nine minutes while the realme Buds Air 2 Neo are the top-selling noise cancellation earphones on Saamaan.pk.

We believe that youngsters are more prone to online buying, therefore we want to capture that market segment by offering convenience to our end-consumers.





THE FUTURE OF CLOUD GAMING

By Sarah Khan

Has it ever happened to you that your “most favourite and much awaited” game is released but you cannot enjoy it because your PC is not compatible with the game or needs an upgrade or the console you own is outdated or not attuned? Or you do not have the money to upgrade your PC or console? Or you have become bored of all the games in your stock and you want to try a new one or want to have access to a bigger library of games but the finances do not allow? Well, Cloud Gaming is the solution to all these problems.

After the technological advancements over the period of 20 years, major companies are throwing their hats into the ring to be the go-to spot for game streaming services. It looks like the dream of Cloud Gaming is finally poised to become a reality.

Big companies like Google Stadia, Xbox Game Pass, and PlayStation

introduced the Cloud Gaming term that would’ve been completely foreign a decade ago. But what is cloud gaming, exactly? And more importantly, how does it work?

Cloud Gaming Defined

Cloud Gaming term can be used to describe “any gaming service allowing players to access and play video games over a live-streamed connection.”

Cloud Gaming term can be used to describe “any gaming service allowing players to access and play video games over a live-streamed connection”

In Cloud Gaming, a game exists completely in data centres’ and delivery networks, eradicating the rituals of downloading and changing one’s PC/Console into, a connected high-resolution terminal.

To enable this change into the next generation of interactive, immersive, and social entertainment platforms, Cloud Gaming services are using the cloud capabilities, global content delivery networks, and streaming media services. Nearly all the gaming companies are accepting this transformation and are announcing partnerships with the disruptors, and some are planning to develop their own competitive solutions for this shift.

Goal and Idea of Cloud Gaming

The main theme around which Cloud Gaming works is to free the player of all the dependencies of a “specific console” and “specific physical place.” With Cloud, gamers are now able to access the gaming content with cloud, gamers are now able to access gaming content without having to download the game onto any device.



All this game engine processing magic happens on a powerful server and the video stream is sent to any handheld device or screen using nothing besides the power of the internet. With any PC available, the player can stream a game; the same mechanism as Netflix. Thus, clearing away all the clutter of different supporting devices and the need for a powerful PC to do the heavy lifting.

Working of Cloud Gaming

Cloud Gaming services operate by hosting and running games on powerful servers via a virtual machine. A video stream of that gameplay is then compressed and fed to the user through the World Wide Web. Cloud Gaming is a streaming service providing high-quality game content just at the cost of internet bandwidth and server capacity. The companies catering to Cloud Gaming normally operate on a subscription basis, with the users paying for access to advanced hardware to stream content.

Cloud Gaming is a streaming service providing high-quality game content just at the cost of internet bandwidth and server capacity

This whole path from sender to receiver and back to the sender must operate immediately and continuously for all players in the game. For many games, any delay or latency over 75 milliseconds or so can cause players and actions to fall out of sync. The challenge becomes greater in multiplayer online games, where hundreds and thousands of players are participating together simultaneously.

The main concept behind Cloud Gaming is to overcome the limitations of a player's playing devices i.e. smartphone, console, or PC. Irrespective of a game size or complexity, the cloud can handle everything. Multiplayer games with

player counts at 100 can expand to potentially thousands or more. Soon the gaming companies would no longer need to manage purchases and downloads, even if they continue to control in-game purchasing.

Future of Projection of Cloud Gaming

There are relatively quite a number of benefits of Cloud Gaming for publishers, developers and gamers. For gamers, the upfront cost of buying and maintaining an up-to-date gaming PC or gaming console is replaced by a small amount of monthly subscription for Cloud Gaming. As long as a strong internet connection is available, instant access to the gamers' games and last saved games is literally a tap/click on any device they use; as the data is saved over the cloud. As for publishers and developers, they are tension-free from pirating and the need for DRM since users are not actually downloading the game. Cloud gaming also ensures the access to same hardware and performance for all the players, this, in turn, helps publishers in reducing the development costs.

To better predict what the future holds for Cloud Gaming, a rough understanding of the video game market is needed. The video game market is divided into four main segments:

- Mobile Gamers
- Immersive Gamers
- E-Sports Enthusiasts
- Non Players

Mobile Gamers:

This segment has the largest audience, and it is the simplest game (for now). It's estimated that Mobile video gaming accounts for almost half of the global US\$149 billion video game market, with a yearly 10 percent growth rate. Other than the big size market, mobile games comparatively

need simple tiles, are suited for smaller screens with less precise interfaces, and are mostly single-player. Now a shift is seen in the mobile gaming i.e. moving toward multiplayer and immersive games. These games are more complicated, rendering richer environments, delivering fast-paced gameplay, and synchronized between many players.

Immersive Gamers

This segment involves Realistic game worlds, featuring as much "realism as possible". Players enjoy strong physics and environments that may come alive with the weather, particle systems, and dynamic lighting." These games have sophisticated "AIs animating non-player characters and these characters often interact to produce unexpected emergent behaviours. These gamers have heavily invested in gaming consoles or high-end PCs compatible with all the realism. The market is estimated at around US\$47 billion with a yearly 13 percent growth rate. The PC market has come down to around US\$35 billion and 4 percent yearly growth.

Cloud gaming on immersive gaming poses a challenge. All the detail and complexity of a big-budget immersive game must execute in the cloud and then stream to the player's interface, in high definition. These challenges are amplified for persistent online multiplayer worlds hosting potentially millions of players. To deliver rich experiences and low latency at scale for major multiplayer titles, Cloud Gaming services may require greater capabilities from CDN providers. They may also need to coordinate with telecoms to address rising bandwidth demands by identifying and targeting immersive gamers with better subscription offers, potentially partnering with networking companies that offer routers optimized for high-bandwidth gameplay.

E-sports Enthusiasts

This segment is “Fast-paced, massively multiplayer, spectator gaming.” In online multiplayer games, players compete for rank and prizes. The global market is estimated at US\$1 billion, and the segment is growing and grabbing attention. The E-Sports players compete in playing party games, battle royale, multiplayer online battle arenas, shooters, fighters, and digital versions of traditional sports.

The E-Sports Enthusiasts are very sensitive to latency during gameplay, especially if competing professionally. Cloud gaming services may need a robust core for execution, a strong and customized CDN for delivery of the experience, and advanced network capabilities to manage synchronization.

Non-Player

It is the “vanishing slice beyond a mature global market.”

For many reasons, the gaming segments will consider Cloud Gaming. But the growth of this market cannot be promised as more than 2 billion

players are already happily gaming. For the existing networks for bandwidth and latency both downstream and upstream, Cloud Gaming will pose new challenges. The global average for fixed downstream broadband is around 68 Mbps, Cloud Gaming may face uneven distribution of bandwidth. While video streams can buffer to overcome lag, video games usually cannot and most are fundamentally real-time.

According to a research, if all the gamers shift to Cloud Gaming, they would use over 1,300 GB per month just for playing; with demands from the growing cloud gaming market, the telecom has to innovate and increased CAPEX could be required across their value chain. The households will be facing higher costs of connectivity as well.

The video, size matters

A small smartphone screen can display a good-enough game stream with considerably fewer bits than on a 55” 4K television. A larger stream consumes more bandwidth, placing greater demands on the user’s connectivity.

Will telecoms have the capacity and capabilities to effectively support cloud gaming for our gamer segments? Are there significant and unforeseen network requirements for say, a massively popular immersive multiplayer game that can host 1,000-player instances around the globe? And can telecoms overcome potential limitations in the last mile to the player? Once these questions are answered then, Cloud Game has a definite future. Until the mass market has low latency internet, the experience will not be great especially for high reaction games.

Immersive Gamers may more readily adopt 5G services if Cloud Gaming performance boosts with it

Immersive gamers may more readily adopt 5G services if Cloud Gaming performance boosts with it. However, with a new generation of consoles, expected immersive gamers may have little attraction to add another monthly subscription for cloud gaming services.



POCO X3 GT

A STAR IS (RE) BORN

Design and Built

The Poco X3 GT may be a mid-ranger, but it sure doesn't look like one. Whether you get the sparkly Stargaze Black version, the striped Cloud White or the Wave Blue one, you'd have a cool looking phone that will stand out.

This GT model also employs the latest Gorilla Glass Victus screen protection, something that was exclusive to flagships until recently.

The rest of the Poco X3 GT is made of plastic, though it does still feel decent- the frame has matte finish, while the shiny plastic back looks and feels like glass. Just like most of the Xiaomi and Poco mid-range phones, the Poco X3 GT is IP53-rated, promising protection from dust and water splashes. It is NOT waterproofed, though.

Almost the entire front is occupied by the 6.6-inch LCD screen. It supports adaptive 120Hz refresh rate, HDR10, and DCI-P3 color space. The back is made of plastic, but it can easily pass as glass one. It's one of these slightly curved multi-layered pieces, all glossy and pretty thanks to a cool paintjob.

Cameras

The Poco X3 GT features a triple-camera that's placed on a rather large island on the back. There is a 64MP primary camera, an 8MP ultrawide shooter, and a 2MP macro camera. A dual-LED dual-tone flash is around, too.

The Poco X3 GT has a 16MP selfie camera that uses a 1/3.06" OmniVision OV16A1 sensor with 1.0µm pixels and a Quad-Bayer filter. The sensor is behind an f/2.45 aperture lens that has a fixed focus.

The main camera of the Poco X3 GT can do 4K recording at 30fps, as well as 1080p at 30fps and 60fps. The ultrawide snapper maxes out at 1080p at 30fps, while the macro shooter- at 720p at 30fps.

Battery

The Poco X3 GT, just like the Poco X3 NFC and Poco X3 Pro, is powered by a solid 5,000mAh cell. Fast wired charging is supported, and the 67W adapter is bundled with the phone.

Performance

The Dimensity 1100 is no slouch, far beyond the kind of Snapdragon 600 series you'll find in Poco's lower-spec M3, and able to clearly deliver where it matters. Handling of the software is smooth, while even top drawer apps and games run without fuss. Part of the Dimensity 1100 chipset is that it's 5G capable too.

Pros

- Excellent battery life.
- Very loud speakers.
- Ample storage space.
- Great selfies, 4K selfie video too.

Cons

- The display is an LCD
- No night mode on the ultra-wide camera

Final Verdict

The Poco X3 GT is a phone of many flagship traits. The GT's 120Hz LCD screen is truly one of the most adaptive we've experienced, the performance is excellent even if the cooling isn't ideal, the battery endurance is impressive, and the charging is incredibly fast.



MEDIATEK DIMENSITY

1100

67W Turbo Charging
In-box charger

UFS 3.1

Dual 5G SIM

LiquidCool Technology 2.0

120Hz
refresh rate

DynamicSwitch
Technology

6.6"
DotDisplay

64MP
TRIPLE CAMERA

Dolby Atmos
DUAL SPEAKERS

Victus

Corning® Gorilla® Glass
Victus™



WHY ONEPLUS COULDN'T EXPLOIT THE PAKISTANI LOCAL MARKET?

By Usama Anjum

OnePlus mobile has been able to garner immense popularity around the globe because the company has been rendering impressive smartphones with high-end specs at a comparatively lower price. The smartphones of the company have been able to gather many positive reviews and the majority of its latest models like the OnePlus 9, OnePlus 8T, etc have high-end specifications and processors that make them much appealing.

The vision for the OnePlus mobile company is to bring power technology to all with innovation and upgraded specs. However, you must be wondering that why this company hasn't been able to exploit the Pakistani market like it should have? Well, there are a number of reasons behind that.

Not a 'Flagship Killer' Anymore

OnePlus was once regarded as the flagship killer due to which it has been able to attract a number of users. But now, the dynamics of the company with respect to the market have changed. The first and foremost reason is the price. In the beginning, the company launched phones with specs parallel to flagships of the other companies, while there was a significant difference in the price. However, things have changed now and there is not a big difference between the prices of the phones.

Other companies especially Xiaomi has replaced OnePlus as the flagship killer in many regions around the world

Secondly, other companies especially Chinese tech giant Xiaomi has replaced OnePlus as the flagship killer in many regions around the world. Xiaomi has been releasing some extravagant phones at a much lower price as compared to OnePlus.

The feedback of the people regarding Xiaomi's smartphones is also very good. So both of these reasons had a combined effect due to which OnePlus isn't regarded as the flagship killer anymore.

- **Lack of Marketing**

Marketing has become an underlying requirement for almost every business around the world specifically for the smartphone business. Especially, digital marketing has become the epitome of the modern connected era. Now if we scrutinize OnePlus and its marketing campaigns, we see that the company hasn't invested much in its marketing campaigns. Recently, OnePlus has launched the NORD CE 5G. Now according to our research, the majority of the people in Pakistan don't even know about this latest phone. So why people don't know about it? It is because OnePlus hasn't advertised its device in the local market or on digital media.

Now if we compare it with its competitors like Xiaomi, OnePlus is way behind in terms of marketing. They need to learn this from Xiaomi as the company invests a lot in the marketing of its devices even before the launch. Because of this, most of the people in the Pakistani market have good information regarding Xiaomi's devices and prefer to purchase them.

- **Brand Preference**

Another factor that has slowed the growth of OnePlus in Pakistan is the brand preference by the people. As the company mostly launches smartphones that compete with the flagships of brands like Samsung, Apple, etc. with a comparatively lower price in other parts of the world. However, in Pakistan, if we compare the price of OnePlus devices with other brands, there's isn't much of a difference. For example, if we look at the price of the company's recently

launched handset, the OnePlus 9 (available for PKR 134,999), we see that there isn't much of a difference between its price and the price of Samsung S21, iPhone 12, iPhone 12 mini, etc.

If we compare the price of OnePlus devices with other brands, there isn't much of a difference

People in Pakistan would always prefer to buy the phones of renowned brands like Samsung, Apple, etc. in contrast to OnePlus devices. Because it is natural to purchase products of established brands as compared to the new ones.

- **Lack of Distributors**

The lack of distributors is another aspect that is hampering the growth of OnePlus in the Pakistani Market. Currently, there are only two distributors for OnePlus devices operating in Pakistan. The first is the Rock Mobile which is the pilot distributor for OnePlus smartphones. However, the distributor itself doesn't have enough presence in the market and is not very renowned. Only the tech-savvy population knows about this distributor and even the smartphone retailers in many parts of the country don't know about it.

On the brighter side, the latest partnership between one of the most renowned Telecom Distribution companies, United Mobile, and OnePlus has seen the light of day and now interested customers can officially get their hands on the latest OnePlus phones anywhere in Pakistan along with legit customer services. United Mobile has been in the telecom industry of Pakistan for 20 years now. However, this collaboration is new (signed in April 2021) due to which we haven't been able to see the propagation of OnePlus devices all around the country.

According to United Mobile, United Mobile understands the needs and expectations of the consumers in this region, and aims to offer its customers the highest quality products and services. Although, we will have to wait and see how United Mobile manages to make a difference for OnePlus.

- **No Customer Service Centre**

Another thing that is a cause of concern for OnePlus is the absence of customer services in Pakistan. If you are running any business and there is no customer service, then it can cause serious damage to your reputation. Angry customers whose concerns haven't been solved can often take to their keyboards and show their frustrations online either in the form of a negative review, an irate tweet on Twitter, or something similar. Therefore, it is highly important to have good customer service if a company doesn't want to

Oneplus will have to create a viable difference between the prices of its devices and its competitors' products to gain success in local market

How Can Oneplus Achieve Success in the Pakistani Market?

We are going to provide some suggestions which can help OnePlus in achieving success in the Pakistani market.

- **Hefty Investment is Required for Marketing**

One thing which holds the utmost importance for OnePlus is to market themselves in a better way if they wish to achieve success in the Pakistani market. For that, the company has to heavily invest in marketing.

- **Must take More Distributors on Board**

Another thing that OnePlus should do is to sign a deal with other major distributors like Advanced Telecom. By doing so, its reach will be expanded and its devices will reach all major and minor retailers currently operating in different parts of the country.

- **Price Adjustment**

Another thing OnePlus needs to take into account is the price adjustment if they want to succeed in the Pakistani market and compete with the flagship devices of other renowned brands. They will have to create a viable difference between the prices of their devices and its competitors with similar specs if they want their devices to penetrate in the market.



PHONEWORLD UNVEILS ITS NEW LOGO WITH A MINIMALISTIC DESIGN

PhoneWorld is one of the leading tech websites and premium quality magazine for Pakistan's mobile Eco System that emphasizes on the key issues of the IT industry. Our nature of work encompasses Policy Regulations, Operators, Distribution, Application Development, Devices, and Academia related to the tech industry. Furthermore, we aim to bridge the gap among all stakeholders in Pakistan by rendering objective information related to the new developments in the mobile world. We continuously strive to improve ourselves in whatever way needed. In continuation of our efforts for progress, we have launched our new logo. The reason behind this change is to make the logo simpler and decent.

Why a logo is important for any organization?

The logo is important for any organization because it grabs attention, gives a strong first impression, illustrates the foundation of your brand identity, is memorable, differentiates you from the competition, and increases brand loyalty. Furthermore, a logo can be seen as the organization's first introduction to consumers. If it's designed well, it can attract the interest of the public and may invite them to learn more about the organization.

Future Objectives

Our new logo represents our company and conveys the message all the while being up to date with modern design trends. We hope that through our modernization and transformation we will be able to live to the expectations of our readers and play an imperative role in this era of mobile technology and for the people who drive this important industry.



Camon 17 Pro

A SELFIE LOVERS' DELIGHT

Design and Display

The Tecno Camon 17 Pro design, build, display changed slightly. The phone's dimensions and weight were reduced to make it more light and comfortable. The screen resolution was upgraded from 720 x 1640 pixels to 1080 x 2460 pixels.

The display remains at 6.8-inches with an IPS LCD which does produce very good picture quality. The IPS LCD works with a backlight and the backlight brightness can be adjusted according to the ambient light and a very good indoors and is quite legible outdoors even in direct sunlight.

The slim bezels give more display, and a punch-hole notch that houses the front-facing camera appears in the center front, and at the back is a vertical rear camera setup with a Quad-LED flash.

Cameras

One of the selling key points of Tecno smartphones is always the camera. The company has always put more effort to improve the phone's camera performance so as to deliver good photography and videography. The Camon 17 Pro front-facing camera was upgraded from a 16MP to 48MP and the company prides it as the Clearest AI selfie camera.

The front-facing camera does give fairly good results, the photos and videos appear sharper and clear. The same goes for the rear cameras. The Camon 17 Pro has a quad-cameras; 64MP (main/wide) + 8MP (ultrawide) + 2MP (bokeh/depth) + 2MP (monochrome) sensors. In low-light situations, the cameras produce fairly good photos and videos when using the LED flash.

The cameras support shooting up to 4K for the rear cameras and 1080p for the front camera.

Performance and Battery

The device ships with Android 11 coupled/topped with HiOS 7.6 which features a phone cloner, document correction, and voice changer.

The phone delivered an excellent performance as we didn't notice any lags. The phone's 8GB RAM, Mediatek Helio G95 chipset, Octa-core processor, and Mali-G76 MC4 GPU upgrade are the players for this role. The transitions, animations, and multitasking were smooth and swift.

The phablet is powered by a Li-Po 5,000 mAh, non-removable battery that supports fast charging of 25-watts. The supplied 25-watts fast charger is capable of taking the battery to over 50% in roughly 30 minutes and from 0% to 100% in roughly an hour and 45 minutes.

Pros

- Excellent battery life
- Very loud speakers
- Ample storage space
- Great selfies, 4K selfie video too

Cons

- The display is an LCD
- No night mode on the ultra-wide camera

Final Verdict

Tecno with no doubt had to go all-in to make the Tecno Camon 17 Pro the best phone and a worthy successor. The upgrade in the features, i.e. the OS, Chipset, Storage, and Camera, does make the phone worth having and the price is fair.





HOW SMART VILLAGE PROJECTS WILL ENABLE DIGITAL PAKISTAN

By Onsa Mustafa

Many developing countries are taking steps to digitalize their rural areas to strengthen their ICT industry. About a decade ago Pakistan's IT industry began developing with only 29 million internet users in the country meaning that only eight in 100 people were internet subscribers. Now the IT industry is regarded as one of the most successful sectors of the Pakistan economy, even during economic reversion. Pakistan now has 183 million cellular subscribers and 99 million internet subscribers. Pakistan now has the 10th largest internet user base in the world.

Pakistan now has the 10th Largest Internet user base in the world

No doubt, the government of Pakistan has played a key role in encouraging

and providing incentives to IT investors in the country.

Although the IT and telecom sector is growing at a very rapid pace, still there are many fields in which the government needs to pay attention to. For instance, the rural and unserved areas are not able to fully utilize the power of the digital world. According to the data revealed by World Bank, Pakistan has a 62.84% rural population. For a developing country, that brings many challenges in terms of impartiality and discrepancy in the distribution of resources and development funds, and planning expertise.

Although the telecom operators with the help of the Pakistan Telecommunication Authority (PTA) have launched 3G/4G services across the country. But with

only a 60% literacy rate, people are unaware of the benefits of utilizing the services provided to them. They are not able to utilize modern technology due to lack of knowledge affordability, and availability. There are many areas in which people do not get the basic facilities needed to live a better life. They are unaware of digital innovations and are forced to live their lives like medieval times.

The government has launched many digital facilities from time to time for rural population to connect with the digital world. The introduction of e-agriculture, e-health, and e-commerce are all the examples of it. But people can get full benefits from IT services only when they know the transformative power of ICT. So, before providing digital services to the rural areas, it is better to provide the knowledge and training to use these services.



To cope up with these issues and to make the rural areas more digital, the government has just taken an important step which is the introduction of Smart Village. In Smart Villages traditional and new networks and services are improved utilizing digital, telecommunication technologies, innovations, and the better use of knowledge, for the benefit of residents and businesses. Digital technologies and innovations will improve the quality of life, standard of living, use of resources, impact on the environment, and create new opportunities for rural value chains in terms of products and processes. The concept of Smart Villages does not recommend a one-size-fits-all solution. It is territorially sensitive, based on the needs and potentials of the respective area and supported by new or existing territorial strategies.

The Ministry of Information Technology and Telecommunications with the help of the Universal Service Fund (USF), has started the “Smart Village” project in four provinces, Islamabad and Gilgit-Baltistan. This project aims to provide all the basic digital services in the domain of health, education, commerce, and livelihood.

The International Telecommunication Union (ITU) and Huawei Technologies Pakistan will technically support and provide funds for this project. Under the project, a center will be set up in a backward village and that center will be equipped with modern facilities from which not only the people of the area will be trained to use IT facilities but they will also be encouraged to incorporate it in their daily lives. It will also focus on cross-sector collaboration and multi-stakeholder engagement to enhance cost-effectiveness and sharing of resources and expertise in delivering the services to citizens.

No doubt, it is a great initiative and will bring many benefits for the

residents and the government as well. The establishment of smart villages will ultimately lead to a better lifestyle and awareness of technology. It will also provide more job opportunities hence decreasing the unemployment rate. Moreover, a smart village will automatically link the local production with local procurement and local distribution. A smart village will not only bring Internet connection to the rural surroundings but will also provide support to sustainable agricultural practices. A network of small-scale industries linked to agriculture, and a strong network of rail and road corridors with civic facilities such as education and health for all, will transform Pakistan.

Smart Village project aims to provide all the basic digital services in the domain of health, education, commerce, and livelihood

Pakistan is a third-world country that relies on agricultural revenues. The Economic Survey 2020-21, stated that the agricultural sector contributed about 24% approx. to GDP, involving half of the labor force. But unfortunately, most of the farmers are not very well aware of the latest developments performed in the field of agriculture. In this regard, the smart village project will help the farmers to be aware of the latest technology used in the agricultural field to get a better yield of crops.

According to the World Economic Forum (WEF), Pakistan is ranked among the best countries in terms of the affordability of ICT services. After the establishment of smart villages, the rural population will get better internet services. When the use of the internet increases, it will help the telecom operators to provide more affordable ICT services to the rural areas hence strengthen their

revenue growth.

The smart village project will also help to promote e-education. During the pandemic, the imposed lockdown has urged many people to do their daily work or businesses from their homes. Due to lack of fast internet, students also faced difficulty in taking on-line classes.

These digital villages will also promote e-commerce. It will open up ways for the rural community to do online businesses and promote their culture and heritage. The smart village will also help to empower the women in rural areas. With availability of ICT services and proper training, they can start their own business and can take part in boosting up the economy.

When any innovation or technology is introduced in underdeveloped countries, it attracts local and foreign investments. According to the data released by the State Bank of Pakistan, foreign direct investment (FDI) increased 63 percent year-on-year to \$198.3 million in May. Developing the smart village will attract investors to invest further in the country. Now that the digitization efforts have become a part of the national strategy, the country will soon reap economic, social, and political benefits including an increase in GDP, more job creation, and efficiency in services which would result in a better future and better economic growth.

Smart Villages will not only reduce growing inequality but will also reduce the burden of invasion on the cities, and help tackle environmental challenges, too

Smart villages will not only reduce growing inequality but will also reduce the burden of invasion on the cities, and help tackle environmental challenges, too.

VIVO LAUNCHES VIVO Y53S;

A SMARTPHONE WITH 64 MP TRIPLE REAR CAMERA SETUP

Vivo, the leading global smartphone brand, has announced the launch of its latest smartphone Y53s, available for pre-booking in Pakistan from August 23, 2021. vivo's entire Y series range of smartphones is known for its youth-centricity with best-in-class cameras, long powerful batteries and top-notch processors maneuvered to deliver a high-end experience to the customers at a desirable price range.

The new Y53s features a powerful 64MP Rear Camera with a 2MP macro and 2MP bokeh camera for photography in all scenarios. For the first time, vivo has introduced its industry-leading Eye Autofocus technology in the rear camera of Y series, solving the pain points of constantly adjusting the focus while taking pictures.

The camera offers a lot of versatility when it comes to capturing shots in dim conditions. Super night mode increases the brightness of shots taken in low light conditions, both indoor and outdoor. Ultra-stable video applies EIS technology to reduce blurriness due to camera movement when shooting videos, resulting in better quality. When capturing selfie pictures and videos, users can manually turn on the Aura screen light that works wonderfully with Super Night Selfie to fill in the professional studio-grade light.

It is powered with advanced 8GB + 4GB Extended RAM to ensure a smooth multitasking experience, along with 128GB ROM + 1T memory expansion capacity for adequate storage space. The smartphone features a massive 5000mAh battery, allowing users to leave their battery woes behind. The 33W Flash Charge makes it a perfect mobile entertainment companion for smartphone users.

With exceptional performance and a beautiful 3D design, the youth-oriented Y53s is available in two color variants: Deep Sea Blue and Fantastic Rainbow.



Vivo Y53s

CLEAR SHOT, SWIFT PLAY

Design and Display

The Vivo Y53s phones come in various color combinations. The brand has retained its uniqueness by providing some eye-catching designs. You will have two variants, black green, and blue-purple.

The phone comes with a 6.58-inch touchscreen display with a resolution of 1080x2400 pixels. It weighs 190g and the sidebar displays 8.4mm thick. If I talk about motion blur, there is a 60Hz refresh rate.

vivo's Side Fingerprint design integrates the fingerprint scanner with the power button – so you can turn on the display and unlock your phone at the same time. The time it takes to unlock from a lit screen is a mere 0.24 seconds.

Cameras

The Vivo Y53s on the rear packs a 64-megapixel primary camera with an f/1.79 aperture; a 2-megapixel camera with an f/2.4 aperture, and a 2-megapixel camera with an f/2.4 aperture. The rear camera setup has autofocus. It sports a 16-megapixel camera on the front for selfies with an f/2.0 aperture.

Super Night CameraSuper Night Mode on the rear camera is supported by multi-frame denoising to render splendid night shots even when it is dark. Super Night Selfie on Y53s leverages Selfie Softlight Band and a noise cancellation algorithm to pack a punch in low-light conditions.

Performance and Battery

The Vivo Y53s runs Funtouch OS 10.5 is based on Android 11 and packs 128GB of inbuilt storage with 8 GB RAM with the freedom to expand storage via a dedicated micro SD card slot. The Vivo Y53s is a dual-SIM mobile that accepts Nano-SIM cards.

The Vivo Y53s comes with the 12nm – MediaTek Helio G80. The phone come with a Li-Po 5000mAh battery that lasts almost a full day after heavy use. You will have a much larger 33W fast charger.

Pros

- Latest Android 11 operating system with custom UI
- Gyro-EIS is available for stable video recording
- Huge 5000 mAh battery with fast charging support
- Decent image and video quality in adequate daylight

Cons

- Medium processing chipset
- Without any gorilla glass protection.

Final Verdict

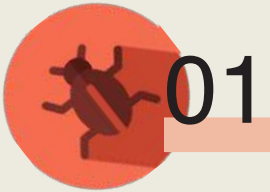
If you love the camera and need a faster charger, the Y53s might be the best choice.



6.58" FHD+ Colorful Screen



TECH TWISTS



The computer “bug” was named after a literal bug found in a computer

In 1947, computer pioneer Grace Hopper found herself working on a Mark II Computer at Harvard University and discovered a moth had gotten trapped in one of the computer’s relays and was causing an error. The operators removed the moth and taped it in their log book, identifying it as the “first actual case of bug being found.”



A website tracks the internet’s age – and it’s not as anxious as you might think

At <https://howoldistheinter.net>, you can determine how many days the internet has existed — and how old you were when it was initially launched.



The QWERTY Keyboard was Explicitly Designed to Slow Typing

At one time, mechanical typewriters jammed if typists were too quick. QWERTY cut down on this problem. Today, we continue to use QWERTY because we’re accustomed to it, but many experts strongly favor alternate typing approaches.



Most Internet Traffic Isn't Even Real

A study in 2012 discovered that most of the traffic on the internet wasn't actually people, but was quite often made up of bots, hackers and malicious programs. 51 per cent of all internet traffic is said to be "non-human" in that regard. This traffic is often attempting to steal data, hijack sites, carry out denial-of-service attacks and more.



YouTube was Originally a Dating Site

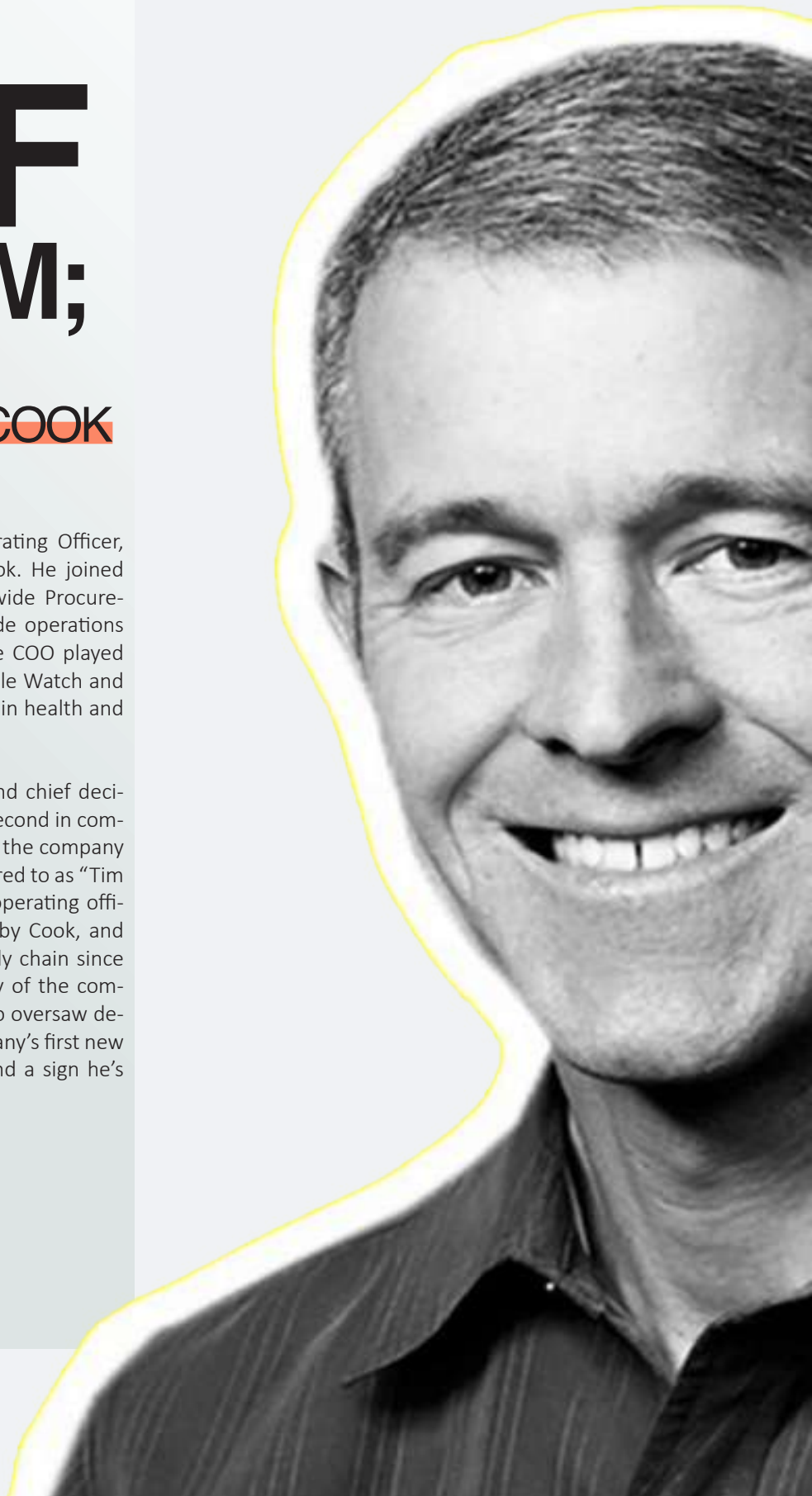
The YouTube you know and love actually started out with very different intentions. The website was built originally as a dating site.

JEFF WILLIAMS;

TIM COOK'S TIM COOK

Jeff Williams is Apple's Chief Operating Officer, reporting directly to CEO Tim Cook. He joined Apple in 1998 as head of Worldwide Procurement and stepped up to worldwide operations of all products in 2010. The Apple COO played a key role in the development of the Apple Watch and continues to pioneer new advancements in health and medical research initiatives at Apple.

CEO Tim Cook may be the public face and chief decision maker at Apple, but Jeff Williams is second in command. An Apple veteran who's been with the company for nearly 20 years, Williams is often referred to as "Tim Cook's Tim Cook." He was named chief operating officer in late 2015, a post previously held by Cook, and has been overseeing Apple's entire supply chain since 2010, no small task given the complexity of the company's hardware operations. Williams also oversaw development of the Apple Watch, the company's first new product category during the Cook era and a sign he's closely involved with new projects.



DESI STARTUP

TAJIR — A NEW WAY TO BUY INVENTORY

Retail in Pakistan is informal and fragmented — 91% of retail flows through independent ‘mom-and-pop’ stores.

Because of this fragmentation, stores struggle to buy inventory. Today, stores spend hours every week dealing with dozens of different suppliers. They passively wait for salespeople to arrive on designated days, or close their stores (and lose customers!) to visit wholesalers. Even after placing orders, deliveries are often late, incorrect, or never arrive at all. Stores often learn prices at the point of delivery, and struggle to compare prices across suppliers.

Tajir offers a one-stop shop for buying inventory. Through Tajir, stores can order whenever they want, receive on-demand delivery, enjoy transparent, competitive prices, and choose from the largest selection of products available.

Suppliers can sell to stores directly through Tajir, enjoying greater sales at higher margins with zero additional investment.

Since the launch, Tajir became the first Pakistan-focused company funded by Y Combinator, and — most importantly — now serve over 15,000 happy stores. ‘Tajir’ has recently gained \$17 million in funding led by Kleiner Perkins and YC Continuity.

The startup was founded by two prominent entrepreneurs named Ismail Khan and Babar Khan who saw Pakistan’s dependency on neighborhood stores and sought to create a more efficient ecosystem. This was due to the fact that the conventional system of retail had unexpected inventory costs and unreliable delivery stymie growth.



SMART

MOVES FOR SMARTER NATION

AGP'S AUDIT MANAGEMENT INFORMATION SYSTEM TO COMPUTERIZE REPORTING AUDIT PROCESSES

The Department of Auditor General of Pakistan (DAGP), with the World Bank's assistance, has launched the Audit Management Information System at three audit offices simultaneously.

In addition, the field audit teams will be connected in real-time with audit management tiers of DAGP, enabling transparency and close monitoring of field audit work.

Besides, the system would facilitate auditors in maintaining in-depth risk profiles of government organizations, helping them focus on entities with high risk. According to details, Interfaces, including dashboards, will be provided to Public Accounts Committee Members and Secretariat with the help of which PAC will be able to access published audit reports, unload directives and check the status of compliance on real-time basis.



FM'S PORTAL LAUNCHED FOR OVERSEAS COMPLAINTS AND FEEDBACK

Foreign minister portal will solve the issues faced by overseas Pakistanis who will be able to register complaints in just a click. The main goal behind this portal is to communicate with diasporas through modern means of communication and know the problems faced by them.

Under this pilot phase, the program will be initially available for Pakistanis residing in jurisdiction of five Pakistani mission abroad, including Barcelona, Dubai, Jeddah, London, and New York.

The mobile app named Foreign Minister Portal can be downloaded from Android Play Store, whereas iPhone users will have to wait longer to get this app. Currently the scale of this app is confined to few countries, but it will be launched in other countries as well.

NITB INTRODUCES MESSAGING APP FOR GOVT EMPLOYEES

The federal government has launched a unified communication and collaboration tool to ensure better, efficient, and safer official communication. Named "Beep Pakistan," the platform has been developed by the National Information Technology Board (NITB).

The application will have a wide range of features including messaging, audio calling, and video conferencing. The government decided to develop a dedicated platform for official communication after mobile devices of government officials of a neighboring country were compromised following a cyberattack, resulting in leakage of sensitive official information.

In view of the cyberattack in the neighboring state, the government made a decision to move the official communication to a platform that can be controlled within the country so that any sensitive information can be added or removed in case of cyberattacks.



TELECOM CAMPAIGNS

Gaarh De Jhanday with Jazz Super 4G!

To celebrate the Independence Day, Jazz introduced a very energetic TVC. The ad highlights the effort that Jazz has made to make the country digital. It also shows how the whole country is connected through Jazz 4G network. Overall, the ad is wonderful and the credit goes to its super energetic song.

Verdict: A very engaging and motivating TVC



Verdict: A very engaging and motivating TVC

Redmi Note 10 5G- A Performance Racer



Redmi has just recently launched its one of the powerful smartphones, Note 10 5G. The smartphone features a bunch of astonishing specs and features.

The TVC features Danyal Zafar and shows all the key specs of the phone including AI camera, powerful processor and sleek design. The music and the actors have done justice to the advert.

Verdict: An outstanding Phone in an energetic TVC

Let's Get Digital

Zong's latest TVC is very optimistic and provides a very good message of making the country digital. The ad features Atif Aslam. The ad highlights different approaches by working on which we can make our country more advanced and digital. At this time of hour when everyone is depressed, Zong put a great effort to bring some positivity in life. Overall, I really like the song and message conveyed by Zong.

Verdict: A great advert with a beautiful and Inspiring Feel



Vivo V21e TVC

Vivo has just recently introduced its mid-range smartphone, v21e. The smartphone itself has a lot of attractive features and a very stylish look. The TVC clearly shows how the phone's 64MP main camera works. It also shows different options while taking pictures to make them beautiful. Overall, it is a nice TVC showing the features of its front and back cameras.

Verdict: simple and ordinary



Telenor - Safaid ki Pakistaniyat

On this Independence Day, Telenor has introduced a very heart touching TVC to show the patriotism. The TVC shows Pakistan as a place for different regions. The ad itself is a short story narrating how people from different communities are living a peaceful life here. While watching the new ad, I felt so emotional. Overall, a great advert with a heart whelming feel.

Verdict: A patriotic and Heart Touching TVC

Falcon-I Vehicle Tracking System

Falcon-i, Pakistan's leading car tracking company, has introduced vehicle tacking system. The ad highlights the social issue that we are facing now a days. It shows with the vehicle tracking system, women can drive safely anywhere.

I personally like the ad because of its safety awareness message.

Verdict: A good ad with a positive message.



THINGS TO CONSIDER BEFORE BUYING CCTV CAMERAS

It is fairly common for Australian businesses to invest on quality CCTV camera systems nowadays. This results in the revolution of camera security technology. Additionally, this results in more devices and systems available for consumers. Hence, if you are about to shop for security cameras, you should not be surprised with how extensive your choices can be. In order to buy the right type of security system for your store, office, or other business establishment, you might want to consider these things first:

THE PURPOSE



Will it be for monitoring the establishment? Will it be for deterring thieves? Will it be for monitoring employees? Knowing the CCTV's purpose is a must because it will help you find the right type of system much faster. Since some security cameras are made for specific purposes, such as for day monitoring, night surveillance, and discreet surveillance, it would be extra helpful to know the purpose beforehand.

THE SPACE



By knowing how large or small the area is, you will have an idea on how many cameras you will need. You will also learn what type of system you will buy. Some systems were designed for smaller spaces while others were made for much larger spaces. Hence, it is important to consider the space first before buying a system for your business establishment.

THE BUDGET



CCTV camera systems are not cheap, which is why you would want to get the most out of it. Avoid buying the wrong system because you will definitely end up wasting your business' money and resources. This is why it is important to set a realistic budget before anything else.

FINDING A GOOD SUPPLIER OR RETAILER



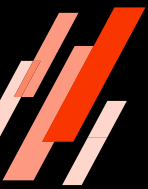
After considering the factors mentioned, your next priority is to find a good CCTV camera supplier or retailer. There are many CCTV camera businesses throughout Australia, and you may have a hard time finding the best one. You may want to search for list of security system suppliers in your locality and read about client reviews to identifying which one provides the best services.

The secret is to have variety of choices for you to know which one will serve you best. It is also recommended to consult with security consultancy groups that will help you in every step of your CCTV system purchase.

A message from:

NMC NEPEAN MICRO COMPUTERS
Technology and Security Professionals

<http://nmc.com.au/>



GAMES & APPLICATIONS



TIME RISE

Set Time
Turn your Device Upside Down
Watch the Time Rise!



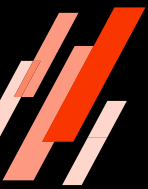
WIDGET SMITH

Widgetsmith starts with a wide collection of highly customizable widgets, which range in function from date, to weather, to astronomy.



BALANCE: MEDITATION & SLEEP

Improve your stress, sleep, and more with the world's first personalized meditation program, now free for your first year.



FANYA - TODO LIST & TASKS ORGANIZER

Fanya is a todo list application that manages your tasks with the most beautiful and simple interface. You can organize your tasks on your home screen using our widget, or our calendar.



LIBBY, BY OVERDRIVE

All over the world, local libraries offer millions of ebooks and audiobooks. You can borrow them — for free, instantly — with a library card and Libby: the award-winning, much-loved app for libraries.



PAPRIKA RECIPE MANAGER 3

Organize your recipes. Create grocery lists. Plan your meals. Download recipes from your favorite websites. Seamlessly sync to all your devices.



HALIDE MARK II - PRO CAMERA

Halide is the most powerful camera for iPhone with the most elegant, simple design — A pro camera for everyone.



FEEDLY - SMARTER NEWS READER

Your central place to organize, read, and share the information you need to stay ahead of the next big trend in your industry.



vivo Y53s

Display: 6.58 Inches

Memory: 128GB Built-in, 8GB RAM

Camera: 64MP+2MP

Price: Rs. 40,999



Vivo V21e

Display: 6.44 Inches

Memory: 128GB Built-in, 8GB RAM

Camera: 64MP+8MP+2MP

Price: 45,999



New Arrival

Samsung Galaxy Z Fold 3

Main Screen: 7.6" Dynamic AMOLED 2X

Cover Screen: 6.2" Super AMOLED

Memory: 256GB Built-in, 12GB RAM

Camera: 12MP, Triple Camera

Price: Rs 294,999



New Arrival

Samsung Galaxy Z Flip 3

Main Screen: 6.7" Dynamic AMOLED 2X

Cover Screen: 1.9" Super AMOLED

Memory: 256GB Built-in, 8GB RAM

Camera: 12MP, Dual Camera

Price: Rs 194,999

An Online Store with Official Warranty
www.phoneexpress.pk



Huawei Band 6

Display: 1.47 inch

Dimensions: 43 x 25.4 x 10.99 mm

Weight: Approximately 18 g (without the strap)

Price: Rs. 9226



Camon 17 Pro

Display: 6.8 inches

Memory: 128GB Built-in, 8GB RAM

Camera: 64MP+ 8MP+2MP+2MP

Price: Rs. 31,999



Poco X3 GT

Display: 6.6 Inches

Memory: 128GB Built-in, 8GB RAM

Camera: 64MP+ 8MP++2MP

Price: Rs. 57,999



Samsung Galaxy A22

Display: 6.4 Inches

Memory: 128GB Built-in, 4GB RAM

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

Price: Rs. 40,900



Realme Narzo 30

Display: 6.5 Inches

Memory: 128GB Built-in, 6GB RAM

Camera: 48MP+2 MP+2MP

Price: Rs. 32,999



Nokia G10

Display: 6.52 Inches

Memory: 64GB Built-in, 4GB RAM

Camera: 13MP+2MP+2MP

Price: Rs. 20,999

HOW TO

DOWNLOAD WHATSAPP STATUS ON YOUR ANDROID SMARTPHONE



WhatsApp is not just about texting anymore, several new features like WhatsApp status, display pictures also matter a lot to the users. Just like Instagram stories, Facebook stories, putting up WhatsApp stories are also in trend. But what if you see a really funny video or a great picture on someone's WhatsApp status? Of course, you can take a screenshot of the image but what about a video? Let's dive into this feature today and see how we can download someone else's WhatsApp status on our smartphone. '

Step 1: Download Google Files on your android smartphone

Step 2: Tap on the menu icon at the top left corner in the app

Step 3: Tap on "Settings" and turn on the toggle in front of "show hidden files"

Step 4: Go to file manager of your device

Step 5: Internal storage>WhatsApp>Media>Statuses

Step 6: All the status that you have viewed will show in the folder, tap on the desired image or video

Step 7: Long press on the selected item and save it to your desired location for example camera, WhatsApp images, downloads and so on.

These steps can differ from one Android device to another. In most of the cases, you will find the WhatsApp media folder right on the screen as soon as you open the File manager.

Pakistan's **Fastest** Growing
Online **Mobile Phone** And **Accessories**
Shop **Delivering** At Your Doorstep.

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[PHONEEXPRESS.PK](https://www.facebook.com/PHONEEXPRESS.PK)

STARZPLAY
by Cinepax

A STARZPLAY ORIGINAL SERIES



**SHAMOON ABBASI AND STARZPLAY
TAKE YOU THROUGH THE DARK UNDERBELLY OF
KARACHI IN THEIR RECENTLY LAUNCHED
ORIGINAL CRIME SERIES KARACHI DIVISION**

This has been a tremendous year for STARZPLAY. As people stay home to stay safe from the pandemic, the scorching heat and soaring temperatures, Pakistan's fastest growing streaming service has been keeping them entertained with its extensive content library and original productions, one after the other. Earlier this year, Angeline Malik's hilarious but insightful and necessary short film—*Khushkhabri Kay Baad*, a film that discusses family planning in a witty and light hearted way, was launched and met with fantastic response from the public. This was followed by a STARZPLAY original series, titled '*Khel Tamasha*', which was the streaming service's first foray into comedy. Directed by Jawad Bashir, the series follows the on-set misadventures of a film cast and crew as they try to wrap up production of their film. STARZPLAY is following this up with its first crime-action-drama series, titled '*Karachi Division*', directed by Pakistani film veteran Shamooun Abbasi, with a talented cast to boot.

Karachi Division follows the story of two rival gang leaders at war for complete domination and control over Karachi by any means necessary, even if it means bringing the city and its people to their knees. The series is Pakistan's first R-rated drama and that comes as no surprise with Shamooun Abbasi at the helm.

Shamoon has had an amazing journey in his prolific career. He has various hit films under his belt and dramas for which he has earned numerous awards and accolades. With hits such as the movie 'Waar', action movie 'O21', and a cameo performance in 'Parwaaz Hai Junoon', Shamoon Abbasi remains a well-known and respected personality in Pakistan's film fraternity.

On the launch of Karachi Division, Shamoon Abbasi said; "We couldn't be more proud and excited to announce this latest web series, available exclusively on the STARZPLAY app and website. Pakistan is full of talent and potential and we are proud to have a streaming service that provides them support and the means to bring their ideas to life. This is such an encouraging push for all aspiring and established filmmakers and producers. I would like to congratulate our team who have put their heart and soul into bringing Karachi Division to the Pakistani audience."

Arif BaigMohamed, Chairman Cinepax Cinemas added, "The unprecedented growth of online streaming has driven the need for compelling content that provides value for subscribers. We have built strategic partnerships to offer our subscribers more online content and varied choices. In 2019, STARZPLAY launched its very first original production titled 'Kaash Keh'— a collection of attention-grabbing short films. STARZPLAY is also proud to be the pioneer of the first short-film competition (SSFC) in Pakistan conducted on a global level in 2019. With the launch of three original web-series this year, we have stayed true to our commitment to produce top notch local web series and promote local talent, with more to follow."

So watch out for many new upcoming STARZPLAY original productions in the near future. The future indeed looks bright for the Starz to shine!



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