



SOCIAL MEDIA POWER TRANSFORMING

YOUTH INTO WELL-INFORMED CITIZENS

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Best Sales Award 2021 – 2022

Zenith Enterprises started selling Infinix mobility products in Pakistan as their distributor. This Journey started in 2020 and in last two years this partnership is getting stronger day by day. Zenith Enterprises became first choice of Infinix mobility in launching of new devices in Pakistan.

Infinix mobility recently awarded Zenith Enterprises as their "Best Sales Award 2021 – 2022" in Malaysia. Zenith enterprises had received number of performance awards in past as well in which Business Partner awards 2020, Mini Distributor award 2021 for Baluchistan, Sahiwal, Khanewal region, Best Business partner award 2021 and VIP Partner award 2020 – 2021.

Zenith Enterprises specially wants to thanks consumers, business partners and their team for achieving this success and wish to continue this journey in future.

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ADNAN KHAN
Managing Editor

Dear readers,

Social media platforms have become so much more than merely a tool for chatting and uploading pictures. "Influencing" has become its biggest strength. Social media platforms have changed people, especially the youth, into well-informed citizens of society. We have dug deeper into the impact social media has created on our youth in our article, "Social Media Power: Transforming Youth into Well-Informed Citizens". In another article, we have explored how fake news propaganda has maligned Pakistan's global image and what role India has played in the whole conspiracy. We have also suggested some measures that can be taken up to counter this propaganda.

Over the last few years, Pakistan's economy has been hit by growing inflation, COVID, supply chain disruptions, and high energy prices. However, in a world of continuous upheavals, the country's expanding tech sector is proving to be a silver lining. In a special article, "Can Pakistan be the Next Tech Hub?" we have defined the progress our ICT industry has made so far and highlighted some of its key features.

We have also added a variety of articles on some very interesting topics from local and international markets. You'll find some interesting articles on STZA, IP Rights, malware, edTech, and more. We also have two exclusive interviews of Syed Ali Yousuf who is the COO of Sales at Riversong Technology and Syed Mashood Hassan, the Country Director of realme Pakistan. Syed Ali Yousuf and Syed Mashood Hassan both believe that local manufacturing of smartphones and accessories has huge potential in Pakistan.

Our regular sections, including phone reviews, Smart moves, TVC reviews, top applications, and best smartphones list 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 so that we can improve further.

Enjoy Reading....!!!

Sincerely,
Adnan Khan.

Feedback

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Over the last few years, Pakistan's economy has been hit by growing inflation, COVID, supply chain disruptions, and high energy prices. However, in a world of continuous upheavals, the country's expanding tech sector is proving to be a silver lining.

Pakistan, the world's fifth-most populous country, has been sluggish to adopt the internet economy. In terms of technology adoption and startup formation, Pakistan has fallen behind other developing economies such as China, India, and Indonesia.

Despite this, investors have long fantasized about the immense prospects that exist in unleashing Pakistan's digital economy. Pakistan has quickly established itself as one of the most vibrant technological ecosystems outside of the United States and China, with a population of 220 million people, nearly two-thirds of whom are under 30.

To keep up with the technological pace, the world will require 80 million software engineers by 2030. There will be a scarcity of 30 million technologists, and the war between Russia and Ukraine will exacerbate the problem. Pakistan is the only obvious destination for IT resource hiring, with India up to its neck in debt and talent being snatched up by larger corporations.

Pakistan has quickly established itself as one of the most vibrant technological ecosystems outside of the United States and China, with a population of 220 million people, nearly two-thirds of whom are under 30

Uninterrupted Connectivity

There are 193 million mobile subscribers and 113 million 3G/4G in Pakistan as of April 2022. Pakistan also has a strong cable connectivity network comprising five submarine cables that provide efficient services to broadband subscribers with impressive 88 percent coverage. Although Optical fiber connections should ideally be stretched all the way up to the premises for substantial digitalization. However, this does not appear to be possible. In the near future, users' last-mile access will continue to be wireless mobile. That means that, in order for digitalization to thrive, the mobile last mile must be improved.



Start-up culture and surge in the tech industry

A steady rise in internet penetration across Pakistan is also driving the new wave of startups. Pakistan is one of the last few untapped markets for startups and investors to offer internet-based services. There are more than 250 startups established since 2015, increasing internet penetration driven by low-cost smartphones – and affordable data.

The success of Pakistan's first startup wave, which began in 2012-13 with the launch of Foodpanda, Careem, and Daraz, has fueled the surge. Over the last five years, massive investments were made in tech startups. The startup funding received in 2020-21 was higher than the last five years combined, standing at 350 million dollars.

Startup Funding Breakdown

E-commerce: 62 deals were finalized during 2015-2021 & over \$300m in funding was raised.

Fintech: 41 deals were finalized during 2015-2021 & over \$100m funding raised.

Edtech: 8 deals were finalized during 2015-2021 & \$10m funding was raised.

Logistics: 12 deals were finalized during 2015-2021 & \$25m funding was raised.

Healthtech: 17 deals were finalized during 2015-2021 & over \$30m funding was raised.

The startup funding received in 2020-21 was higher than the last five years combined, standing at 350 million dollars

Growing Freelance Market

Pakistan is the 5th largest country with the 3rd largest English literate population and 3rd the largest Source of Digital Labor in the World. This has contributed to making Pakistan the 2nd Fastest-Growing Economy in South Asia by expanding Exports of IT Products & Services to 120+ Countries.

Pakistan has a large freelancing workforce, with 63% of the population under the age of 30. This growth was aided by government-run programs such as Digi skills and E-Rozgar. Digiskills.pk is Pakistan's largest training program, with over 500,000 training delivered in a year across the country.

Advance Tech Infrastructure

Pakistan has universities, advanced infrastructure, government policies, and existing 300,000 talent growing rapidly by multitudes. There are 300 IT/ITeS Organizations, 20 Data Centers, and 13 thousand registered IT/ITeS Companies.

Recent reforms, such as the establishment of a legal framework for Electronic Money Institutions by Pakistan's central bank, the State Bank of Pakistan, have allowed for the establishment of new firms and increased investment. The Digital Banking Regulation, which was completed in January allows digital banks to provide credit, investments, and other goods in addition to e-wallets was another policy that made investors happy.

Establishment of a legal framework for Electronic Money Institutions, the State Bank of Pakistan, has allowed for the establishment of new firms and increased investment

The Pakistan Securities and Exchange Commission, which regulates non-banking businesses, has defined legal criteria for startups, and the federal government has aided in the creation of Special Technology Zones.

The New Digital Era

Our leaders frequently declare that Pakistan is on its road to digitalization. Artificial intelligence, blockchain, 5G, and other buzzwords are being bandied around.

The government plans to create an enabling environment for tech entrepreneurs and drive economic growth to facilitate Pakistan's digital revolution.

The "Digital Pakistan" initiative, led by former Google executive Tania Aidrus, was launched in December 2019 with an ambitious goal to improve access and connection, improve digital education, and usher in a new era of e-governance.

It also aims to become a strategic enabler of an accelerated digitalization ecosystem in order to enhance the knowledge-based economy and drive socio-economic growth. Other goals include fostering an environment that encourages entrepreneurship and innovation. The initiative's consequences have yet to be seen.

Pakistan IT Exports

The IT industry in Pakistan is flourishing and the government is taking the right steps for its further growth, including enhancing the number of IT graduates from 25,000 to 50,000, setting up software technology parks in large to second-tier cities, improving access to capital by IT companies, reducing tax disputes, enhancing the financial structure of IT companies and listing them on the stock exchange. According to MoITT, Remittances from the IT exports, from July to March FY22 surged by 29.26 percent to \$1.94 billion. Depicting a swift increase from \$1.50bn during the same period of the previous fiscal year.

Boom in E-commerce

In the midst of the COVID pandemic, Pakistan has seen a surge in e-commerce. There has been rampant growth of e-commerce and digital businesses that has helped open up the region to new market opportunities over time. A remarkable increase in broadband internet subscribers and smartphone users has led to an increase in internet use and subsequent e-commerce growth.

According to Statista's e-commerce report, on Pakistani Market the ecommerce market is projected to reach US\$7,666.00 million by the end of 2022. Revenue is expected to show an annual growth rate (CAGR 2022-2025) of 6.09%, resulting in a projected market volume of US\$9,153.00m by 2025. Whereas, in the eCommerce market, the number of users is expected to amount to 65.1m users by 2025.

Opportunities and Future Trends

Technology in the current world is rapidly growing, allowing for speedier development and advancement. Despite the fact that the Internet of Things (IoT) industry is still in its infancy and has yet to take center stage, Pakistani IT talent promises to elevate more businesses with their services.

Pakistani institutions are on a mission to produce world-class talent and will continue to do so with unrivaled talents and agility. All that you need is let Pakistani talent to grow into a multibillion-dollar IT company. Pakistan continues to develop high-tech sectors and enhance its cyber security, system integration, data Center, and IT outsourcing capabilities, including AI, IoT, Blockchain, Big Data Analytics, and Cloud engineering. It has world-class technology universities such as NUST, GIKI, FAST, LUMS, UET, NED, and others that offer IT and engineering degree programs and have graduated over 300,000 IT

With an ever-increasing number of networked items connecting with one another, 5G technology will be at the forefront of the hyper-connected world.

Pakistan's IT industry generates approximately \$2 billion annually for the country. With an average annual growth rate of 30%, Pakistan's IT industry has enough potential to contribute much more to the overall economy. Given the apt support and facilitation from the government, the sector can generate up to \$10 Billion in the next 2-to 3 years.

With an average annual growth rate of 30%, Pakistan's IT industry has enough potential to contribute much more to the overall economy

The advent of technology has made it part of daily life such that it has become an inherent part of corporate as well as domestic life. Businesses worldwide have entered the digital age and success lies in the best use of it. Therefore, it has become the most fought upon frontier for competitive advantage. Surely, Pakistan is today's top destination for finding tech talent.





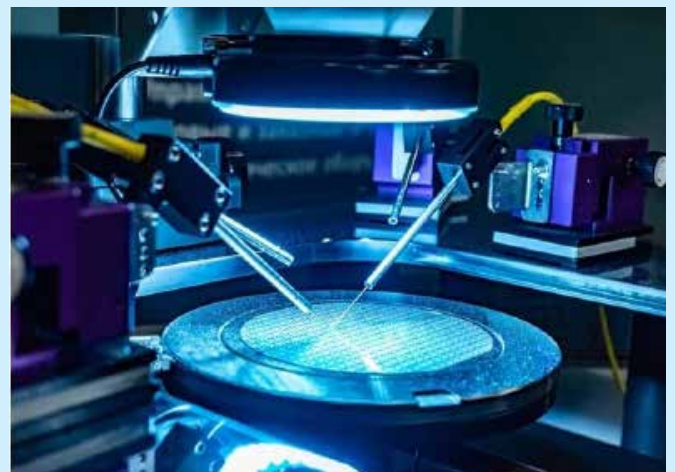
Raast Pakistan's Instant Payment System

Raast is Pakistan's first instant payment system that will enable end-to-end digital payments among individuals, businesses, and government entities instantaneously. The state-of-the-art Pakistan's Faster Payment System will be used to settle small-value retail payments in real-time while at the same time provide cheap and universal access to all players in the financial industry including commercial banks, microfinance banks, government entities, and fintech (EMIs & PSPs).



PAK-ID Mobile App for biometric verification

Keeping pace with technological advancements, the National Database and Registration Authority (Nadra) has introduced an innovative application enabling people to use their smartphones for biometric verification. By using PAK-ID Mobile App on smartphones, all citizens including expatriates will be able to digitally capture fingerprints, photographs, and documents. This is a leap forward putting an end to the conventional method of using specialized equipment or physical paper for processing ID documents in Nadra.



Drug Testing Laboratory Automation Programme

The Drug Testing Laboratory (DTL) automation program is an initiative taken by the government of the Punjab to improve the authenticity of tests performed on various drugs. Before the automation of this process, there was no transparency in manual drug testing. The system is now operational in all DTLs of Punjab including Lahore, Bahawalpur, Rawalpindi, Faisalabad, and Multan.

TEENS' PRIVACY IN DIGITAL AGE



HOW TEENS ARE BREACHING THEIR ONLINE PRIVACY?

Teens are breaching their privacy online using phones, the internet, and social media. Teens make social media profiles, share photos, videos and following things with strangers.

SOCIAL PROFILES

Teens are sharing photos, videos on their social media profiles



PERSONAL INFORMATION

Teen used to share school name, contact, and home address on social networks

SHARING PRIVACY

Cell phone access and internet is root cause of sharing digital privacy



EMAIL HACKING

Email hacking of teens disclose everything on social media profiles

THREATS TO TEEN'S ONLINE PRIVACY

Plenty of social media and online dangers can pop up when teens are using cellphones connected to the internet and become the victim of the following:



ONLINE BULLYING

Online bullies verbally & non-verbally abuse teens online



SEXUAL

Sex-offender Sexual groom teen's online via social media



MEDIA PROFILE

Teens leave Non-custom social media profiles



VICTIM

Teens Become victim of Catfishing (being tricked by someone using a false identity) for designer



HACKED

Social accounts of teens got hacked



ADULT CONTENT

Teens got Exposure to Adult content

TIPS

TO PROTECT TEEN'S PRIVACY IN DIGITAL AGE

If you get to know teens can become victims of online predators, use the following tips to safeguard your teen's online privacy.



PROTECT WIFI

Use password-protected Wi-Fi networks



SCAMS

Teach them how to avoid email and phishing scams



PUBLIC WIFI

Guide teens that they should not use public Wi-Fi networks



CHECK PHONE

Check teen's cellphone manually to examine what they are doing



SOCIAL APPS

Watch what kinds of social apps they have downloaded



DATING APPS

Make sure teens have not installed online dating apps

HOW DO PARENTS PROTECT TEEN'S DIGITAL PRIVACY?

Struggling and worried parents can use the OgyMogy parental control app on teen's cellphones to protect their online privacy.

HOW TO USE OGYMOGY MONITORING SOFTWARE?

It is a parental tracking app that you can use on a teen's phone connected to the internet. It empowers you to become the witness of every activity of the teens online.

STEP 1

Install OgyMogy on teen's cellphones

STEP 2

Activate cell phone tracking app on teen's phone

STEP 3

Use dashboard to activate the following features



Screen recorder



Call recorder



Social media monitoring



Capture screen



Track GPS location



Monitor keystrokes



View browsing history



Read text messages



Listen to social media call



View share multimedia files



The Special Technology Zones Authority (STZA) was set up with the goal of setting up Special Technology Zones (STZs) all over the country to create world-class digital and physical infrastructure and put Pakistan on the global technology map. The STZA Act of 2021 entails that the Prime Minister of Pakistan is the head of the STZA Board of Governors (BoG). The Authority wants to build a technology ecosystem for entrepreneurship, research and development (R&D), and tech-driven innovation in the country for young people. It will do this by giving the technology sector institutional and legislative support, making it easier to do business, and offering special fiscal and monetary incentives.

This authority, which was set up by the Cabinet Division of the Government of Pakistan, works to build a technology-driven knowledge ecosystem and encourage modern innovative solutions and futuristic entrepreneurship.

STZA will build Special Technology Zones (STZs) all over Pakistan, offer special incentives to get investors, builders, and technology companies to work with the government, and help both local and international companies in the STZs through a single point of contact. Furthermore, the Authority wants to build knowledge ecosystem that will be able to take advantage of Pakistan's tech potential and put the country on the path to an entrepreneurial, innovative, and tech-driven future for shared prosperity and growth for all.

STZA will build Special Technology Zones (STZs) all over Pakistan, offer special incentives to get investors, builders, and technology companies to work with the government

What is a Special Technology Zone?

A Special Technology Zone (STZ) is a knowledge ecosystem based on the triple helix model of innovation. The government offers special incentives to help develop, promote, and spread the latest technologies. It is a place where innovation is the main thing that drives both core and side activities. The businesses and people who work to create and spread new technologies live in smart cities themselves.

The government helps and incentivizes businesses to help them grow, make money, and give other people opportunities quickly. People and tech companies from all over the world are drawn to these ecosystems. Over time, the zones grow beyond their original borders and turn into townships, and then cities. In this way, each STZ helps the government to carry out a larger reform plan and bring social and economic progress to its citizens.



History & Significance of STZ around the globe:

The rise of knowledge clusters like Silicon Valley (United States) in the West, Tsukuba Science City (Japan), Z-Park (China), and Daedeok (South Korea) in the East prompted countries all over the world to create special laws and rules to help and protect the growth of the knowledge and innovation ecosystem and create wealth through knowledge-driven solutions and services. One of the best ways for policymakers to do this was to allow the creation of technology parks, zones, or clusters.

A Special Technology Zone (STZ) is a knowledge ecosystem based on the triple helix model of innovation

Because of this, innovation and knowledge clusters have grown rapidly since the 1980s. For comparison, the US has 115 clusters, China has 169, the UK has 63, India has 23, Iran has 16, Egypt has 3, Malaysia has 5, and Pakistan has none. In 2001, India had IT exports worth \$1 billion, but it had no knowledge clusters. In 2022, India has 23 clusters, more than 100 technology parks, and IT exports worth \$150 billion. This is how much money technology and knowledge zones bring in.

Now, Pakistan can follow the footsteps and adopt a pro-innovation mindset. Our country can't rely on a "bricks and mortar" system anymore, since the technology sector has become a key part of how countries all over the world make sure their economies grow and other important parts of their national security are taken care of.

The world's biggest companies like Silicon Valley giants Apple and Google, Chinese tech giants Huawei & Xiaomi, etc, started their journey from technology zones. Now, these companies have become multinational behemoths with multi-billion dollar assets.

Current Projects of the STZA:

Islamabad Technopolis:

The Islamabad Technopolis, a 140-acre zone near ChakShehzad, Islamabad, will be the first Technology Zone to be built by the authority. Technology firms, sophisticated technology production units, R&D centers, universities and training centers,

and offices of science and technology support agencies will all be housed in the zone along with the support services.

The arrangements for ZE tenants in a key location in Islamabad have already been established because the operationalization of this zone would take some time due to trunk infrastructure expansion. ZEs working in fields including Artificial Intelligence, Financial Technologies, Electronics Design, Venture Capital management, and deployment will be housed in a 300,000 sqft skyscraper in Islamabad's blue area.

Lahore Technopolis and Haripur Special Technology Zones:

Lahore Technopolis in Lahore, Pakistan Digital City in Haripur, and the Pak-Austria Fachhochschule Institute of Applied Sciences and Technology (PAF-IAST) in Haripur are among the other STZs announced. This is a game-changing opportunity for many S&T universities to turn their research and development toward technology transfer and commercialization. Aside from these five zones, more than a dozen others are being considered in other provinces of the country.

.Our country can't rely on a "bricks and mortar" system anymore, since the technology sector has become a key to progress

STZA has actively attracted firms from the United States as a result of the President's initiative to engage the Pakistani diaspora abroad. Several agreements with Chinese organizations like the Zhongguancun Belt and Road Industrial Promotion Association (ZBRA) and Z-Park have eased the way for Chinese technology companies to come to Pakistan. Similarly, the MoU with Skolkovo Technology Park will attract Russian technology companies as well. All these developments indicate a critical turning point in the country's scientific and technological progress. The impact of the STZA plan will become obvious as the nationwide deployment of zones continues and technology businesses begin to enter and operate in the zones. This impact will not be limited to a single technological vertical or a single issue but will extend throughout the entire technology spectrum.

TECH TWIST



Megabytes used to weigh hundreds of pounds

More specifically, 5 megabytes of data weighed one ton. In 1956, the first computer had something similar to a hard drive. At the time, it was a huge leap in storage capabilities, but the cabinet that contained the hard drive weighed over 2,200 pounds and could hold 5 MBs of data.



Credit card chips have been around for a LONG time

To many, credit card chips are a relatively new fad. However, chip technology has been around since 1986! It was first used in France, followed shortly after by Germany.



Mac computers were named after the apple.

It's not a coincidence that "Macintosh" is similar to the apples called "mcintosh".

The name was misspelled on purpose to avoid conflict with a manufacturer called "McIntosh Laboratory".



The first product scanned was a packet of chewing Gum

Norman Joseph Woodland invented the barcode and received a patent in October 1952.

It wasn't until 22 years later when he was employed by IBM that the barcode was developed to be used for product labeling. Known as the Universal Product Code (UPC), a system that is still used today.



iTunes has unusual Terms & Conditions

When agreeing to the Terms & Conditions for iTunes, you agree to not use it to make nuclear weapons.

The clause states, "You also agree that you will not use these products for....the development, design, manufacture, or production of a nuclear, missile, or chemical or biological weapons."

vivo X80

AN ALL-ROUNDER PHONE

What is Good?

- Stunning Looks
- Top-Notch Display
- Superfast Charging
- Creative Camera Modes

What is Bad?

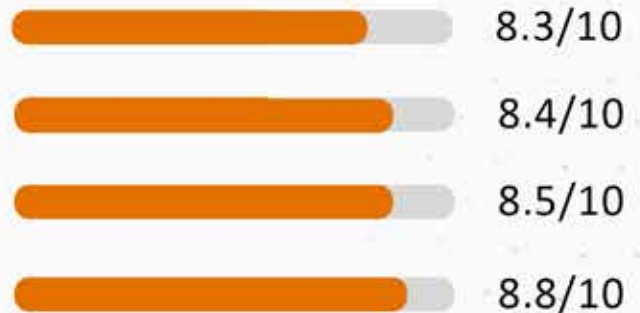
- Bloat-filled Software
- Auto beautification of Skin Tones

Final Verdict

The Vivo X80 exudes elegance and is probably one of the best-looking phones. Not just that, it is also an extremely reliable performer, offers good battery life with speedy 80 W fast charging, and snaps great pictures. The plethora of photography and videography features on offer is sure to excite most enthusiasts. However, the bloatware-riddled FunTouch OS does stand out like a sore thumb and takes away from the premium experience.

Overall Rating

8.6/10





Camera

50 MP, f/1.8

12 MP, f/2.0_{50mm} (telephoto)

12 MP, f/2.0_{16mm} (ultrawide)

Charging

80w Fast Charge

Battery

4500mAh

Internal

128GB/256GB/512GB



Processor

MediaTek Dimensity
9000

Display

6.78" AMOLED, 120Hz

RAM

8GB/12GB RAM

OS

Android 12

Price

Rs.159,999/-



With thousands of applications, websites, and other communication platforms that are all over the internet today, this has truly become the age of social media. Social media platforms have become so much more than merely a tool for chatting and uploading pictures. “Influencing” has become its biggest strength. Social media platforms have changed people, especially the youth, into well-informed citizens of society. It provided information regarding all the latest happenings in every field around the world and has also helped reshape their opinions and take well-informed decisions; be it a mundane decision about buying a new shirt or as serious as supporting a political party or a cause.

This growing use of technology and social media has heavily influenced youth and its understanding of the world. They believe that social media is a force for change. The Russia-Ukraine war is considered the first ‘World Cyberwar I’ that truly shows the might of social media. Despite being a much smaller country, Ukraine has managed to push Russia to the wall by turning the whole world against her through its social media campaign. But that isn’t the first instance where social media made a historic impact on an international level. The Arab Spring is perhaps one of the best-known examples of how social media can change the world. The Turkey coup of 2016 was also defeated through social media mobilization.

“Influencing” has become social media’s biggest strength

A few years ago the term “keyboard warriors” was used in a satirical sense for people who raised their voices for any social issue on social media. They were mocked for only posting on social media and not doing anything in reality. That perception has changed now. Today, people who actively use social media to create awareness about social issues are highly esteemed and called “social media activists”. They have thousands of followers who trust and respect them.

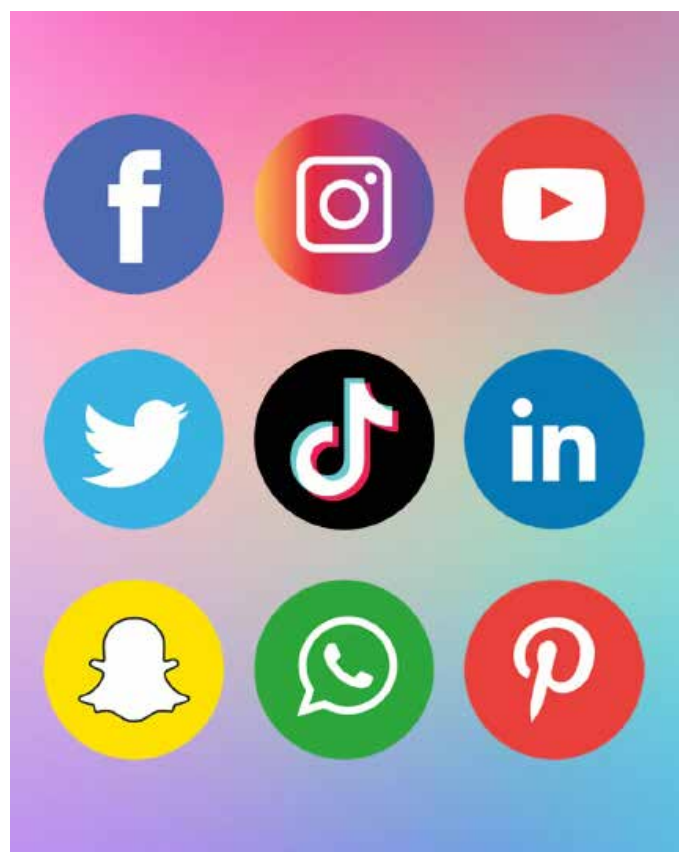
Pakistan is the fifth largest nation in terms of population with 63 percent of its population comprising youth between the ages of 15 and 33 years. These young people have become quite passionate about the use of social media. Bullying, cyber-crimes, and fake news aside, social media has given youth a voice like never before. It is their go-to place in every situation; whether they are happy, sad, angry, or bored they take salvage in the digital world of social media for catharsis.

Similarly, people turn to social media for instant updates for insights and information about all the latest trends and events.

The Russia-Ukraine war is considered the first ‘World Cyberwar I’ that truly shows the might of social media

Social media platforms are rapidly growing and will evolve further as the newer technology using metaverse, web3, 5G, and IoT unravels. Pakistan is catching up fast with 61 million internet users as of January 2021. This shows an increase of over 11 million just between 2020 and 2021. According to the “We are social 2022 report”, there are 43 million users on Facebook, 70.71 million on YouTube, 18.26 million on TikTok, 13.75 million on Instagram, and 3.40 million people on Twitter. Whereas, Snapchat had 18.80 million users in Pakistan in early 2022.

With more and more people turning towards social media, everything is becoming digital. People especially youth are not only using social media for entertainment and communication purposes but are also using social media to make important decisions. The impact is not limited to shopping choices only, rather social media has equipped Pakistani to be active citizens of society.



In a country such as Pakistan, the culture of “Breaking News” has taken deep roots in society, News and information are shared on social media way before television news channels. Users especially the young people take to social media to express their opinion on the burning topic. These views are also shared with a hashtag which instantly makes the news a trending hit. Feminism, child rights, politics, rape, murder, kidnapping, and all other social issues are brought to light and openly discussed on social media. When a 23-year-old university student in Mardan was lynched to death by an enraged mob over charges of alleged blasphemy, the case gained severity as the events unfolded on social media. After the historic Panama Verdict of the Supreme Court, more than 10 million tweets in Pakistan were generated within two days of the judgment. According to many social media users, the otherwise influential perpetrator of the brutal murder of Noor Makhdoom was only convicted due to the pressure built up through social media.

Bullying, cyber-crimes, and fake news aside, social media has given youth a voice like never before

The use of social media has not only transformed people into active and well-informed citizens but has also created a positive impact on their political awareness and participation. In the 2018 General Elections, history’s highest turnout was witnessed where a large number of young voters cast their votes. At the same time, social media also created a level-playing field for new political leaders who have less mainstream media access. Alamgir Khan started a campaign, “Fix-it” in 2016 against the inability of authorities to cover Karachi’s manholes that were left open for way too long. It basically highlighted the problems faced by inhabitants of Karachi every day. Through massive online support of youth, Fix-it has now become an organization, and Alamgir Khan became a member of the Provincial Assembly after defeating MQM leader Amir Chisti in the 2018 General Elections.

The recent turn of events in the political arena is also another example of the power of social media. The ouster of the Imran Khan government and all the related events have been under close scrutiny on social media. Each move of the involved party is ruthlessly dissected by youth and decisions are made or reversed due to social media pressure.

Social media has given the power to ordinary citizens the power to question the political leader which wasn’t even imaginable in the past.

In Pakistan, there are 43 million users on Facebook, 70.71 million on YouTube, 18.26 million on TikTok, 13.75 million on Instagram, and 3.40 million people on Twitter “We are Social” 2022 Report

There have never been as many young people as there are today. This is particularly true for Pakistan which is considered the fifth largest young country. Until a few years ago, young people were less likely to be active citizens due to the lack of effective communication between them and decision-makers. Social media has dramatically changed that. Today, they fully understand how political institutions, economic development, public services, and social inclusion work – and nothing is more vital to a democracy to flourish and a nation to develop than a well-informed citizen. Social media has not only influenced youth’s decision-making but has also made the youth more aware and empowered by providing an outlet for a voice of change. The future clearly belongs to social media.

The ouster of the Imran Khan government and all the related events have been under close scrutiny on social media





Shot on Vivo X80 — ‘Imtehan’ under Hamza Lari’s Direction Officially Released in Pakistan

Vivo, the leading global smartphone brand recently launched its latest device in the X Series—Vivo X80. With the launch, the brand also announced a campaign under the theme ‘Stories. Redefined.’ where it partnered with filmmakers to produce the art of storytelling on screen via smartphones. Vivo also invited people across Pakistan to share their stories. vivo then collaborated with Hamza Lari — a well-respected director in the industry to empower users to make the best out of Vivo’s leading technology, channel their creative talent and explore Vivo’s X80 to make films. With the launch of Vivo X80, the brand has now officially released a short film named “Imtehan” today through its official media channels.

While all the stories were outstanding, Ahsan Rahim— a famous actor, writer & director selected the most relatable and heart-warming story and refined it to document for the audience. Then Hamza Lari brought the story into reality with Vivo X80.

Discussing his experience of using a smartphone to make films and Vivo X80’s camera features that were most used throughout the filming, Hamza Lari said “It has been an absolute pleasure partnering with Vivo for this filmmaking project. The X80 is a truly magnificent smartphone and gem for both aspirational and professional videographers. During the shoot, I would constantly explore different features, filters, and lighting to set the mood.

What I love about the device is its user-friendliness. The whole process was so simple to understand that I quickly grasped my way through the device. As a filmmaker, I enjoyed both the creative and the technological process of shooting thanks to Vivo X80. Another impressive detail is Vivo’s genius collaboration with ZEISS. vivo smartphones, in any case, are known for their camera’s versatility but the ZEISS Professional Imaging has ensured that users experience professional photography at its best”.

Mr. Muhammad Zohair Chohan, Director of Brand Strategy at Vivo Pakistan said, “The wonders of X80 have added yet another feather to Vivo’s cap and we couldn’t be prouder of this achievement. Partnering with a well-renowned director like Hamza Lari has been such an honor because minds like his are not only creative but are equally passionate about the entire process. As a team, we are so proud to bring a smartphone master like X80 to the market because of its superior camera capabilities. Watching Hamza Lari engrossed in the device, and thoroughly enjoying himself at work has made us extremely happy.

It has also doubled the happiness of watching the short film because this is a result of all our continuous efforts. We also hope that ‘Stories. Redefined.’ inspires youngsters today to chase after their dreams because if a smartphone can evolve with high-level professional photography abilities, everything is possible.”

Malware Explained: How To Detect And Prevent It?

Sarah Khan



Whether you're on a Windows, Apple, or Linux computer, a desktop, laptop, smartphone, or tablet, you're vulnerable to ever-evolving cyber threats from computer viruses and other types of malware. The first step to protecting yourself and your data is understanding what you're up against. Here's an overview of the major types of malware, today's most common computer viruses, and their potential impact.

What is Malware?

The term "malware" — an amalgamation of malicious and software — is now used to describe any malicious computer program on a computer or mobile device. These programs are installed without the consent of users and can cause several unpleasant effects, including crippling computer performance, mining your system for personally identifiable information (PII) and sensitive data, erasing or encrypting data, or even hijacking device operations or computer-controlled hardware. Hackers continuously develop increasingly sophisticated ways to infiltrate user systems. Like a game of whack-a-mole, as soon as one threat is neutralized, a replacement evolves, and the next iteration emerges. Let's look at some of the most common types of malware currently in use.

Once installed on your computer, these programs can seriously affect your privacy and your computer's security. For example, malware is known for relaying personal information to advertisers and other third parties without user consent. Some programs are also known for containing worms and viruses that cause a great deal of computer damage.

Types of Malware

Viruses are the most commonly-known form of malware and potentially the most destructive. They can do anything from erasing the data on your computer to hijacking your computer to attack other systems, send spam, or host and share illegal content.

Spyware collects your personal information and passes it on to interested third parties without your knowledge or consent. Spyware is also known for installing Trojan viruses.

Adware displays pop-up advertisements when you are online.

Fake security software poses as legitimate software to trick you into opening your system to further infection, providing personal information, or paying for unnecessary or even damaging "clean-ups".

Browser hijacking software changes your browser settings (such as your home page and toolbars), displays pop-up ads, and creates new desktop shortcuts. It can also relay your personal preferences to interested third parties.

Facts about Malware

Malware is often bundled with other software and may be installed without your knowledge.

For instance, AOL Instant Messenger comes with WildTangent, a documented malware program. Some peer-to-peer (P2P) applications, such as KaZaA, Gnutella, and LimeWire also bundle spyware and adware. While End User License Agreements (EULA) usually include information about additional programs, some malware is automatically installed, without notification or user consent.

Malware is very difficult to remove.

Malware programs can seldom be uninstalled by conventional means. In addition, they 'hide' in unexpected places on your computer (e.g., hidden folders or system files), making their removal complicated and time-consuming. In some cases, you may have to reinstall your operating system to get rid of the infection completely.

Malware threatens your privacy.

Malware programs are known for gathering personal information and relaying it to advertisers and other third parties. The information most typically collected includes your browsing and shopping habits, your computer's IP address, or your identification information.

Malware threatens your computer's security.

Some types of malware contain files commonly identified as Trojan viruses. Others leave your computer vulnerable to viruses. Regardless of type, malware is notorious for being at the root, whether directly or indirectly, of virus infection, causing conflicts with legitimate software and compromising the security of any operating system, Windows or Macintosh.





How do I know if I have Malware on my computer?

Common symptoms include:

Browser crashes & instabilities

- The browser closes unexpectedly or stops responding.
- The home page changes to a different website and cannot be reset.
- New toolbars are added to the browser.
- Clicking a link does not work or you are redirected to an unrelated website.

Poor system performance

- Internet connection stops unexpectedly.
- The computer stops responding or takes longer to start.
- Applications do not open or are blocked from downloading updates (especially security programs).
- New icons are added to the desktop or suspicious programs are installed.
- Certain system settings or configuration options become unavailable.

Advertising

- Ads pop up even when the browser is not open.
- The browser opens automatically to display ads.
- A new page opens in the browser to display ads.
- Search results pages display only ads.

How to prevent malware?

Antivirus software is the most widely known product in the category of malware protection products; despite “virus” being in the name, most offerings take on all forms of malware. While high-end security pros dismiss it as obsolete, it’s still the backbone of basic anti-malware defense. Today’s best antivirus software is from vendors Kaspersky Lab, Symantec, and Trend Micro, according to recent tests by AV-TEST.

Be Cautious

A little common sense and caution can also prevent malware from infecting your computer. Here are some tips:

- If an email looks suspicious or too good to be true, don’t open it
- Don’t download files from non-reputable websites as they could contain malicious files
- Don’t use your work laptop on public networks

Always back up your files!

Sometimes malware can cause irrevocable damage — such as file encryption and file loss. To save yourself a lot of trouble, it’s important to keep your files backed up so you can restore them in case something like this happens.



DESI STARTUP

JUGNU

Jugnu is a B2B e-commerce platform, on a mission to digitize and empower small retail stores in Pakistan with a convenient, reliable & easy to use platform for ordering and getting deliveries in less than 24hr window. Their vision is to directly impact and uplift 1 million + SMEs in Pakistan.

Jugnu was founded in 2019 by co-founders SharoonSaleem, YasirMemon, Syed KhurramHaider, and Ahsan Muhammad Khan with the singular goal of helping small and medium-sized enterprises (SME) owners realize their full earning potential by making business easy for them. With constant innovation, Jugnu has been able to accelerate its growth, directly covering an effective customer base of over 30,000 Kiryanas across Lahore, Rawalpindi, and Islamabad, with expansion to other major cities underway.

Jugnu has differentiated itself by focusing on becoming the one-stop-shop for Kiryanas with a wide range of product assortment through its app, connecting manufacturers directly with Kiryanas.

The startup has also extended its product offering to include BNPL to Kiryanas. The offering has met with success and will soon be expanded even further.

Recently, Jugnu and MENA-based Sary have allied to transform the future of B2B e-commerce through an initial strategic investment of \$22.5 million. The strategic investment and alliance with Sary paves way for consolidation in the B2B space in MENAP, providing both companies with the ability to leverage diverse expertise and talent transfers across the region.

This will also strengthen the retail supply chain, lighting up the livelihoods of 1 million+ small and medium enterprises that constitute a sizable chunk of Pakistan's economy.





In many contemporary societies, especially Pakistani society, fake news has become a major battleground. Tandoc Jr., Lim, and Ling (2018) developed a typology of Fake News that encompassed everything from lawful expression (e.g., news parody and satire) to full-blown propaganda. It now appears that the term “Fake News” now refers to two distinct things: (1) a fake news story, which is crafted to look like real news, but which focuses on things that never happened; and (2) an attempt by a politician to discredit a report that portrays their actions in an unfavorable light, usually via an allegation against the media.

Both concerns are clearly separate in principle, but the distinctions between them have always been muddled in practice. In contemporary societies, it is commonly accepted that Type-1 Fake News exists, thus even seemingly valid news should be taken with a grain of salt. Although unscrupulous politicians have been able to utilize Type-2 Fake News charges to cover up their own wrongdoing because of the presence of Type-1 Fake News. The confusion caused by Type-2 Fake News may lessen the impact of genuine news even if the truth is later revealed. Declaring anything to be fake news so becomes an effective political tactic, with some politicians using it as standard rhetoric, and this ploy has been extensively used by Pakistani politicians.

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News Outlets Propagating Fake news Against Pakistan:

According to research, more than 1,100 news outlets and domains that are mostly Indians are spreading anti-Pakistan sentiment around the world over the last 15 years, and influenced public opinion. The anti-Pakistan campaign relied heavily on information and deception from these sources, which were not even questioned by important authorities in the United States and Europe.

Much of the mainstream media's reporting on Pakistan is still merciless and adversely prejudiced in its portrayal of the country. Some of the most senior state officials in the United States and Europe have agreed with the false propaganda of websites and other media outlets.

more than 1,100 news outlets and domains that are mostly Indian spread anti-Pakistan sentiment around the world for over the last 15 years

Claims Validated by the EU Disinfo Lab:

Europe's leading anti-fake news organization, the EU DisinfoLab stated that the Srivastava Group, an Indian conglomerate, has been running an anti-Pakistan propaganda campaign. Hundreds of news outlets and nongovernmental organizations (NGOs) — ten of which were accredited by the United Nations — were discovered by the EU DisinfoLab to be part of a massive, cross-continental network that maligned Pakistan's image and may have been used as extensions and promoters of Indian foreign policy objectives.

As many as 750 media sites and 550 domains from 119 countries were involved in the EU DisinfoLab's Indian Chronicles investigation. It appears that this network had two purposes. In the first place, it emphasized New Delhi's foreign policy objectives, and secondly, it portrayed Pakistan and China in a negative light.

The substantial findings of the report, which 'uncovered an entire network of coordinated UN-accredited NGOs', a few of which tied 'directly to the Srivastava family', imply that the campaign was aimed at maligning Pakistan internationally and blowing up its internal problems such as minority rights and security. It was also intended to influence the UN Human Rights Council (UNHRC) and the European Parliament's decision-making process.

As many as 750 media sites and 550 domains from 119 countries were involved in the EU DisinfoLab's Indian Chronicles investigation

Additionally, the campaign stole the name and image of former European Parliament President Martin Schulz and a former British government minister, James Purnell. While many other organizations were brought up from the dead to serve as proxies for Pakistan, CSOP (Commission to Study the Organization of Peace) was one of the most prominent.



The agencies that were evidently used to bring Pakistan into disrepute included NGOs such as Balochistan House, GilgitBaltistan Forum, Balochistan Forum, European Organization for Pakistani Minorities, and the South Asia Democratic Forum (SADF). According to the Indian Chronicle, these UN-accredited NGOs collaborated with non-UN-accredited think tanks and minority-rights NGOs in Brussels and Geneva.

There were at least eleven activities that the SADF is said to have arranged, including rallies at the UN Broken Chair Monument in Geneva, the UN Headquarters in New York, and gatherings at the Capitol Hill in Washington, DC. Richard Czarnecki and Fulvio Martusciello, two members of the European Parliament, helped Balochistan House organise European Parliament seminars and activities in Brussels and Strasbourg.

There are several examples of occurrences that slammed Pakistan and were used to challenge its policy on topics like terrorism and minorities. Alaphilippe, a EUDisinfo Lab representative said, it was their “biggest network” of deception that they had ever uncovered. A portion of the network was uncovered by the watchdog in 2019, but it now appears to be much broader and more resilient than previously thought.

Pakistan's Vulnerabilities Exploited by the Fake News Propagators

Shia–Sunni conflicts, terror groups, and angry ethnic Pashtun and Baloch movements have all contributed to Pakistan's inability to deal with the unfavorable exposure it has received. ANI, Zee News, New Delhi Times, and hundreds of its partners throughout the world exploited these internal fault-lines, but Islamabad failed to notice this fact.

When reporting on Pakistan, these three news organizations concentrated on Balochistan, the Financial Action Task Force (FATF), and religious minorities as their key sources of information.

ANI, Zee News, New Delhi Times, and hundreds of its partners throughout the world exploited internal fault-lines, but Islamabad failed to notice this fact



“The Indian government’s inability to prohibit this kind of harmful conduct tells a lot about them,” says Claude Rakisits, an ANU professor. There is no evidence to suggest that New Delhi was behind the effort, but they sure as hell didn’t care.

For Pakistan, whose image has been tarnished by India’s long-term campaign against it, the Indian Chronicles study may constitute an opportunity for savvy diplomacy. In light of this scandal, it is clear that the world’s largest democracy is engaged in a purposeful and targeted disinformation campaign. Nazir Gilani, a British jurist, says that Pakistan has a strong case to make in the European Union and the United Nations.

Simultaneously, such non-state groups are still operating to spread more deception and negatively portraying Pakistan’s relations with its friendly countries. For example, the news was circulating last month which entailed that our Muslim brother country Turkey has tightened its visa policy for Pakistanis. As per our research, the news is totally fake but has been shared by a number of authentic platforms. There are many similar instances as well. Conclusively, the authorities would have to take a staunch approach to tackle this menace.

Marriyum Aurangzeb, the newly sworn-in Information Minister of the incumbent government, said that the Pakistan Electronic Media Regulatory Authority (PEMRA) laws would be amended to “eliminate fake news.”



The government must act with resilience and caution by devising a regulatory framework after amending PEMRA laws. The matter holds much significance as it involves our national integrity and global image.

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Recommendations for the Government

Setting a National Regulator for International Social Media Platforms:

The government of Pakistan should devise a national regulator solely for managing social media platforms. The experts should be hired who have a considerable experience in this field. The body would only scrutinize these platforms, as it will be more effective in curbing fake news & stop its spread.

Educating People:

The government should also educate people with ‘critical thinking’ skills through seminars and webinars. It would result in great efficacy as people would become more rational and they’ll be able to identify fake news easily. This approach is pretty fruitful as it would bring a structural change in society.

Penalizing the perpetrators of Fake News:

The government should also take measures against the perpetrators of fake news. The government can heavily fine any group or individual and also track their interests in spreading fake news.

In contemporary modern society, fake news can be considered a curse, particularly in developing countries like Pakistan. It can have far-reaching effects on society. Therefore, a range of stringent measures are required from the government if we want to save our country from being maligned on the global stage.

Infinix 12 VIP

THE SLEEKEST PHONE

What is Good?

- 120W Turbo-charging with zero to full charge in 19 minutes
- 256GB internal memory which can be expanded up to 1TB with a micro SD card
- Hands-free voice assistant
- Realtime temperature monitoring technology for checking the high temperature while charging the mobile
- Powerful 13GB RAM (8GB and 5GB expandable) is excellent for playing heavy games smoothly

What is Bad?

- Old Mediatek Helio G96 chip
- The average front camera of 16MP
- No Gorilla Glass screen protection

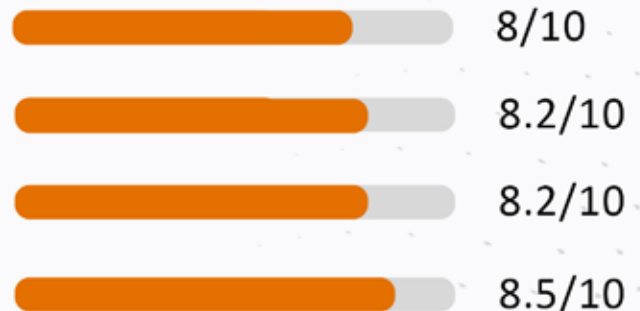
Final Verdict

The Infinix Note 12 VIP is a solid mid-range smartphone that checks a lot of boxes – it goes extra with basics and some more. You get an excellent display, stereo sound, solid sustained performance, refined and slim design, more than capable cameras, insanely fast charging, and impressive battery life performance.

Given the overall package, the Infinix Note 12 VIP offers, the price tag is justified and sets the bar not only for its siblings in the Infinix line but also for rival mid-range smartphones from other brands.

Overall Rating

8.3/10





Infinix NOTE 12 VIP

Camera

108 MP, f/1.8
13 MP, f/2.2
2 MP, f/2.4

Charging

120w Fast Charge

Battery

4500mAh

Internal

128GB/256GB



Processor

Mediatek MT6781
Helio G96

Display

6.7" AMOLED, 1B colors, 120Hz.

RAM

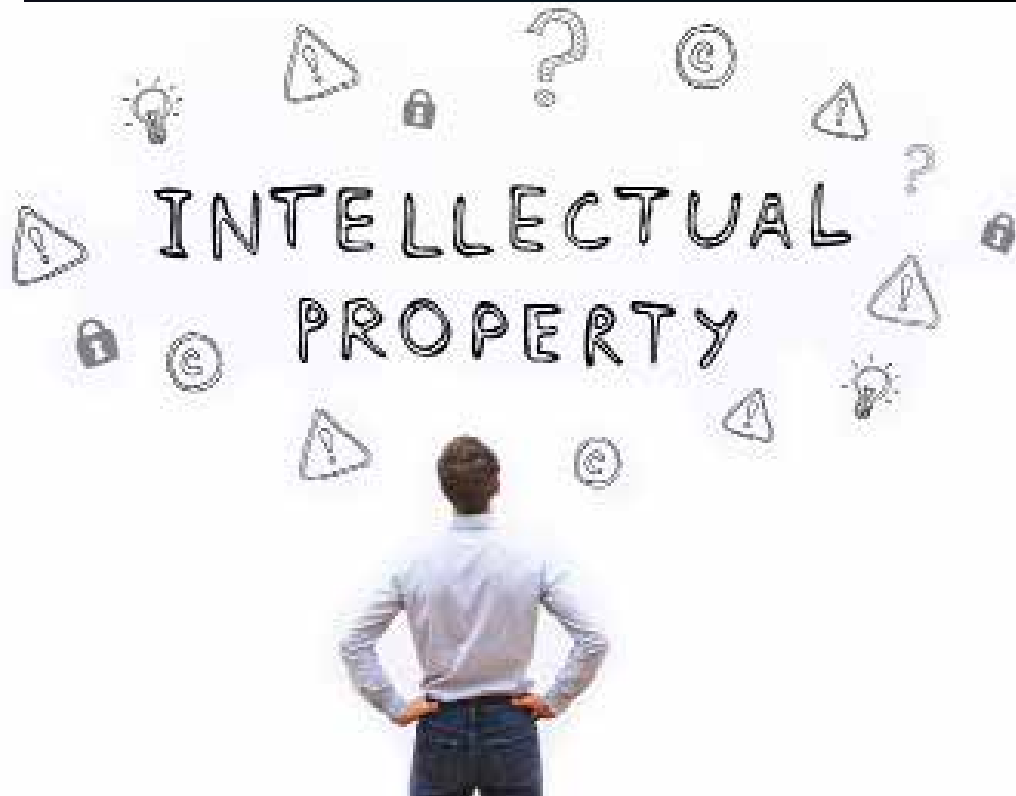
04GB/08GB RAM

OS

Android 12
XOS 10.5

Price

Rs.55,999/-



The technology sector has become quite competitive with new inventions and creativity models. In the global market, the key to success is to come up with new ideas rather than running the same old ones. The entrepreneurs, in the beginning, have their prime focus on giving shape to the venture and they worry less about the intellectual property rights of their idea. The IP protection is usually expensive and they try to avoid the extra expense and invest everything in the startup business. But what if after all the effort they have put into their new startup, they face IP implications later on and come to know about someone else working on a similar idea and also has the patent already? In such a scenario the whole work, efforts, and money will go down the drain.

What do IP Rights Mean?

IP stands for Intellectual Property Rights. Intellectual Property refers to “the creation of mind such as inventions, literary and artistic works, designs, symbols, names and images used in commerce.”

IP rights dictate that any creation of mind from a specific person or company is protected in law under patents, copyrights, and trademarks. These factors not only have financial benefits but also help to earn recognition for what is invented, designed, or created. In this way, IP laws not only safeguard people's rights but also foster creativity and innovation.

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Ways to protect the intellectual property

There are a number of ways innovators can protect their ideas through IP rights.

Patent: A patent is an exclusive right granted to an inventor for an invention, which is a product or a process that provides, in general, a new way of doing something, or offers a new technical solution to a problem.

The invention has to be a novel idea. To get a patent, technical information about the invention must be disclosed to the public in a patent application.

Copyright: Copyright is the legal right given to a party for a specific time to print, publish or record an artistic, literary material. For example, making an MP3 copy of a file or song needs a copyright license.

Trademark: Trademark can be a recognizable sign or logo or design that helps in identifying a product or service from a specific source. For example, Apple® and intel are registered trademarks.

Trade secret: Trade secrets are the information of any type that has inherent economic value and the owner has undergone various secret steps to get the required results. It includes formulas, designs, instruments, patterns, and practices. With trade secrets, the tech startup will get a competitive advantage in the market and its innovation will also get secured. For example, a source code developed by a software engineer can be registered as a trade secret.

Importance of Intellectual Property in Today's World

In today's world, intellectual property rights are more important than ever before. This is a connected digital landscape and with the increased usage of the internet, stealing others' ideas and innovations has become extremely easier.

When it comes to intellectual property protection, every country has different laws. Since these intangible assets are easier to copy, Copyrights, patents, trademarks, and laws associated with them encourage innovation and creativity and eradicate illegal activities.

Increases the market value of your company

Businesses frequently struggle with how to capitalize on their original concepts and creative works since they are reluctant to share them for fear that their ideas will be stolen by competitors before they can profit from them. Through licensing, sales, or commercialization of protected goods or services, IP can bring in money for the company.

Through licensing, sales, or commercialization of protected goods or services, IP can bring in money for the company

Increases a company's earnings

With registered intellectual property, the company may be able to expand its market share and, consequently, its chances of making a profit.

Position of IP in case of merger or acquisition is stronger

Often at the time of mergers and acquisitions, the value of a business is decreased on paper to suit the stronger party, or increased by the party not aware of the true market value of their ideas. When the company is up for sale, merger, or acquisition, having registered and protected IP assets can increase its worth.

Ideas are transformed into assets that are profitable

Without accompanying action, a concept is of little use on its own. However, an IP registration might help turn an idea into a service or product that is marketable. For instance, licensing your patents or copyright can result in a consistent flow of revenues and other money, which can improve the bottom line of your company.

Creates an image for your business

The development of your company's brand image is crucial for marketing the goods and services offered by your company. It is essential to register the brand's trademark, logos, and product designs in order to add value to it. IP can assist business owners in differentiating their goods and services in the marketplace so they can advertise them.

Aids in obtaining or raising capital for your company

IP assets can be made commercially viable through the sale of goods and services, patent licensing, or by utilizing them as security for loan financing. When requesting public or government support, such as grants, subsidies, or loans, IP assets can also be exploited to the IPR owner's advantage.

Increases your company's export opportunities:

Your ability to compete in global export markets can improve because of IP. You can look for franchise deals with foreign businesses; export your patented items, or leverage brands and designs to advertise goods and services abroad.

IPR in Pakistan

Without better enforcement of trademark, copyright, and patent laws, Pakistan cannot effectively protect intellectual property. The 2007 Presidential Ordinance created the Intellectual Property Organization (IPO) of Pakistan to administer intellectual property and coordinate enforcement, however legal protection for enterprises with breached IPR remains insufficient.

As a result, Pakistan continues to rank poorly in international indices when it comes to IPR and patent protection as well as copyright piracy. Success and profitability in the technology business depend on protecting inventions.

To address these issues, back in April 2009, the Pakistan Software Houses Association for IT & ITES (P@SHA) organized a roundtable on "Digital Intellectual Property Rights Issues and Their Impact on Business." The roundtable recommended improved intellectual property protections. After two years of regular deliberations with the policymakers and the private sector, IPO has finalized a draft law – the IPO Ordinance – to provide legal coverage to enforce the trademark, copyright, and patent infringement laws. Federal Investigation Agency (FIA) also established a dedicated IPR Cell and Police and Customs are in the process of creating IPR Cells to improve enforcement.

back in April 2009, (P@SHA) organized a roundtable on "Digital Intellectual Property Rights Issues and Their Impact on Business"

In Pakistan, IT enterprises, production houses, photographers, health experts, educators, artists, singers,

and all other businesses are creating more digital intellectual property. The proposed reform in IPR legislation will protect member IT companies' rights and foster innovations across Pakistan's economy

Impediments

Strong, impartial, and effective IP law execution encourages innovation and fresh investment, while inadequate implementation promotes piracy and counterfeiting and hinders R&D, employment, trade, and economic progress. This is true of Pakistan's IP laws. Lack of awareness about IP rights and rules hinders the implementation of IP legislation in Pakistan. Most Pakistanis don't know what IP means.

Pakistan's IP laws don't have greater penalties. These statutes have non-deterrent penalties. Because of mild sentences, many don't take these offenses seriously. These laws provide judges with extensive discretion.

Lack of competence building among entities managing IP rights hinders IP law implementation in Pakistan. Internal constituency staff capacity building is somewhat adequate, but exterior constituency staff capacity building to remove IP offenses is crucial.

Pakistan lacks IP research and teaching facilities, which hinders the execution of IP legislation. The IP curriculum isn't up to par. Pakistani universities have limited intellectual property law faculty.

Suggestions for Solutions

A national programme should be developed to raise awareness about the socio-economic benefits of intellectual property to rights holders and the public. This includes electronic, print, and social media.

For the appropriate application of intellectual property laws in Pakistan, the judiciary, IP enforcement, prosecution, and supporting judicial staff must be strengthened. IP infringement penalties must be deterrent. IP laws may be altered to raise sentences and fines for IP violations.

For the proper implementation of intellectual property laws, wherever and whenever it is necessary, rules and regulations may be made with regard to IP laws. The necessary amendments may be made to IP laws according to the circumstances and needs of society.



Seventeen minutes on a charge, all day on the go – Infinix NOTE 12 VIP!

Infinix has always been introducing the most stunning smartphones with cutting-edge technology which create a great stir in the Pakistani market. Till today, it has never failed to fulfill the requirements of its users. Considering the example of the newly launched Infinix NOTE 12 VIP, there has been no stone left unturned starting from 33 W hypercharge to Triple Camera setup of 108MP Cinematic lens. This might be the reason why tech enthusiasts are going crazy about the newly launched Infinix NOTE 12 VIP as well.

Infinix NOTE 12 VIP features a 120W hyper charger that fully charges the phone in around 17 minutes only. Allowing users to spend their day hassle-free and on the go, its 4500 mAh battery provides all-day backup under all usage scenarios. In the case of Infinix NOTE 12 VIP, housing a big battery does not mean it's going to be heavyweight. In fact, it's the thinnest smartphone of all time to acquire 7.88 mm of thickness while featuring ultra-thin aerospace-grade glass as well. There is simply no doubt why this phone is the talk of the town nowadays.

A huge AMOLED display of 6.7-inch not only makes the display silky-smooth but also enhances the content viewing experience thereby reflecting true colors. With a sharp and efficient 120Hz refresh rate, the display also provides the user with a silky-smooth visual experience and 360Hz touch

sampling that instantly synchronizes with every swipe and touch. Especially when combined with an octa-core processor such as MediaTek Helio G96, Infinix NOTE 12 ultimately becomes a powerhouse for all kinds of users rather than just avid gamers, working professionals, content creators, and on the go users as well.

Infinix NOTE 12 VIP is equipped with a 108MP cinematic camera as well as a 13-megapixel ultra-wide lens and a 2-megapixel depth lens perfect for photography enthusiasts. There is also a 16-megapixel selfie camera which is actually a treat for selfie lovers as it delivers crisp and clear selfies even in dim light. There's no doubt this phone has all the latest specs and unique features in one place which are hard to find even in other latest smartphones.

Infinix NOTE 12 VIP is currently available at a discounted price of Rs 53,499 on Xpark. So, it's better to make the purchase before the stock runs out.





“An Import Ban on CBU Condition Smartphones Will Boost the Local Assembly of Smartphones in Pakistan.”

Syed Mashood Hassan, Country Director, realme Pakistan

The Country Director of realme Pakistan sees the CBU import ban as being beneficial for smartphone manufacturers in Pakistan

Increased taxation on the import of mobile phone parts was recently announced in Pakistan. The policies that authorities had been enforcing previously encouraged the import of mobile phone parts by granting relief from import taxation to smartphone businesses. This resulted in an influx of smartphone/ technology brands setting up local manufacturing plants in the country including realme, the popular Chinese technology brand which opened its assembly plant earlier this year. All of this increased market activity was instrumental in increasing the overall market share of the smartphone market up to USD 250 million and creating a plethora of jobs for the local population.

With inflation on the rise, the government is taking necessary measures to try and remedy the situation. The increased taxes being set are dependent on the phone's price bracket with the tax increasing proportionally to the price range. realme Pakistan has had a great year so far with the launch of its realme 9 series, the realme 9i and 9 Pro+, as well as the latest budget C series handset, the realme C35.

realme Pakistan has had a great year so far with the launch of its realme 9 series, the realme 9i and 9 Pro+, as well as the latest budget C series handset, the realme C35

realme Pakistan's Country Director, Syed Mashood Hassan shed light on the recent changes happening in the smartphone industry and discussed how increased taxation will affect the state of the smartphone market. According to Syed Mashood, the increased taxation on imports of mobile phone parts will have an effect across the smartphone market as well as consumers. Unfortunately, the end users will have to bear the brunt of this policy change. However, realme fans need not worry as the tech democratizer stays true to its promise of delivering high-end tech in an affordable package and is working hard to ensure its products stay affordable for consumers.

Users that are on the fringes of the premium segment might abandon the segment and trickle down into the mid-range and budget smartphone segments due to the increased burden of costs.

This is an opportunity that can prove to be beneficial for realme as users who were more acquainted with premium-priced brands will start to look towards high value for money brands like realme that can deliver similar specifications at a slightly lower price point.

the increased taxation on imports of mobile phone parts will have an effect across the smartphone market as well as consumers

In the past few months, the value of USD is frequently appreciating in comparison to the Pakistani Rupee (PKR). This has had a devastating effect on the buying power of consumers in Pakistan as goods and services are becoming more expensive without an adjustment in income to balance it out. realme is doing its best to maintain the buying power of consumers by offering alternative channels to purchase its products.

The tech democratizer has collaborated with Bank Alfalah and other offline channels in order to offer its customers the Buy Now, Pay Later (BNPL) facility which allows customers to purchase a smartphone with delayed payment. Alternatively, realme is offering increased support to its other partners that offer the facility to purchase their products on an installment basis. realme's goal is to minimize the effect on the buying power of consumers and allow them to purchase their products at a markup of 0%.

realme's progress in the last quarter has been on the rise, increasing 45% with respect to sales since January 2022 and garnering a great response from customers especially after the launch of the realme C35 and they plan to continue to go strong in the latter half of 2022. Syed Mashood hopes that it will be a fun-filled event for loving realme fans and give the skeptics who have not had an experience with the realme brand a chance to experience their products and fall in love with realme as well.

The reduction of consumer buying power can definitely prove challenging for smartphone manufacturers in Pakistan but it is not a challenge that cannot be overcome. It is important for brands to adapt to changing situations and facilitate their consumers wherever possible. realme Pakistan will strive to continue its commitment to provide superior value to its consumers and do what it can to lift the burden off the buyers in the market.



Educational technology has progressed in exciting new directions, inspiring both teachers and students. Things have evolved in many ways. Instead of employing ancient abacus calculators, we now use handheld calculators. Also, next-generation e-learning and virtual reality (VR) are used in classrooms instead of slide projectors. Thanks to technological breakthroughs, the way we learn is constantly changing in Pakistan. As a result, it's only natural that advancements in digital technology transform our educational system.

Pakistan is continuously bringing in educational technology that provides new opportunities for instructors to educate and stimulate young minds. Assistive technology, high-tech collaboration tools, virtual and augmented reality, artificial intelligence, gamification, podcasting, 3D printing, and personalized learning, are gaining popularity, but still, there is a lot to cover!

What is EdTech?

EdTech, or education technology, refers to new technological classroom implementations. It uses computer technology, software, educational theory, and practices to make learning easier. When the term "EdTech" is used, it usually refers to the companies that usually create educational technology.

Assistive technology, high-tech collaboration tools, virtual and augmented reality, artificial intelligence, gamification, podcasting, 3D printing, and personalized learning, are gaining popularity, but still, there is a lot to cover

EdTech is still in its development, but it has the potential to tailor a curriculum to a student's skill level by introducing and reinforcing new knowledge at a speed that the student can handle.

Why is EdTech Important?

People often wonder why the education of students needs to be transformed when it can be obtained in the same way that our forefathers did. Though there are numerous reasons for this, the question remains: what is the point of continuing to provide our children with the same outdated education when we can include modern technology?

Accepting that the future is all about technology and gadgets, there is a pressing need to integrate them into education and equip students to face the inevitable future problems in their careers.

Digital learning is very different from traditional learning, which is centered on textbooks or non-digital sources. It enables a higher level of student participation as well as individualized learning. It inevitably leads to cognitivism and constructivism in classroom instruction. It promotes project-based, immersive, and self-directed learning. It can make up for a teacher's shortcomings. It enables greater educational accountability, monitoring, and evaluations.

In Pakistan, different companies and startups are trying to put technology into education for better output. Educational technology will be beneficial in the following ways:

Educational technology makes instructional resources more accessible:

Why not incorporate technology into the classroom as students already use it in their daily lives? Outside of school hours, kids routinely use their smartphones and tablets, and they must be trusted with this duty throughout the school day too. Many people believe that using a familiar tool for academic studies aids students' concentration in class.

It enhances the learning experience:

By combining current technologies such as artificial intelligence, teachers can create more imaginative and inventive lesson plans to keep their students' interested. Furthermore, as new teaching methods emerge, so does the demand for specialized specialists both within and beyond the education area.

Students can learn independently:

EdTech helps students study at their own pace, removing educational barriers that teachers may confront. Technology can enable additional research into subjects that are more difficult to learn since each learner interprets information differently.





It aids students in their career preparation:

Technology is frequently employed by professionals in various sectors and industries of Pakistan, as we all know. Its inclusion in the classroom may give students a sense of security and familiarity as they plan to start their careers. It can also improve class interaction by encouraging different learning types to collaborate.

It gives students a fun and interactive learning experience:

Educational technology allows students to have fun as they learn, which helps them stay motivated and enthusiastic about their studies.

Saves from buying costly textbooks:

Students no longer have to spend money on new textbooks yearly now that we have internet. Information is easily accessible online, and it is more current than outdated print books.

Creativity:

EdTech is a vital tool for students and teachers in today's environment since it aids in the development of advanced learning skills. Creativity, problem-solving, and critical thinking are among these abilities.

Reforming Pakistan's Education System

Pakistan's economy was ranked 20th in the world in terms of purchasing power parity in 2021. Its educational system, on the other hand, was ranked 154th. It is a reflection of how the rest of the world views our current efforts to prepare our youth to be successful, productive, and helpful members of society and the global economy.

89 percent of school administrators believe EdTech improves classroom teaching quality- ILM Association

Digital learning's perceived usefulness is undeniable. Millions of Pakistani kids use the internet on their own to watch educational videos on YouTube or tutoring websites. According to a study performed by the ILM Association (which included 10,000 low-fee private schools throughout Pakistan), 89 percent of school administrators believe EdTech improves classroom teaching quality. When questioned how they would use a Rs 500,000 subsidy, they said that technology in the classroom would be their top priority, ahead of infrastructure improvements, teacher recruiting, and other factors. Since equity is one of the four main areas of the present National Educational Policy, this has important ramifications.

Where Does Pakistan Stand in EdTech?

Pakistan is on the verge of a digital transformation. The education system in Pakistan has had a varied response to digitization. Pakistan's emphasis on digital education lagged in the past, but schools and institutions are now being empowered to embrace the digital world aggressively. Although few educational institutes offer digital education, this ratio is likely to rise in the future as more digital initiatives are implemented.

The following are some of the digitized accomplishments in Pakistan's educational sector:

Digital classrooms: In Pakistan, the majority of private institutions and universities are converting their classrooms to digital by installing the latest computers, touchscreens, and interactive whiteboards. Students' levels of knowledge improved as a result of these smart classrooms.

Video learning: Learning with video is more engaging, fun, and exploratory. As a result, students are increasingly turning to visual interfaces to learn complex subjects. Many universities, such as the Pakistan Institute of Management and the Virtual University of Pakistan, offer online courses and degrees.

WiFi access: Some private institutes offer Wi-Fi in all departments, allowing students to acquire material from the internet to complete coursework and group projects. In Pakistan, the government and corporate sector have taken some laudable steps to boost digital learning.

Learning game apps: Many game-based applications for toddlers, preschoolers, and kindergarten kids have been launched, allowing them to begin learning. Word games, unscrambling games, puzzles, and other apps are among them.

E-Books: E-books are becoming increasingly popular to gain knowledge in Pakistan. Instead of searching libraries for books, students can easily access books of any author anytime.

Important EdTech Startups and Companies in Pakistan

Several Pakistani entrepreneurs are taking advantage of the opportunity to either offer autonomous learning solutions or partner with other stakeholders such as government institutions, telecommunications companies, and non-governmental organizations. In the past, pandemic-related circumstances had highlighted the need for such businesses to address a significant demand for learning solutions, as many educational institutions remain closed and many students moved to online learning. And these organizations continue to serve even now for a better education in Pakistan, especially in remote areas.

Some of the most exciting and well-reputed EdTechs in Pakistan include; Maqсад (2021), Edkasa (2017), Daakhla (2015), NearPeer (2015), Orbit (2016), Bryt (2020). Certify.pk (2017) and, WonderTree (2015). These EdTech platforms in Pakistan offer students the latest tools and techniques. These platforms have made studies and research work easy for enthusiastic students.

All of the EdTech facilitators in Pakistan have considerable responsibility. They must be able to create and implement relevant technology-driven learning opportunities to meet the needs of various learners. They must look after the suitability and accuracy of technological resources. It is undoubtedly a difficult task, but it must be completed quickly as it can significantly improve the overall quality of education, benefiting students, instructors, and society.

Pakistan must focus its limited resources to introduce EdTech for digital learning, cost-effectively, in its grass-root education system

EdTech offers performance, productivity, and cost advantages across the board. Pakistan must focus its limited resources to introduce EdTech for digital learning, cost-effectively, in its grass-root education system as quickly and widely as possible. The sustainable option is to invest in expanding the digital infrastructure and let education be the driving force in the digital transformation of the country rather than entertainment or discretionary communication alone.



Over One Million Nokia Feature Phones Were Produced In Pakistan

HMD Global, the home of Nokia phones, has achieved the milestone of producing over one million locally assembled mobile phones in Pakistan in just 6 months after setting up the assembly unit in the country.

The company partnered with Techno Pak Electronics (Private) Limited last year to set up the assembly plant of Nokia phones in Pakistan. It invested \$2 million in its factory & related channels in 2021, generating over 500 skilled jobs so far.

Arif Shafique, Country Manager Pakistan HMD Global, the home of Nokia phones, said, "Nokia Phones continue to be a favorite product among different ages of mobile phone users in Pakistan for the past many years. The demand for our handsets has been evident in the local market with the production of over one million units in a very short span of time."

The plant capacity is to produce over half a million mobile phones per month and our aim is to assemble the complete range of Nokia phones from Pakistan. HMD Global has made a significant contribution to the economy through the transfer of technology to the local level, tax revenues to the national kitty, saving of foreign exchange, and most importantly creating more local jobs.

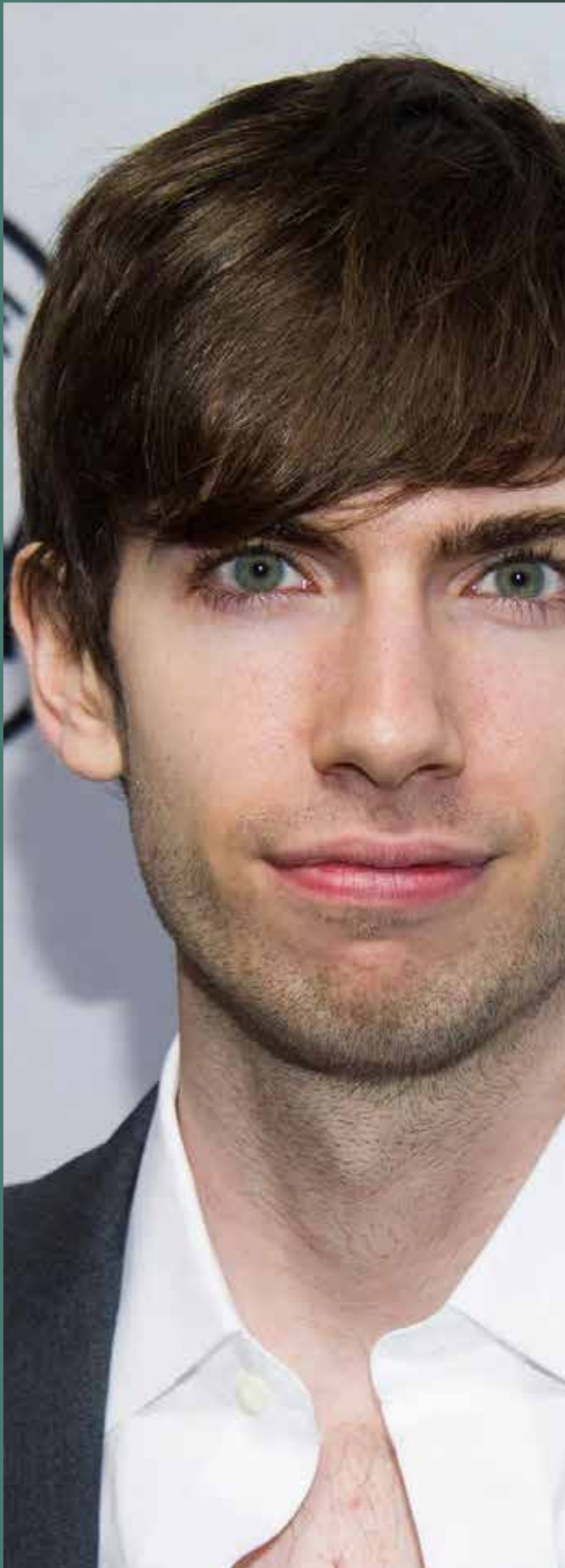
"Opening the facility in Pakistan is not only an important business decision for us but also a historic initiative as we continue to expand our global footprint with it. We aim to scale up our productions every month so that we will be able to meet the demand of our Pakistani consumers," Shafique added. He expressed his hope that local authorities and regulators will continue to extend their full support to the industry for doing business and making investments in Pakistan.

The assembly plant of Nokia phones in Korangi, Karachi reached completion in December 2021. The unit produces various designs of mobile handsets with cutting-edge hardware tools, signature durability, and user-friendly operating software.

Pakistan has an enduring association with Nokia mobile phones, which has translated into strong brand affinity. With Pakistan's mobile phone penetration at 193 million and the mobile industry's contribution to Pakistan is expected to reach USD 24 billion in 2023.

HMD reached the Top 5 position in more than 41 (up from 35 countries in 2020) countries around the world, measured by the combined mobile phone market volume market share in 2021 including Pakistan.

Source: IDC Mobile Phone Tracker 2021.



David Karp; an American Web developer and Entrepreneur

David Karp is an American Web developer and entrepreneur who founded the microblogging site Tumblr.

He became interested in technology and programming at a young age, teaching himself HTML at 11. When he was 15, he left the prestigious Bronx High School of Science and began homeschooling with his mother to pursue an internship opportunity with an animation company, Frederator Studios that did much of its work online. Through connections at Frederator, he soon secured a position doing Web development for UrbanBaby, a message-board site on which parents could ask questions and discuss child-rearing. Karp did much of his work remotely, and at age 17 he moved by himself to Japan for a brief period and immersed in that country's technology. He eventually returned to New York and became chief technology officer of UrbanBaby. When the site was sold to another company in 2006, he raised some capital to invest in his consultancy, Davidville. He continued to build the business, hiring programmer Marco Arment to help.

While Davidville was experiencing some downtime, Karp urged Arment to assist him in building a blogging site he had envisioned. The site, Tumblr, was launched in private beta in 2006 and to the public in early 2007.

In August 2009, Karp was named Best Young Tech Entrepreneur 2009 by BusinessWeek and in 2010, he was named to the MIT Technology Review TR35 as one of the top 35 innovators in the world under the age of 35.

On May 20, 2013, it was announced that Yahoo! and Tumblr had reached an agreement for Yahoo! to acquire Tumblr for \$1.1 billion. Karp remained CEO of the company. Karp announced in November 2017 that he would be leaving Tumblr by the end of the year.

**The Nonconformist Who
Built Tumblr**



HOW TO CHANGE IPHONE BROWSER

STEPS TO BE TAKEN

STEP
1

Go to your iPhone's Settings app.

STEP
2

Next, select your favorite web browser from the list, which includes Chrome, Opera, Microsoft Edge, and others. page.

STEP
3

Open the application's settings by selecting your browser.

STEP
4

Now you can change your default browser from Safari to your selected browser.

STEP
5

Next, click and select your preferred browser. And that's the end of it!

STEP
5

Thats it! You are done!





STEPS TO BE TAKEN

**STEP
1**

Go to your phone's Settings app.

**STEP
2**

Navigate to the Apps section.

**STEP
3**

Select the Apps by Default option. If you can't find it, look for the Apps option by tapping the three vertical dots in the top right corner.

**STEP
4**

Select 'Browser App' from the drop-down menu.

**STEP
5**

Select whichever app you wish to use as your primary web browser.

**STEP
6**

Once you've chosen it, your preferred web browser will run and be ready to use.



SAMSUNG

A73 5G

EYE-CATCHING DESIGN WITH
RELIABLE PERFORMANCE

What is Good?

- Nice Design with IP67 certification
- One UI
- Impressive Camera
- Fluid Performance

What is Bad?

- Not-so Premium Built
- No Headphone Jack

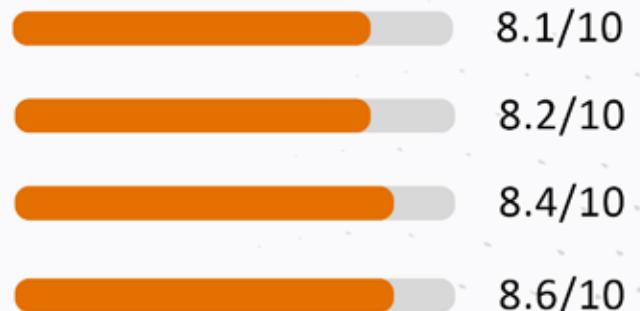
Final Verdict

The Samsung Galaxy A73 5G with all its pros and cons has left us surprisingly impressed! Unlike the Galaxy A53 5G, this one performs as per expectations under regular circumstances. Despite sticking with the Snapdragon 778G for another year, the A73 stays fast and smooth. The good camera performance then adds to its appeal, and so does the vibrant display. The rest of it is on par with the competition but there is certainly room for Samsung to show it can do better. For someone seeking just a nice Android phone, the Galaxy A73 ends up being an easy recommendation."

It provides a quality user experience that comes right out of the box. That One UI software delivers a wholesome smartphone experience comparable to iPhones most of the time. And when you look at it as a package, the Galaxy A73 5G does not put a foot wrong. It may not have the muscles for outright bragging, but it is the most sensible buy for those wanting a no-nonsense smartphone.

Overall Rating

8.3/10





Camera

108 MP, f/1.8
12 MP, f/2.2
05 MP, f/2.4
05 MP, f/2.4

Charging

25w Fast Charge

Battery

5000mAh

Internal

128GB/256GB



Processor

Qualcomm SM7325
Snapdragon 778G

Display

6.7" Super AMOLED Plus, 120Hz

RAM

06GB/08GB RAM

OS

Android 12
One UI 4.1

Price



A portrait of Syed Ali Yousuf, a man with dark hair, a mustache, and a goatee, wearing black-rimmed glasses and a dark blue shirt. He is smiling slightly and looking towards the camera. The background is a blurred wooden slat fence.

Local Manufacturing of Smartphone Accessories & Gadgets Can Become The Next Success Story

Syed Ali Yousuf-COO of Sales at Riversong Technology

Syed Ali Yousuf is the COO of Sales at **Riversong Technology** and Global Director of Sales & Business Development at IMG Communications Group. He has more than 18 years of experience in Product, Sales & Marketing, Business Development, Mobile Phone Manufacturing/Assembly Plants, Product Management, and Channel Management across industry verticals. We recently had a talk with him regarding the recent ban on luxury items including mobile phones. Here's what he had to say.

PW: How is the accessory manufacturing business different from mobile manufacturing?

Ans: Mobile phone manufacturing is a backbone of the smart ecosystem whereas mobile accessories and smart gadgets are tools that provide more ease in life. As far as manufacturing is concerned, accessory manufacturing is easier as compared to mobile phone manufacturing. In mobile manufacturing, there are limited SKUs (Semi-knocked-down units) whereas in accessory manufacturing the SKUs are unlimited.

Also, accessory manufacturing requires more knowledge and skill set because the range of product lines is very vast.

PW: What products are included in mobile accessories?

SAY: There are more than five thousand products in this domain therefore, it's essential to group them into categories including Power, Audio, Bluetooth, Smart gadgets, IoT, Charge and Charging cables.

PW: What is your take on the Pakistani market in terms of manufacturing?

SAY: Pakistan has steadily been growing as an industrial hub – with around 18% of its GDP contributed by the manufacturing industry as of 2021.

One of Pakistan's greatest advantages is its large pool of domestic engineering talent with skills in mechanical, industrial, electrical, and textile engineering. Combined with a lower cost of labor, Pakistan's talent has been able to increase the diversification of manufacturing capabilities in the country.

The government has also shown great support to the manufacturing industries. Although there is a lot more that can be done, we are heading in the right direction.

Pakistan has steadily been growing as an industrial hub – with around 18% of its GDP contributed by the manufacturing industry as of 2021

PW: An increase in smartphone use has given rise to the accessories market, do you see this growth translated into the Pakistani market??

SAY: While the leading first-world countries have decided to move from smart homes to smart cities, Pakistan still has trouble understanding the idea of the Internet of Things and how technology can integrate with humanity to create extraordinary solutions.

For Accessories there is very big potential in Pakistan, earlier the prices of the Handsets were quite low and consumers spent less than 120 USD for their Smart Phone.

The majority of Smart Phone buyers are more educated now while the average buying has also reached between 160-240 USD. Now consumers are choosing good quality accessories like power banks, cables, and chargers to protect their phones and increase their product life.

PW:How will the recent ban on luxury items impact Pakistan's smartphone and accessories market? Has this created an opportunity for local manufacturing?

SAY: Locally assembled Chinese mobiles have gained a foothold in Pakistan's mobile phone market. The ban on importing smartphones will further increase the manufacturing of Chinese cellphones locally. At the same time, it will create opportunities for other international and local brands to start manufacturing in Pakistan. But, the government first needs to create a favorable environment by implementing supportive laws and policies to attract mobile OEMs.

The majority of Smart Phone buyers are more educated now while the average buying has also reached between 160-240 USD

PW:Local manufacturing of mobile phones is a great success story in Pakistan. Do you think the same results could be achieved for local accessories manufacturing?

SAY: The opportunity and demand for starting a new industry are always there. It is all about taking the right decisions to create a favorable environment and attract investment. Local manufacturing of smartphone accessories can also turn into a lucrative business for Pakistan just like local mobile manufacturing. The majority of Accessories and brands available in Pakistan are not run by the Brand themselves, local Importers import these accessories via illegal channels. These products are mostly of low quality and don't offer any warranty.

The official duty on accessories starts from 25% and goes to 60% of the Invoice Value, additionally most of the Importers get these shipments cleared through under-invoicing. This is not only damaging to the economy but is also unfair to the end consumers. Hence, there is a strong need for comprehensive Laws and policies for Smart Gadgets and accessory manufacturing similar to what was done for mobile phones. This will not only improve the economy but will also create job opportunities and provide better and affordable product options for consumers.

we are in discussion with three Partners in Pakistan to start SKD Project for Riversong

PW:You Being Riversong Global COO are you looking for a Local Partner to initiate SKD in Pakistan?

SAY: Business confidentiality doesn't allow me to answer this question openly but I can say this much we are in Talks with three Partners in Pakistan to start SKD Project for Riversong. Hopefully, in near future, you will hear good news from us.

TELEC M CAMPA GNS

Jazz Super for Change: AwazUthao, FarqMitao

The latest ad by Jazz focuses on Freedom of speech. It gives a very strong message that diversity needs to be taken seriously. It's a very good initiative for the Trans community as well as for all human races. It is the basic human right to get the freedom of speech. The message of raising our voices to eradicate the differences made by society is all Jazz conveys in this ad.



Verdict: Great message...!!

MeetTecnoCamon 19 Series



The latest ad by the company boasts their highly anticipated series, TecnoCamon 19 Series. It shows a glimpse of one of their smartphones from the series showing a diamond twin camera setup. The handsets shine in ultra-full colors having a 120Hz refresh rate. The handsets come with the slimmest bezel and boundless view. You can get photos of vivid colors with the TecnoCamon 19 Series.

Verdict: : A very basic TVC...!!!

Galaxy S22 Ultra Official Film- The Epic Standard

Samsung S22 Ultra ad shows a few promising features. The ad focuses on its sleek design with a triple camera setup. In addition to that, the advert shows the best results of photos in Nightography Mode. The company boasts the fastest processor, 4nm chipset powering the handset. The ad does not reveal something extraordinary. All features revealed are the standard ones that Samsung is now offering to their handsets.



Verdict: Ordinary...!!

Vivo X80 Series- Cinematic Difference in Your Hands

The recent ad of Vivo X80 Series highlights the key features of the highly anticipated smartphone series. The ad focuses on the camerasetup of the handsets boasting Zeiss Cinematic set up. The series has features including Video Bokeh, style Bokeh, Super Night portrait. In addition to that, it is powered by Snapdragon 8 Gen 1 Vivo V1+ Chip. It also boasts AI Video Enhancements. Some other key features include 80W Flash charge and 3D Ultrasonic Fingerprint sensor. The ad has covered all the above-mentioned key specs very nicely.



Verdict: Good one!



Ufone 4G- WaqtHogayaHai

Ufone latest advert reveals a new offer named as "Muft Mornings". The ad shows that Ufone is offering 4G Free Internet in the morning time. According to this Ad, you can get Free Youtube streaming, free video uploading by dialing *4200# during time interval of 9am-12pm. It's like one of the typical ufone Ads.

Verdict: Just ok

Let's Get Digital WithZong 4G

This Zong ad is yet again leading the country towards digitalization. The ad includes music and dance just to convey their message of digitalization in a fun way. In the whole ad, it is being said "Bas aikhaibaatsamjhneki, Let's get digital with Zong 4G". So, all they are saying is to get digital by becoming a part of their network.

Verdict: Good



oppo

F21 Pro 5G

PRIORITIZES STYLE AND CAMERA

What is Good?

- Slim design
- A skillful 50-megapixel main camera
- Decent battery life
- Dual Orbit Lights

What is Bad?

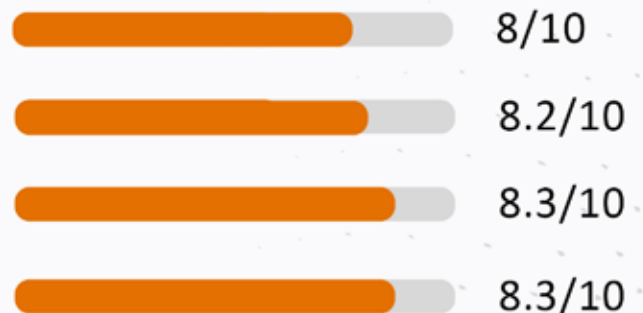
- 60HZ Refresh Rate
- Below par Night Photography

Final Verdict

OPPO has been offering feature-rich smartphones at a decent price range and the OPPO F21 Pro 5G is surely an addition to the list. The Oppo F21 Pro 5G is all about camera performance. From picture-perfect portraits to overall colors and detailing, it ensures great images in daylight. However, for night photography, Oppo still needs to figure out something really impressive. But as we said, it's not just about cameras. F21 Pro 5G provides decent battery life, stylish design, bright display, smooth user experience with lots of features, and decent overall performance for day-to-day tasks.

Overall Rating

8.1/10





Camera

64 MP, f/1.7
02 MP, f/2.4
02 MP, f/2.4

Charging

33w Fast Charge

Battery

4500mAh

Internal

128GB



Processor

Qualcomm SM6375
Snapdragon 695

Display

6.43" AMOLED

RAM

08GB RAM

OS

Android 12
ColorOS 12

Price

Rs.69,999/-

GAMES

& APPLICATIONS



StoryZ Photo Motion & Cinemagraphs is a photo editing Android app in two parts. The first of these is 'Ripple', a mode that lets you add motion to a static image by drawing the area and direction that you want the motion to happen. The 'Motion' mode, which lets you blend a video with a photo, leaves you with an 'image' that's partially static and partially in motion.

Flowkey is an Android app that aims to teach you piano, and can give you feedback on your playing just by listening through your phone's microphone – no cables are required. As well as real feedback, Flowkey also offers a large number of video tutorials covering things like 'Note Value and Rhythm' and 'Mastering Key Jumps', plus a selection of over 1,000 songs that you can learn.



If you have allergies or foods you're trying to avoid, then you're probably used to scouring ingredient lists for keywords, but Soosee can do that for you. Simply tell the app what you're trying to avoid, from a huge list of possible options, then point your phone's camera at an ingredient list, and it will highlight any problem ingredients.

Bookly aims to turn reading into a habit, as well as tracking what and how much you've read. It uses a lot of tools to do this, but it starts by simply asking how many books you want to read in a year, and when and for how long you want to read each day or week. Then, it will set about reminding you to read at those times, and pushing you towards hitting your reading goals.



Elden Ring hit the ground running and it's one of the most popular games of the year so far. This app helps players find stuff in the game. It features a full game map with over 1,500 points of interest. It's a self-explanatory app that does exactly what you think. Elden Ring fans should definitely check it out.



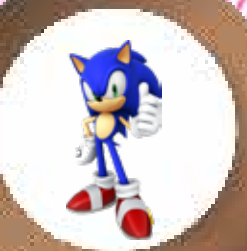
Spectre Camera delivers beautiful long exposure shots, with the help of AI and software magic to stabilize the shot, process light trails, and remove crowds, moving vehicles, and other ephemeral elements. The result is a photo highlighting the perfect scenic view

This iOS mainstay lets you log both meals and exercise activities. You also enter in some personal information — weight, height, and goal weight — and Lose It calculates how many calories you can consume each day to stay on plan for losing weight.



JustWatch is a service that keeps track of the latest offerings from more than 100 different streaming services, showing you where and when to watch a particular TV show, covering big names like Netflix, Hulu, HBO Max, and Amazon Prime Video.

Hopper gives you a color-coded calendar showing when's the best time to go? Select the date you have in mind, and Hopper will tell you if the rate is good or not — and more importantly, when it might rise or fall. Hopper's a must-have app if you want to stretch your travel budget further.



Run, jump, and dash through stunning 3D environments as Sonic the Hedgehog and other Sonic characters in this fun racing & endless runner game. Run and race past challenging obstacles in this fast and frenzied endless running game by SEGA!

TOP SMARTPHONE PICKS



Infinix Note 12 VIP

Display: 6.7 Inches

Memory: 256GB Built-in, 8GB RAM

Camera: 108MP + 13MP + 2MP

Price: Rs. 55,999



Infinix Note 12

Display: 6.7 Inches

Memory: 128GB Built-in, 8GB RAM

Camera: 50 MP + 2 MP + QVGA

Price: Rs. 36,999



Oppo F21 Pro 5G

Display: 6.43 Inches

Memory: 128GB Built-in, 8GB RAM

Camera: 64MP + 2MP + 2MP

Price: Rs. 69,999



Samsung Galaxy A53 5G

Display: 6.5 Inches

Memory: 128GB Built-in, 8GB RAM

Camera: 64MP + 12MP + 5MP + 5MP

Price: 85,999



Samsung Galaxy A13

Display: 6.6 Inches

Memory: 64GB Built-in, 4GB RAM

Camera: 50MP+ 5MP+ 2MP+ 2MP

Price: Rs 35,499



Xiaomi Redmi 10A

Display: 6.53 Inches

Memory: 128GB Built-in, 4GB RAM

Camera: 13MP+ 2MP

Price: Rs 26,499



Xiaomi 12 Pro

Display: 6.73 inches
Memory: 256GB Built-in, 12GB RAM
Camera: 50MP + 50MP + 50MP
Price: Rs. 208,999



Poco M4 Pro

Display: 6.43 inches
Memory: 128GB Built-in, 6GB RAM
Camera: 64MP + 8MP + 2MP
Price: Rs. 44,999



Realme C35

Display: 6.6 Inches
Memory: 128GB Built-in, 4GB RAM
Camera: 50MP + 2MP + 2MP
Price: Rs. 32,999



Realme 9 Pro Plus

Display: 6.4 Inches
Memory: 128GB Built-in, 8GB RAM
Camera: 50MP + 8MP + 2MP
Price: Rs. 69,999



Vivo X80

Display: 6.78 Inches
Memory: 256GB Built-in, 12GB RAM
Camera: 50MP + 12MP + 12MP
Price: Rs. 159,999



Vivo Y33T

Display: 6.5 Inches
Memory: 128GB Built-in, 8GB RAM
Camera: 50MP + 2MP + 2MP
Price: Rs. 43,999



A.S ELECTRONICS

G66 Star City Mall
Saddar Karachi

**All Varieties of
Mobile Phones &
Accessories
are Available.**

- +92 213 2229128
- +92 313 277 5947
- as-electronics.pk
- as-electronics.s66

A.S ELECTRONICS

RIVERSONG

Made for Everyone

MOTIVE
SERIES

STYLISH
SMART WATCH



Motive L

Motive 3

Motive 2C

Motive 3C

24 Hour Health Tracking | Multi-Sports Mode | Multiple Customized Watch Face
All-Day Activity Tracker | Weather Forecast | Long Battery Life | Sleep Monitor
Blood Pressure Monitor | Heart Rate Monitor | Blood Oxygen Monitor



vivo X80 (5G)
Co-engineered with **ZEISS**
Photography. Redefined.

*Pictures shown are for reference only. Actual product shall prevail. Advertising is not binding.
**The coverage and service of 5G network are subject to the actual deployment of local operators.