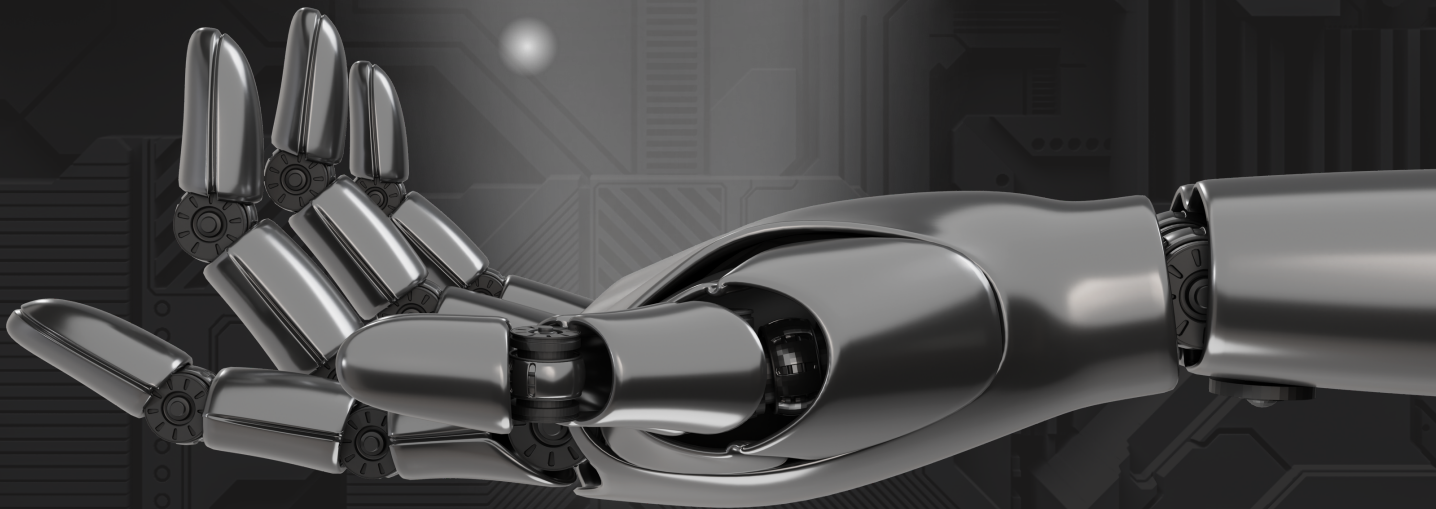


TECH NOLOGY INNOVATION



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Tech Personality

Eric Schmidt



ADNAN KHAN
Managing Editor

Dear Readers,

Welcome to the latest edition of Phoneworld Magazine, where we delve into the ever-evolving landscape of technology, innovation, and the pivotal role they play in shaping Pakistan's future. In this issue, we are thrilled to bring you a diverse range of articles that shed light on the critical intersections of technology and society.

"Empowering Tomorrow: The Crucial Role of Tech Skills in Shaping Pakistan's Youth" underscores the significance of technological literacy in molding the next generation. As Pakistan navigates the complexities of the digital age, this article explores how fostering tech skills is key to unlocking boundless opportunities for our youth. "Preparing Pakistan for the AI Era: Embracing the Future of Technology" takes a deep dive into the transformative power of Artificial Intelligence. We explore how embracing AI is not just a technological shift but a strategic imperative for Pakistan's continued growth and competitiveness.

We have also rooted into the "Role of Social Media in Elections 2024." As our world becomes increasingly interconnected, we examine the impact of social media on the democratic process, reflecting on its role, challenges, and implications in shaping political narratives.

The Phoneworld Smartphone Awards 2023 celebrate excellence and innovation in the industry, recognizing devices that have set new benchmarks. We showcase the best of the best, applauding the technological marvels that have redefined the smartphone experience. Looking ahead, "Tech Trends for 2024" provides a glimpse into the future, exploring the innovations and trends that are set to shape the tech landscape. From emerging technologies to evolving consumer preferences, we anticipate what lies on the horizon.

Finally, in an exclusive interview, we sat down with Oliver Shen, Product Director at Vivo, gaining valuable insights into the brand's vision, innovation, and its role in shaping the smartphone landscape. His perspectives provide a unique glimpse into the dynamic world of smartphone technology.

We invite you to immerse yourself in the insights and perspectives presented in this issue, as we continue to navigate the dynamic intersection of technology and society. Thank you for being part of the Phoneworld community, where we strive to inform, inspire, and foster a deeper understanding of the transformative power of technology.
Happy Reading....!!!

Enjoy Reading....!!!

Sincerely,
Adnan Khan.

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Empowering Tomorrow: The Crucial Role of Tech Skills in Shaping Pakistan's Youth

Laiba Mohsin



In the ever-evolving landscape of the 21st century, technology stands as the cornerstone of progress and development. Within Pakistan, the youth has come to recognize the indispensable role that tech skills play in shaping their future. Consequently, technological expertise has not only become desirable but also pivotal for the youth of Pakistan. This article delves into the transformative influence of tech skills on Pakistan's youth, exploring how these skills will reshape education, employment opportunities, and the overall socio-economic fabric of the nation.

Reshaping the Educational Landscape

Traditionally perceived as lagging in adapting to the needs of the modern era, Pakistan's education system is undergoing a transformation with the integration of tech skills into the curriculum. Schools and universities across the country now acknowledge the demand to provide students with a solid foundation in technology, coding, and digital literacy. The focus on Science, Technology, Engineering, and Mathematics (STEM) subjects has gained prominence, aligning with the international trend that underscores the importance of these skills in the knowledge-based economy.

Various public and private initiatives, including the government-led DigiSkills program, aim to bridge the digital gap and provide quality tech education. Non-profit organizations and private enterprises are also contributing by establishing coding boot camps and workshops to cultivate a generation of tech-savvy individuals.

The focus on (STEM) subjects has gained prominence, aligning with the international trend that underscores the importance of these skills in the knowledge-based economy

Government Initiatives and Collaborations

Pakistan's government plays a pivotal role in this transformative journey. The DigiSkills program, designed to train thousands of individuals in digital skills, empowers Pakistan's youth to actively participate in the digital economy. Collaborative efforts, such as the National Rural Support Program (NRSP) in partnership with the Pakistan Poverty Alleviation Fund (PPAF), focus on providing digital skills to youth in underprivileged areas.

Additionally, the 'Revitalizing Youth Enterprise (RYE)' project, funded by Citi Foundation's flagship program, addresses the issue of youth unemployment through a comprehensive 3-month training program encompassing e-commerce, digital marketing, social media management, graphic designing, and life skills.

Tech Skills in the Job Market

As Pakistan positions itself in the global digital economy, the demand for tech professionals is skyrocketing. The job market is witnessing a paradigm shift, with employers increasingly valuing candidates equipped with strong tech skills. This shift extends beyond the tech industry, influencing sectors such as finance, healthcare, and agriculture, all of which are embracing digital transformation. Consequently, professionals capable of navigating and innovating technological landscapes are in high demand, unlocking new employment opportunities.

Youth Employment and Digitization

The digitization of Pakistan's economy holds extensive potential for promoting youth employment. The COVID-19 pandemic underscored the significance of digital skills for accessing proper work opportunities. With 65% of the total population below the age of 30, and 29% between the ages of 15 and 29 years, Pakistan boasts its youngest population in history. However, a substantial portion lacks the advanced skills needed for global markets. Despite this, Pakistan ranks among the top five countries globally for freelancing services through digital mediums. Digital skills are no longer a choice but a necessity for the youth to thrive in the evolving job market.

With 65% of the total population below the age of 30, and 29% between the ages of 15 and 29 years, Pakistan boasts its youngest population in history

Tech-Driven Entrepreneurship and Innovation

Pakistan's startup ecosystem is experiencing significant growth, propelled by young innovators possessing technological know-how. From fintech to e-commerce, these entrepreneurs contribute to economic growth while challenging traditional business models and fostering a culture of innovation. Government initiatives, such as the Prime Minister's Kamyab Jawan Youth Entrepreneurship Scheme and the National Freelance Training Program, aim to empower young entrepreneurs and freelancers.

Empowering Women Through Tech Skills

Tech skills have played a pivotal role in breaking down barriers for women in Pakistan, historically hindered in the path of education and employment. Initiatives like CodeGirls and Women TechQuest provide platforms for females to excel in the male-dominated field of technology. Programs like Women Entrepreneurship Development (WED) by the State Bank of Pakistan, Invest2Innovate, and others actively support women entrepreneurs, contributing to a more inclusive and diverse workforce.

Addressing Social Challenges

Tech skills are not only transforming education and employment but also playing a vital role in addressing social challenges in Pakistan. The digital divide, once seemingly insurmountable, is gradually narrowing, particularly in rural areas where access to education and information has historically been limited. The use of technology across different sectors is improving the quality of life for many, with the tech-savvy youth leveraging social media and digital platforms to raise awareness about social issues.

Challenges and the Path Forward

Despite the undeniable transformative impact of tech skills, challenges persist. The digital divide still exists, with discrepancies in access to technology and quality education between urban and rural areas. The rapid pace of technological advancement poses a challenge for educational institutes to keep their curriculum relevant and up to date. Addressing these challenges requires a holistic approach, involving substantial investments in both physical and digital infrastructure. Educational reforms prioritizing STEM subjects and practical learning experiences are imperative, necessitating collaboration between the government, private sector, and civil society to create a robust ecosystem supporting the development and utilization of tech skills.

Conclusion

Technological transformation development is evident in its transformative impact on education, employment opportunities, and societal dynamics. The youth of Pakistan is at the forefront of this revolution, embracing the digital age with the tools necessary to drive innovation, foster economic growth, and address social challenges. Despite ongoing struggles to bridge the digital gap and empower all, especially women, through tech skills, the trajectory points towards a bright future for Pakistan.



National

Preparing Pakistan for the AI Era: Embracing the Future of Technology

Onsa Mustafa

Rapidly propelling us into the era of Artificial Intelligence (AI), a profound technological revolution is reshaping the very fabric of our existence, fundamentally transforming how we live, work, and engage with the world. The potential of AI to revolutionize various facets of our lives, spanning healthcare, education, transportation, and finance, is unparalleled. However, with the vast opportunities for progress that AI introduces, it also poses challenges that demand Pakistan's careful consideration and proactive measures to navigate a seamless transition into the AI era.

The Rising Wave of AI in Pakistan

Pakistan, endowed with a youthful and expanding population, is strategically positioned to leverage the opportunities presented by AI. With a robust IT sector, a burgeoning entrepreneurial ecosystem, and a government committed to promoting AI innovation, the country has actively embraced AI technologies since 2018. Key initiatives include the launch of the Presidential Initiative for Artificial Intelligence and Computing (PIAIC) and the introduction of the Pakistan Artificial Intelligence Initiative (PAII) in 2020. PAII aims to facilitate access to advanced AI technologies, targeting sectors such as healthcare, finance, and agriculture. Simultaneously, various companies and research institutions are proactively engaged in creating and implementing AI-driven solutions across diverse industries.

The Pakistani government advocates for the adoption of AI technologies through initiatives such as PI-AIC and PAII, complemented by an AI-centric regulatory framework introduced in 2020. This framework includes crucial regulations ensuring ethical AI usage and secure data handling. Additionally, plans are underway to establish an AI Venture Capital Fund, providing financial support to startups in the AI sector.

Pakistan, endowed with a youthful and expanding population, is strategically positioned to leverage the opportunities presented by AI

The AI landscape in Pakistan comprises a diverse mix of industry players, research institutions, and startups, including recognizable companies such as Multidimensional Solutions (MDS), Beyond Evolution, and DeepLearn Systems. In the academic realm, the National University of Sciences and Technology (NUST) stands out as a leading institution for AI research and development. Numerous startups and tech incubators leverage AI for applications ranging from predictive analytics to customer-centric services.

AI technologies are making a significant impact in various sectors in Pakistan. In healthcare, AI assists in diagnosing illnesses, discovering new medicines, and predicting future health trends.

In finance, AI aids in trading and risk management through intelligent programs. Furthermore, in agriculture, AI helps optimize crop growth with efficient water usage. In manufacturing, AI ensures quality production at a reasonable cost.

The Pakistani government advocates for the adoption of AI technologies through initiatives such as PIAIC and PAII, complemented by an AI-centric regulatory framework introduced in 2020

Preparing Pakistan's Workforce for the AI Era

To effectively prepare for the AI era, Pakistan must prioritize several key areas:

Education and Skills Development: A critical challenge for Pakistan is the need to equip its workforce with the skills necessary to thrive in the AI-driven economy. This requires a focus on STEM education, including computer science, data science, and machine learning. Additionally, Pakistan must invest in reskilling and upskilling programs to help existing workers adapt to the changing demands of the labor market.

Developing AI-Ready Infrastructure: Pakistan's digital infrastructure needs strengthening to support the growth of AI applications. This includes expanding broadband access, developing cloud computing capabilities, and ensuring cybersecurity. A robust digital infrastructure will provide the foundation for AI innovation and adoption across various sectors.

Establishing a Robust AI Policy Framework:

Pakistan needs to develop a comprehensive AI policy framework that addresses the ethical, legal, and social implications of AI. This framework should include guidelines for responsible AI development, data privacy protections, and transparency in AI decision-making. A well-defined policy framework will foster trust in AI and ensure that it is used in a responsible and ethical manner.

Promoting AI Research and Development:

Pakistan must invest in research and development in AI to foster innovation and homegrown AI solutions. This involves establishing AI research centers, collaborating with international partners, and encouraging private sector investment in AI research. A strong research and development ecosystem will drive AI innovation and position Pakistan as a leader in the global AI landscape.

Raising Public Awareness and Engagement:

Public awareness about AI and its implications for the future is crucial for ensuring a smooth transition into the AI era.

Pakistan needs to promote public dialogues about AI's potential benefits and challenges and foster a culture of innovation and collaboration around AI. Public engagement will help build trust in AI and ensure that it is used for the betterment of society.





vivo is Committed to Offering an Unparalleled Experience to Smartphone Users, Assures Oliver Shen, Product Director at vivo Pakistan

Delving into the realm of technological excellence, our recent conversation with Mr. Oliver Shen, Product Director at vivo Pakistan, unveils captivating insights into the innovative design philosophy behind the V29 5G and V29e 5G smartphones. Mr. Shen sheds light on vivo's unwavering commitment to delivering an unmatched user experience through cutting-edge features and meticulous attention to consumer preferences. Join us on a journey through the interview as we explore the conceptualization, technological innovations, and the future roadmap of the V series, gaining valuable perspectives from a key player in the evolution of vivo's smartphone legacy.

PW: What do you think has contributed to the success of the V29 5G and V29e 5G?

OS: vivo as a company has always emphasized on design-driven values, with a focus on producing intelligent services and smart devices. The success of the V29 5G and V29e 5G in Pakistan can be attributed to the smartphones' great features and specifications at an affordable price, making them a popular choice among consumers. Its Smart Aura Light Portrait and colour temperature adjustment have created immense hype among users.

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With high-level tech innovations, vivo consistently offers innovative and appealing smartphones, featuring cutting-edge technologies. vivo successfully caters to the needs of tech-savvy users by delivering smartphones that are unique and visually striking.

Additionally, the brand has established a strong presence in the Pakistani market and has created a loyal customer base through effective marketing and advertising campaigns. The availability of the series across multiple sales channels and the brand's commitment to after-sales service have also contributed to its success. Finally, positive word-of-mouth reviews and recommendations from satisfied customers have helped to boost the popularity of the V29 5G and V29e 5G in Pakistan.

The success of the V29 5G and V29e 5G in Pakistan can be attributed to the smartphones' great features and specifications at an affordable price, making them a popular choice among consumers

PW: What went behind the conceptualization of V29 5G and V29e 5G?

OS: The conceptualization of the V29 5G and V29e 5G is a result of a meticulous and consumer-driven approach, aiming to provide the best possible smartphone experience. We intend to address the ever-evolving needs of modern consumers, particularly the younger generation who are deeply immersed in the world of social media and a trendy lifestyle, with impeccable innovations. vivo's commitment to creating devices that meet the needs and preferences of our users are evident in the thoughtful design and features of the V29 5G and V29e 5G, making it the perfect choice for the modern, style-conscious consumer.

vivo's design philosophy revolves around understanding consumer preferences and needs. To achieve this, we conduct extensive consumer research, spanning both large-scale qualitative studies and smaller, more focused research projects. This research occurs at different stages of product development, allowing vivo to create a device that truly caters to the desires of our users.

One of the key aspects that emerged from this research is the importance of a sharp camera and stylish design. In today's world, where social media and personal expression are paramount, the camera has become an essential tool. This insight led to the development of the V29 5G's Cloud Step Camera Module, designed with transparent material for better light transmission and improved image quality. The Smart Aura Light, an integral part of this camera module, ensures even illumination and eliminates shadows, enhancing the quality of photos and selfies.

we recognize the universal appreciation for nature and the desire to express individual uniqueness

PW: The previous V23 series we see already had rich front camera features, vivo has gradually increased investment in rear night portrait features of V series. How does vivo plan to further build its own core differentiators for V series in portrait and night photography?

OS: At vivo, we remain steadfast in our commitment to enhancing the night portrait capabilities of the V series smartphones through a comprehensive strategy. We plan to continuously improve night photography by investing in both hardware and software. This includes enhancements to the Night Portrait Algorithm, increased sensitivity of the main camera, and support from the Smart Aura Light feature.



Notably, the V29 5G and V29e 5G showcase an expanded Smart Aura Light with Smart Color Temperature Adjustment, delivering studio-level lighting for exceptionally detailed and vivid night portraits.

The V29 5G and V29e 5G showcase an expanded Smart Aura Light with Smart Color Temperature Adjustment, delivering studio-level lighting for exceptionally detailed and vivid night portraits

vivo's commitment extends beyond addressing basic scenarios. We aim to understand and meet user needs for night shooting in complex and extreme conditions, ensuring users exceptional photos in every lighting scenario. With its multiple rear camera system, our flagship V series smartphones offer superior night camera capabilities, delivering bright, clear, and atmospheric portraits. Users can also manually adjust the color temperature for different visual effects.

vivo's focus on group selfies, video recording, and content creation guarantees a holistic and outstanding photography experience. With these efforts, we aim to set new standards for night portrait capabilities, empowering users to capture stunning photos in all lighting conditions.

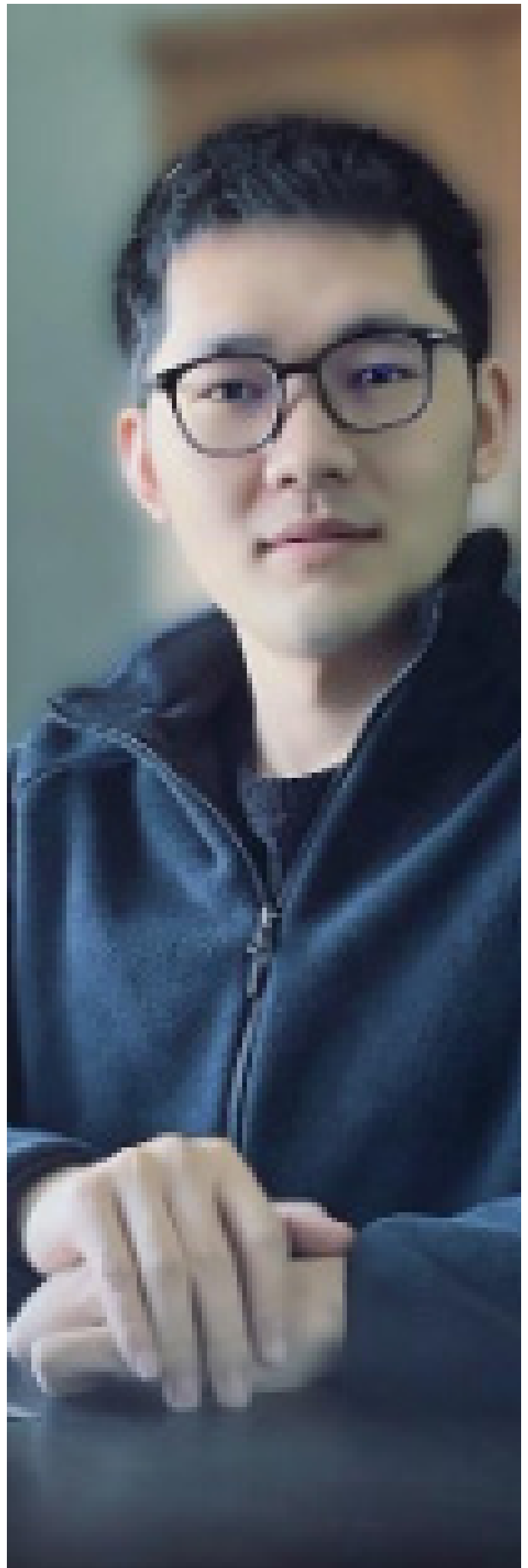
PW: What is this generation's Smart Aura Light and what advantages will it bring to users' photography experience? How does the Smart Aura Light for V29 5G and V29e 5G differ from previous vivo phone models?

OS: The Smart Aura Light in the V29 5G and V29e 5G represents a significant advancement in smartphone photography, offering a host of advantages to users. This innovative feature enables users to effortlessly capture high-definition, natural portraits in low-light conditions, especially at night, by providing studio-level lighting. In comparison to the previous vivo smartphone model, the V27e, the V29 5G's Smart Aura Light stands out with a remarkable 36% increase in brightness, ensuring that users can capture clear and well-lit night portraits, even in dimly lit environments. The V29 5G and V29e 5G boasts the largest Smart Aura Light in the V series' history, with a diameter of 15.6 mm, producing soft and non-glare fill light reminiscent of professional studio lighting. This feature enhances night portraits, adding depth and vividness.

The Smart Aura Light also incorporates a Smart Color Temperature Adjustment, adapting to varying color temperatures in different environments, ranging from 1800K to 4500K. This adaptability results in clear, natural night shots with brightened faces and lifelike colors. Moreover, the V29 5G's 50 MP OIS Ultra-Sensing Camera significantly enhances sensing performance and image quality in low-light settings. Combined with the Smart Aura Light, it delivers superior image quality and satisfying results for night scenes. Additionally, the V29 5G excels in capturing night-view videos, with its strong night scene algorithms and stabilization capabilities, resulting in bright, clear, and detailed footage that sets a new standard for night photography.

In today's world, where social media and personal expression are paramount, the camera has become an essential tool

PW: vivo has introduced technological innovations in almost every generation of V series products, such as Color Changing technology in the V23 series, 3D Light Spot Color Gradient technology in the V27e and the Innovative 3D Magnetic Particle in the V29 5G and V29e 5G. Could you share more details about the V series roadmap for the future in terms of technology innovation?



OS: In our journey of technological innovation, we've made significant strides with each V series release at vivo. We started with the V23 series, which introduced the Color Changing Technology. Moving forward, the V27e brought in the captivating 3D Light Spot Color Gradient Technology. Most recently, we came out with the Innovative 3D Magnetic Particle Technology in the V29 5G and V29e 5G. These innovations showcase our unwavering commitment to pushing the boundaries and staying ahead with cutting-edge advancements. Our aim is to consistently bring consumers fresh and captivating smartphone design experiences that stand out in the market.

From a designer's perspective, we recognize the universal appreciation for nature and the desire to express individual uniqueness. With this in mind, we have harnessed the phone's back panel as a canvas for artistic expression, drawing inspiration from the natural world. By leveraging these materials and innovative processes, we create designs that not only please the eye but also offer tactile sensations that resonate with users on a deeper level.



The Color Changing Technology, which debuted in the V23 series, dynamically shifts the phone's color in response to sunlight, providing users with a unique and engaging interaction with their device. Similarly, the Innovative 3D Magnetic Particle technique in the V29 5G and V29e 5G invokes natural landscapes such as hills and oceans, adding depth and narrative to the product's design.

Moving forward, the V series will continue to lead in innovative efforts, aiming to enhance product design and provide unique and enjoyable user experiences. Our dedication to pushing the limits of technology and design stays steadfast, guaranteeing that every V series launch will consistently engage and thrill our users.

PW: How do V29 5G and V29e 5G ensure a powerful performance and display brilliance?

OS: We are committed to offering an unparalleled experience to our users for uncompromised, long-lasting usage. With 5G Connectivity support, the V29e 5G is equipped with a Qualcomm Snapdragon® 695 Processor, and the V29 5G features a Snapdragon® 778G Processor. It guarantees an electrifying experience with multitasking capabilities, aligning with the demands of today's digital-first consumers. It is backed by powerful batteries and chargers for people who are always on the go.

In terms of display brilliance, vivo has set a new benchmark in the industry with a stunning 120Hz 3D Curved Screen in V29 5G and 120Hz AMOLED Display in V29e 5G, taking visual experience to the next level. Featuring a Slim Flat Frame, the V29e 5G is one of the thinnest smartphones in the industry. The design aesthetics have been carefully curated after intensive R&D to understand the consumer sentiments and their requirements. With the new Nano-Scale Photoetching Technique and Fluorite AG Glass, vivo brings attractive variants of smartphones to flaunt. We intend to keep introducing more features and technological advancements to stay ahead.

V series will continue to lead in innovative efforts, aiming to enhance product design and provide unique and enjoyable user experiences

Coffee With CEO



Coffee with CEO

TechBlade, a trailblazer in the tech industry, has been making waves with its unique approach to fostering the next generation of leaders and innovators. In our exclusive feature, ‘Coffee with CEO,’ we delve into the personal and professional lives of successful CEOs and TechGi-ants. This series goes beyond the boardroom, providing readers with remarkable success stories, intimate details of their life journeys, struggles, and the inspirations that fueled their rise to the top.

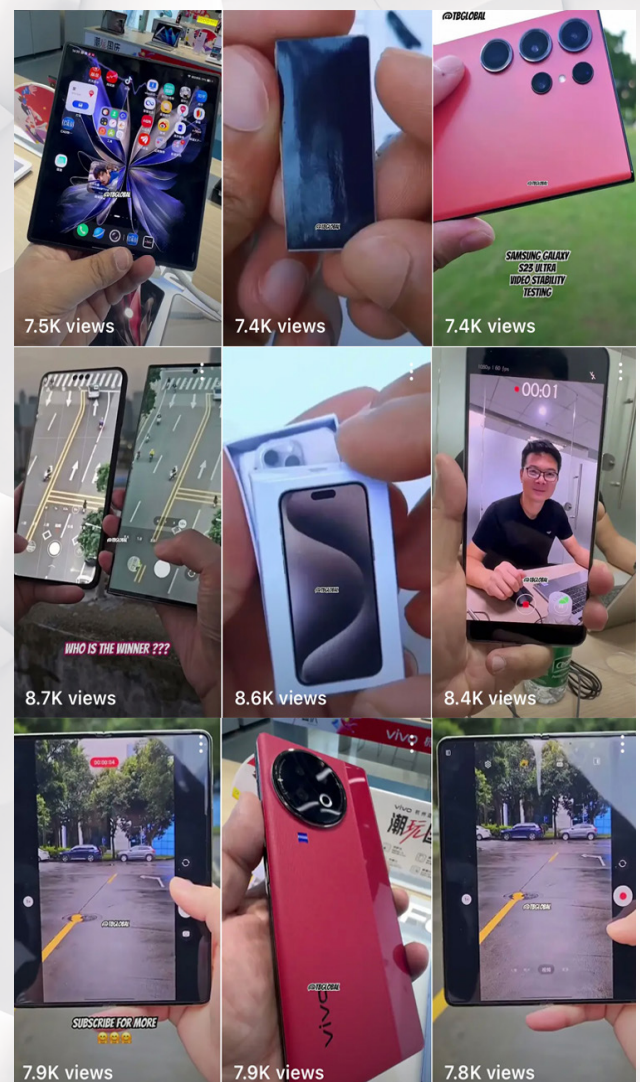
What sets TechBlade apart is its commitment to making these inspirational stories easily accessible to the youth. With just a few clicks on our dedicated channel, young minds can now dive deeper into the lives of these industry titans. The ‘Coffee with CEO’ series is a source of motivation, presenting the ingredients for success in an engaging and relatable manner to the next generation of leaders who will shape the future of technology.

Unboxing in 20 Seconds

The “Unboxing in Only 20 Seconds” series doesn’t just focus on the popular tech devices available in major markets but also extends its reach to phones not yet launched or available in specific regions, including Pakistan. With teams in China, South Africa, India, and Dubai, we bring you exclusive previews and specs from the global tech scene. This global perspective ensures that viewers from around the world get a sneak peek into the future of mobile technology.

In just 20 seconds, viewers are taken through the essential aspects of a mobile phone, including its design, key features, and specifications. TechBlade also understands the importance of pricing, providing viewers with not just the USD pricing but also converting it into other major currencies such as INR, PKR, and AED.

This thoughtful inclusion caters to a diverse audience, making the information accessible and relevant to viewers from different parts of the world. By offering exclusive insights into devices that are on the horizon, TechBlade keeps its audience one step ahead in the tech game, making every second count!





TECNO Pakistan launches its first physical store in Pakistan

TECNO, the leading smartphone brand, has recently opened its first exclusive physical store in Pakistan. The grand inauguration took place at Hafeez Centre in Lahore on Thursday, December 21st.

In the past, TECNO set up various pop-up stores to provide individuals with a firsthand experience of their products. However, the inauguration of their official physical TECNO shop marks a significant leap towards ensuring a secure purchasing experience and customer satisfaction.

An official physical store, in addition to online outlets, is crucial for a Smartphone brand. It provides customers with a hands-on experience, serving as a trustworthy point of contact, addressing queries in real-time, and ultimately contributing to higher customer engagement and loyalty. It offers a secure avenue for transactions, catering to those hesitant about online purchases. Moreover, a physical store enhances local visibility, credibility, and community engagement, creating a well-rounded brand experience.

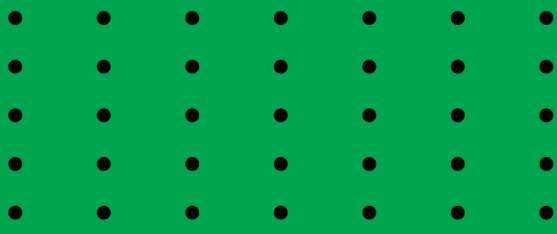
This is just the beginning. TECNO Pakistan has exciting plans to expand its presence by launching more exclusive physical stores in various major cities across Pakistan. Stay tuned for more!



Infinix Zero 30 4G

Striking a Balance Between
Affordability and Superior
Features





Zero 30 4G

Infinix

The Future is Now!

Overview

The Infinix Zero 30 4G impresses with a balance of affordability and notable features. Powered by the Helio G99 chipset, it delivers robust performance, complemented by a resilient design with an IP54 rating for dust and splash resistance. The 6.78-inch AMOLED display, though with a slightly reduced refresh rate of 120Hz, still offers a visually immersive experience.

Photography enthusiasts will appreciate the powerful camera setup, including a 50MP selfie camera and a robust 108MP main sensor on the rear. With 8GB of RAM and 256GB of storage, the device ensures ample space and smooth multitasking. Running on the XOS 13 operating system based on Android 13, it reflects a commitment to modernity and software updates.



Helio G99 Chipset:

The Infinix Zero 30 4G is equipped with the Helio G99 chipset, ensuring robust performance for a seamless user experience.

Powerful Cameras:

Infinix Zero 30 4G includes a 50MP selfie camera capable of recording up to 4K video. On the rear, it houses a formidable 108MP main sensor with OIS, accompanied by two 2MP auxiliary sensors.

Ample Memory and Storage:

The device comes with 8GB of RAM and 256GB of storage, catering to users who demand ample space and smooth multitasking.



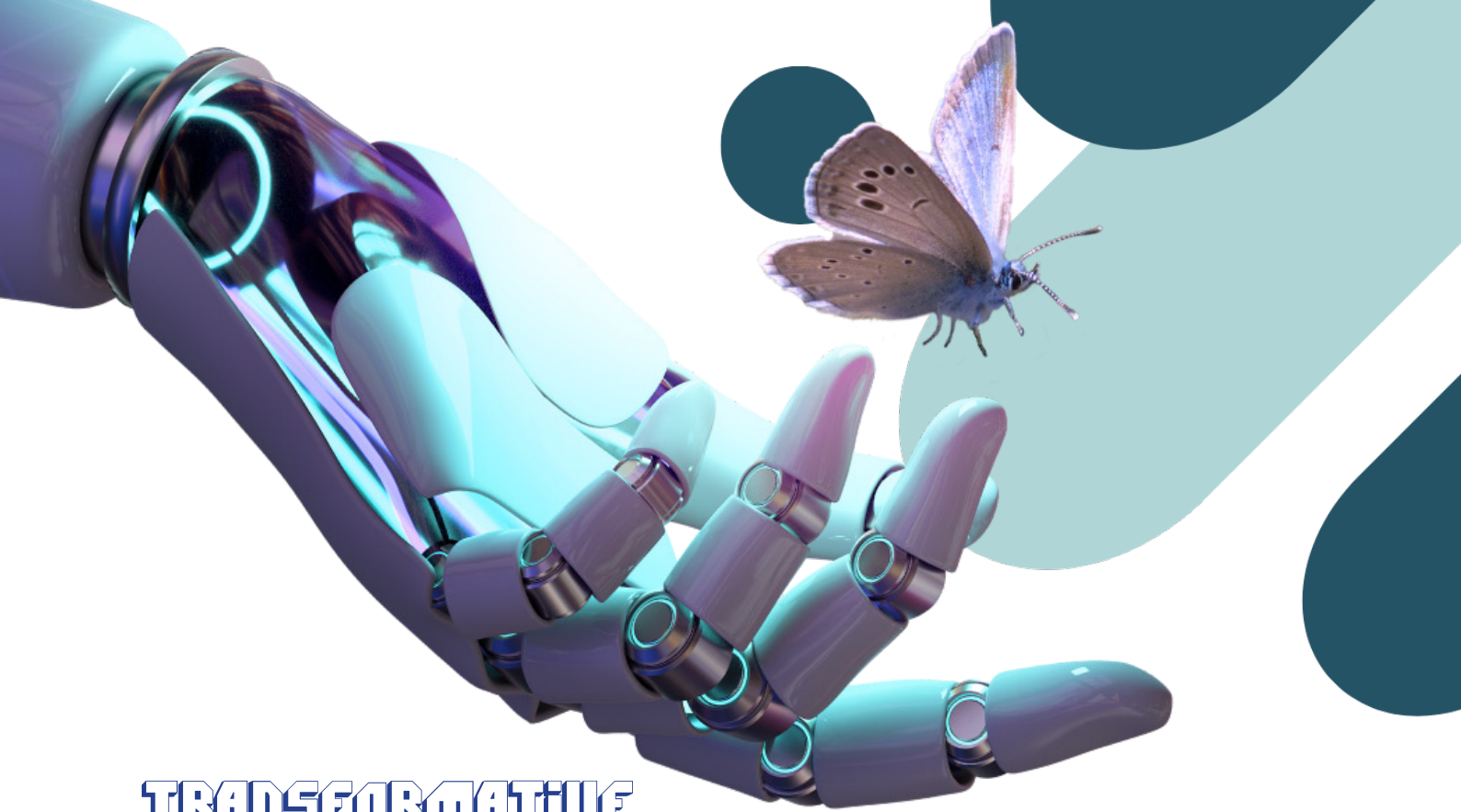
Slower Charging Speed:

The charging speed of the Zero 30 4G is slightly slower at 45W compared to the faster 68W charging speed of the Zero 30 5G.



Final Verdict:

The Infinix Zero 30 4G presents itself as a compelling option for budget-conscious consumers seeking a feature-rich smartphone. With its powerful camera setup, robust performance, ample memory and storage, and an attractive design, it offers a well-rounded package. However, potential buyers should consider the slightly slower charging speed. Overall, it appears to strike a balance between performance and budget, making it a competitive choice in its price range.



TRANSFORMATIVE TECHNOLOGY TRENDS SHAPING 2024

The year 2023 has been a crucible of innovation, introducing groundbreaking technological advancements that have reshaped societies and global economies. Moving forward, it's imperative to cast our gaze forward and anticipate the technological trends that will define 2024. While some trends evolve with renewed approaches, others emerge as novel forces with profound implications for the months ahead.

Generative AI Takes Center Stage

Undoubtedly, one of the most influential technologies on the horizon is Generative Artificial Intelligence. Despite witnessing its initial strides, 2024 is poised to unveil its full potential. Gartner predicts that over 80% of enterprises will leverage Generative AI APIs and models by 2026, a substantial leap from the less than 5% in 2023. This democratization of knowledge and training is set to expedite product launches, enhance business efficiency, and make cutting-edge technology accessible to all.

Cybersecurity's Pivotal Role

Cybersecurity emerges as a central pillar in the technological landscape. IT leaders must adopt a pragmatic and systemic approach, incorporating encrypted services, employee training, penetration testing, and a Zero Trust model. This comprehensive strategy assumes potential data breaches, verifying each request meticulously, thereby fortifying the security posture of enterprises.

"Figital" Convergence

The convergence of the real and digital worlds, termed as "Figital," gains prominence. Augmented reality, virtual reality, and immersive experiences blur the lines between reality and the digital realm. Complementing this, Digital Twins technology allows for flexible manipulation of digital components until optimized, revolutionizing digital skills across professions, refining processes, and significantly reducing costs.

Quantum Computing Revolution

Harnessing quantum phenomena like superposition and entanglement,

Quantum Computing emerges as a game-changer. With speeds surpassing traditional computers by a wide margin, major players such as Microsoft, AWS, and Google invest heavily in this technology, expecting global market revenues to exceed \$2.5 billion by 2029.

Green Tech for Sustainability

In the face of environmental crises, technology becomes a crucial ally for achieving ecological balance. Governments and organizations commit to zero emissions agreements and sustainable technologies, employing AI, blockchain, cloud computing, and robotics to create a greener and more sustainable future without compromising efficiency or business growth.

The Significance of Data

Data emerges as a critical asset, differentiating companies and influencing effective business decisions. Adopting a Data-Driven strategy empowers companies to create new customer experiences, expedite operations, capitalize on market opportunities, and pivot with agility when unexpected challenges arise.

Platform Engineering

Platform Engineering, focusing on self-service platforms managed by dedicated product teams, optimizes the developer experience. This practice accelerates the delivery of business value, reduces cognitive load, and ensures reliability and security, fostering talent retention.

Smarter Applications with Generative AI

Building upon the concept of super apps, generative AI propels enterprise applications into smarter realms. By incorporating transactional and external data, intelligent applications provide personalized insights and recommendations, enhancing user experience and facilitating data-driven decision-making.

Robotic Process Automation (RPA)

Closely tied to artificial intelligence and machine learning, RPA automates repetitive tasks,

enabling employees to focus on more creative and productive endeavors. This not only saves costs and increases profitability but also reduces the probability of errors in sectors such as finance, customer service, and human resources.

IoT and Hyper-connection

As IoT sensors and connected devices become central to various applications, the hyper-connection of devices holds the promise of transforming industries. IoT technology interprets data to improve efficiency, reduce production costs, identify business opportunities, and support product innovation. Forecasts suggest a massive network of 50 million IoT devices in use by 2030.

The technological landscape of 2024 promises an exciting journey. As these trends unfold, businesses and societies alike will need to adapt and harness the potential of these technologies to thrive in an ever-evolving landscape.





Smartphone Awards 2023

Welcome to the PhoneWorld Awards 2023, featuring the best smartphones of the year in Pakistan! Pioneering smartphone awards in Pakistan, we take pride in recognizing and celebrating those devices that have made a lasting impression on the tech landscape.

As we dive into the winners of each category, get ready to explore the best of the best, carefully selected by our team of smartphone experts (based on prices, their value for money, and their availabil-

Best Flagship of the Year

The Samsung S23 Ultra boasts a stunning 6.8-inch Dynamic AMOLED 2X display, a powerful Snapdragon 8 Gen 2 SoC, a versatile quad-camera system, and a massive 5000mAh battery.



Why did it win?

The Samsung S23 Ultra stands out for its exceptional camera capabilities, top-notch performance, cutting-edge design, continuous software support, and extreme customization options. It redefines what a flagship smartphone should be, offering an unparalleled user experience.

Best Budget Flagship of the Year

Xiaomi 13T features a 6.67-inch AMOLED display with an amazing peak brightness of 2600 nits, a MediaTek Dimensity 8200 Ultra (4 nm) processor with 8GBs of RAM, a capable triple-camera setup partnered with Leica, and a sizable 5000mAh battery with 67W Wired charging tech.



Why did it win?

In Pakistan, flagships are over 3 lacs price point now (at least). With powerful specs at its price point, the Xiaomi 13T provides an outstanding balance of performance and value, making it the go-to choose for budget-conscious consumers seeking flagship-like features.

Best Camera Phone of the Year

The iPhone 15 Pro Max boasts a 6.7-inch Super Retina XDR display, Apple's latest A16 Bionic chip, and an exceptional quad-camera system that is easily the best on any smartphone.



Some of the highlighting camera features that it offers include 5x Zoom, more megapixels (i.e., 24 MP now), and the ability to easily convert any photo to a portrait shot, undoubtedly the best-in-class video on any smartphone.

Best-Mid-Range-Phone-of-2023

Infinix Zero 30 5G features a 6.78-inch IPS LCD, a MediaTek Dimensity 8020 (6 nm) processor paired with 8GBs of RAM, a triple-camera setup, and a 5000mAh battery with 68W fast charging.



Why did it win?

The mid-range phones used to be phones under 50,000 or 60,000 in Pakistan. But, unfortunately, due to massive inflation and huge taxes, the prices went up like 2-3 times.

So now, we think mid-range smartphones are at around 90,000+ PKR in Pakistan. And, at that price point, the Infinix Zero 30 5G strikes a perfect balance between performance and affordability, bringing 5G connectivity to the mid-range segment and offering a compelling package for users.

Best-Mid-Range-Phone-of-2023

Vivo V29e has an AMOLED, 120Hz, 1150 nits (peak), Qualcomm Snapdragon 695 5G, 256GB storage with 8GB RAM, Li-Ion 4800 mAh battery with 44W fast charging.



Why did it win?

The Vivo V29e excels with its Snapdragon 695 chipset, ensuring good performance, especially in thermal management. It strikes a balance in gaming performance, boasts a decent 120Hz display, and runs on software that's close to stock Android. These features make it an attractive option in the mid-range segment.

The Best Budget Smartphone of the Year

Dcode Bold 3 Pro sports a 6.7" FHD+ AMOLED display, a MediaTek Helio G99 processor, a triple-camera setup, 8 GB of RAM (ignore the RAM Extension; they are just marketing gimmicks), and a robust 5000mAh battery with 33W of charging tech (wired).



Why did it win?

The Dcode Bold 3 Pro stands out in the budget segment when compared to all the smartphones in its price range and above. We think that we need a lot more phones like these in our Pakistani market, as more competition among the smartphone brands at price points is always healthy for customers.

The Dcode Bold 3 Pro has reliable performance, long-lasting battery life, a decent display, an in-display fingerprint sensor that is fast, and an affordable price tag, making it the perfect choice for budget-conscious consumers.

Best Foldable Phone of the Year

Phantom V Fold 5G features a flexible 7.85-inch foldable LTPO AMOLED display, a MediaTek Dimensity 9000+ (4 nm) processor with 12GB of RAM, a decent camera system, and a 5000mAh battery.



Why did it win?

Foldables aren't for everyone! As of the end of 2023, they still feel prototypes. So why spend double the amount on a foldable by another company when the Tecno Phantom V Fold 5G would roughly be the same? It still impressed us with what it offers for the price in Pakistan.

It has an innovative foldable design, powerful performance, and decent user experience, marking a significant leap in the evolution of smartphone form factors. Hence, it secured the best foldable smartphone at the PhoneWorld Awards 2023.



The Best Budget Gaming Phone of the Year

The TecnoPova 5 Pro comes with a 6.78-inch IPS LCD, a 120Hz display, a MediaTek Dimensity 6080 (6 nm) processor paired with 8GB of RAM, an impressive LED-illuminated Mecha design, and a decent 5000mAh battery.



Why did it win?

The TecnoPova 5 Pro takes the crown for its exceptional gaming performance, an unorthodox design with an RGB LED strip on the back (that excites gamers), and decent camera performance, which is a bonus too. With the Pova 5 Pro, Tecno is offering gamers great performance and overall value for the price.

Final Words:

Congratulations to all the winners of the PhoneWorld Awards 2023! In a year filled with technological marvels, these smartphones have truly stood out in their respective categories, pushing boundaries, and redefining the smartphone experience.

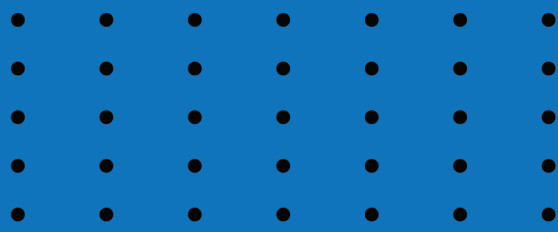
As we look forward to the future of the Pakistani smartphone market, PhoneWorld remains committed to bringing you the latest and greatest in the world of technology. Looking forward to more exciting developments in the ever-evolving world of smartphones!



Tecno Pova 5 Pro

A Gaming Powerhouse





Overview

The TecnoPova 5 Pro from this year's Pova 5 series is a gaming-centric powerhouse. Fueled by the MediaTek Dimensity 6080 chipset and 8GB of RAM, this device offers potent gaming performance. Its LED-illuminated Mecha design showcases its gaming heritage. The device incorporates a substantial vapor chamber to maintain the Dimensity 6080 at an impressive 2°C cooler. The 6.78" IPS LCD display with a 120Hz refresh rate adds a vibrant visual element, optimizing gaming experiences. With a substantial 5000mAh battery and rapid 68W charging, the Pova 5 Pro balances power and efficiency. The camera setup includes a 50MP main shooter and a depth sensor, providing a simplified yet effective photography solution.



Design:

Unorthodox design with RGB LED strip on the back.

Fast Charging:

Unrivalled fast charging.

Performance:

Good price/performance ratio, excellent sustained performance.

Camera Performance:

Great camera experience day and night.



Display:

No 120Hz gaming, even in optimized games.

Price:

You can find phones with OLEDs for the same price.



Final Verdict:

The TecnoPova 5 Pro stands as a robust midrange contender, emphasizing gaming prowess. While it excels in sustained performance, features a unique Mecha design, and supports high-quality camera capabilities with exceptional 68W fast charging capability and 5000 mAh battery. The device offers a compelling package with dependable performance, innovative design, and feature-rich software. While there might be competitors with superior battery endurance, the Pova 5 Pro's fast charging prowess and overall impressive features make it a strong recommendation for those seeking a feature-packed smartphone within this price range.



DESI STARTUP



Voyage Freight

Revolutionizing Global Shipping Efficiency

Founded in 2022, Voyage is a trailblazer in the digital transformation of the global freight industry. The primary objective at Voyage is to eliminate inefficiencies and complexities inherent in traditional shipping practices. Voyage aims to create a seamless and frictionless shipping experience for businesses on a global scale.

Voyage has successfully developed Voyage Cloud, a proprietary platform designed to redefine the shipping landscape.

This innovative solution goes beyond cost reduction; it aims to enhance overall efficiency for businesses navigating the complexities of global freight. Voyage Cloud stands out as a unified ecosystem where customers can effortlessly book, ship, track, clear customs, and manage the delivery of shipments—all within a single integrated system. This holistic approach ensures a transparent and cohesive shipping process for Voyage's clients, setting a new standard in the industry.

Voyage's revolutionary platform is poised to have a profound impact on the global freight industry. By providing businesses with a comprehensive suite of tools, Voyage aims to streamline operations, boost efficiency, and elevate the overall shipping experience.

Voyage has recently secured over \$1 million pre-seed funding round to "revolutionize the international shipping sector in Pakistan". In a press release, the company said: "This strategic injection of capital marks a milestone in Voyage's journey to transform the logistics industry for Pakistani exporters." Through this, the start-up says it can offer exporters a smooth end-to-end, global shipping solution with modern technology. It added that this will help catalyze the company's mission to "streamline and enhance the export logistics process for Pakistan's growing trade market, through an innovative, technology-driven platform".

The funding round was led by Indus Valley Capital, which highlighted the growing confidence in Voyage's vision to simplify the complex nature of traditional global shipping.



Eric Schmidt :

A Visionary Leader's Journey Through Innovation Philanthropy, and Global Impact

Eric Schmidt is an accomplished technologist, entrepreneur, and philanthropist. He served as Google's Chief Executive Officer and Chairman from 2001 to 2011, where he pioneered Google's transformation from a Silicon Valley startup to a global leader in technology. Eric oversaw the company's technical and business strategies alongside founders Sergey Brin and Larry Page. Under his leadership, Google dramatically scaled its infrastructure and diversified its product offerings while maintaining a strong culture of innovation. Google, already the proprietor of a successful search engine, introduced many new products and services during Schmidt's tenure, notably Google News (2002), Blogger (2003), Google Books (2004), Gmail (2004), Google Earth (2005), and Google Maps (2005). Google acquired the YouTube video sharing site in 2006 and the advertising company DoubleClick the following year.

Additionally, from 2018 to 2020, Eric served as the Technical Advisor to Alphabet, the holding company of Google, advising its leaders on technology, business, and policy issues. He was also the Executive Chairman of Alphabet from 2015 to 2018 and remained as the Chairman of Google until 2015.

Notably, he received the Department of Defense Medal for Distinguished Public Service in 2017 and has been actively involved with NASA's National Space Council User Advisory Group and the National Security Commission on Artificial Intelligence.

In August 2020, Eric launched the podcast "Reimagine with Eric Schmidt," engaging in conversations with leaders across various fields to explore solutions for current challenges and envision a brighter post-pandemic future. He holds a bachelor's degree in electrical engineering from Princeton University and earned his master's degree and Ph.D. in computer science from the University of California, Berkeley.

realme C53

A Small Price for A Big Phone



Overview

Realme C53 is a budget-friendly smartphone that boasts a 108MP camera and a massive 5000mAh battery with fast charging support. It also features a 6.74-inch display with a 90Hz refresh rate, a side-mounted fingerprint scanner for secure unlocking, up to 4GB virtual RAM, a USB Type-C port, an FHD+ resolution, and an 8MP front-facing camera. Besides, the device runs on an octa-core processor coupled with 4GB RAM and 128GB internal storage. Here are some of the details of the device that make it appealing to buyers.

**Design:**

Smart and beautiful design.

Display:

Extra-large screen

Storage:

Rich RAM and internal storage, plus a dedicated microSD card slot.

Battery:

Good battery life and fast charging.

Price:

Affordable price.

**Camera:**

Cameras could have been better.

Apps:

The handset comes with a bunch of pre-installed apps.



Final Verdict:

The realme C53 is obviously an entry-level smartphone with an affordable price. But that doesn't necessarily mean it's not worth buying. But it could do with some improvements, especially in terms of cameras where it boasts the largest sensor among its rivals. While the battery life is impressive, and the display is respectable, the device's performance tends to feel sluggish when handling anything beyond basic tasks.

Offering a nice design with a large screen, a generous battery, and decent performance in everyday activities, it can be a good choice for those who want a basic smartphone at pocket friendly price.

PHANTOM



Beyond the Extraordinary

PHANTOM V Fold 5G

Phantom V Fold by TECNO is reshaping trends in the Foldable Phone Market

TECNO, Pakistan's premium mobile phone brand, has officially joined the foldable phone club, offering an enticing price point alongside a cutting-edge processor. The prestigious brand has just launched its first foldable phone, the Phantom V Fold with an avant-garde design, a premium tactile experience, and an excellent user interface, all encapsulated within the dimensions of a compact book.

Empowering users to achieve a higher level of smartphone proficiency, whether for gaming, watching movies, or work, the PHANTOM V Fold offers dual LTPO screens with an adaptive 10-120Hz high refresh rate, ensuring a smooth experience whether the phone is folded or unfolded. The 6.42-inch sub-screen features a unique micro-curved design and a 21:9 aspect ratio, providing a classic single-screen smartphone experience. When unfolded, the PHANTOM V Fold unveils an impressive 7.85-inch display with an optimal 8:7 aspect ratio, all on an ultra-flat screen with an almost imperceptible crease.

Phantom V Fold is equipped with a versatile camera setup that includes a triple-lens rear system. This system features a high-resolution 50MP main sensor, a 13MP ultra-wide sensor for capturing broader perspectives, and a 2MP macro sensor for close-up shots. On the front, the Phantom V Fold features a dual-lens camera system—one on the sub-screen

and one on the main inner screen—adding an extra layer of enjoyment to photography and offering a wide range of exciting image-making possibilities.

Under the hood, this impressive device is powered by the MediaTek Dimensity 9000+ chipset, delivering exceptional performance that enables efficient multitasking and seamless screen switching. It's complemented by a generous 12GB of RAM and ample 256GB of storage. To keep you powered throughout the day, there's a robust 5000mAh battery, and when it's time to recharge, you can rely on the speedy 45W fast charging support. While the concept of large-screen foldable smartphones holds great promise, it has often been hampered by operating systems that are not well-suited for such devices. To tackle this challenge, TECNO has introduced HiOS13 Fold, an exceptionally refined and customized operating system based on Google's Android 13 platform. This specialized OS is designed to seamlessly address the unique demands of foldable devices.

TECNO
mobile

TECH TWIST



01

Google's Original Name Was "Backrub"

A fun fact is Google's original name was "Backrub". The meaning of the Backrub is to analyze the backlinks which are the most important factor for online SEO and determine the importance and visibility of the website. But then they changed the name to Google which comes from "Googol".



02

The First Webcam

The first webcam was introduced in 1991 at the University of Cambridge in England. It was created to check or monitor the status/level of the coffee pot at the university. And from here, the ideas of live video streaming and remote monitoring came.



03

The First iPhone

The first iPhone was built by Apple Inc. in 2007. It was a game-changing and revolutionary gadget. The first iPhone had a 3.5-inch touchscreen display with a 2-megapixel camera and 4 GB or 8 GB memory storage. It contains the features such as a web browser, email, music player, video, etc.



04

The First Emoji

The first emoji was designed by one of the graphic designers in Japan named Shigetaka Kurita intending to help people to communicate more effectively by sharing feelings and emotions. The first emoji was a smiley face.



05

The First Computer Virus

The first computer virus was created by Bob Thomas. He created one program called "Creeper" that could move between two computers and display the message "I'm the creeper, catch me if you can!"

The Vivo V29e

The Best-Looking Selfie Camera Smartphone



Overview

The Vivo V29e, a recent addition to the Vivo V29 series, mirrors the specifications of the global release, Vivo V29 Lite 5G. Powered by a Qualcomm Snapdragon 695 SoC, the device features a substantial 5,000mAh battery with 44W wired fast charging support. Offered in two storage variants, it stands out with a commendable camera upgrade. The phone boasts a 6.78-inch full-HD+ display with a high refresh rate of 120Hz, and here's a distinctive feature – a color-changing back panel, providing an added element of personalization. It runs on Android 13-based FuntouchOS 13, ensuring a modern user experience. Connectivity options include 5G, 4G, Wi-Fi, Bluetooth v5.1, GPS, and USB Type-C.

PROS

Impressive Camera Setup:

Featuring a 64-megapixel primary sensor with OIS and an 8-megapixel ultra-wide-angle lens, the dual rear camera promises exceptional photography capabilities. The substantial upgrade to a 50-megapixel selfie camera adds to the device's imaging prowess..

High-Refresh Display:

The 6.78-inch full-HD+ display with a 120Hz refresh rate provides a visually immersive experience.

Fast Charging Support:

The 5,000mAh battery with 44W wired fast charging ensures quick and efficient charging.

CONS

Performance Limitations with Heavy Tasks:

While the Vivo V29e performs well with everyday tasks, it struggles with more demanding applications and heavy usage. Prolonged usage may lead to performance throttling, warming of the device, and noticeable stutters and lags, especially when handling graphics-intensive tasks like gaming. .



Final Verdict:

The Vivo V29e, part of the V29 series, impresses with good performance, remarkable camera capabilities, and modern features. The high-refresh display, substantial storage options, and fast charging support make it a versatile choice. Notable camera upgrades, including OIS and a 50-megapixel selfie camera, enhance its appeal. Vivo V29e remains a compelling option for those seeking a feature-rich and stylish smartphone, balancing performance, and affordability.



Download

Here's how to combine PDF files the Easy Way

Learn how to effortlessly combine PDF files using PDFgear, a user-friendly desktop app available for Windows, macOS, and iOS. This free tool streamlines the process without the need for sign-ups or subscriptions.

STEPS TO BE TAKEN

STEP 1

Go to the PDFgear website and download the version of the app that is appropriate for your PC's operating system. Then install the app.

STEP 2

Once it is installed, open up PDFgear. You'll then be presented with its main menu screen which displays all of PDFgear's PDF editing tools. We're only interested in combining PDFs right now, so select the Merge & split tab.

STEP 3

Then select the Merge PDF button. Then on the Merge PDF screen that appears, select Add files.

STEP 4

Choose the PDF files you want to combine and then select Open.

STEP 5

Once your selected files appear in the PDFgear app, look for the Output file name text box. In that text box, edit the name of your soon-to-be-merged PDF file to whatever you like.

STEP 6

Then select the red Merge button.

Once the merging of your selected PDFs is complete, you'll automatically be shown your new PDF's file location. From here, you can open and view your newly merged PDF.

HOW TO COMBINE PDFS ON THE WEB

Numerous free web-based tools facilitate the quick merging of PDF files, offering convenience without the need for additional installations. Two notable tools for merging PDFs are PDF Joiner and Smallpdf.



SIS Punjab:

SIS Punjab is an education app developed by Punjab IT Board used by the public schools across Punjab, to self-report data on registered students, teachers, and facilities, using a low-cost android-based tablet.

Each student is uniquely tagged in SIS, based on the parent/guardian CNIC. These CNICs are checked for validity via the NADRA database, at the time of student enrollment.

This online dashboard provides free public access to high-level stats automatically tabulated from the self-reported by public schools in Punjab every day. It enables users to drill-down to district, tehsil, markaz, and school level information, via drop-down lists and filters.

These online stats include reports on enrollment by gender, grade, geographic location, as well as on teacher and staff allocation.

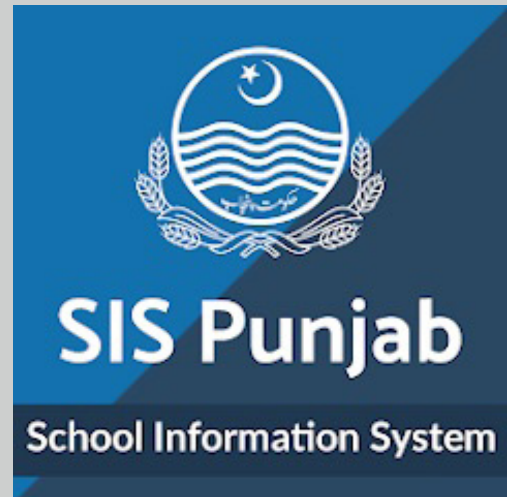


Pak ID Mobile App

National Database and Registration Authority (NADRA) has introduced a 'Pak ID Mobile App', to facilitate people to process their applications for their identity cards and documents.

With its latest initiative, the government has powered citizens to apply for their CNIC through mobile phones. In the Pak ID app, Pakistanis have now access to the entire process to apply for ID cards, family registration certificates, and other identification documents on their mobile phones.

To make it a completely hassle-free service, NADRA even offered to send the cards or required documents without visiting its premises.



Baldia Online

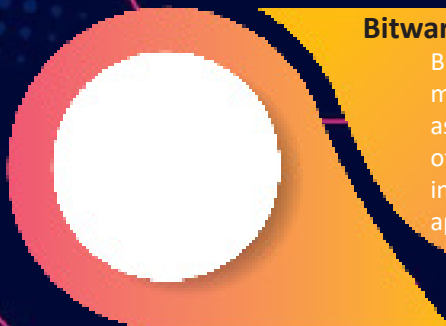
To provide Local government services to citizens, the Department of Local Government and Community Development (LG & CD) of the Government of Punjab in collaboration with the Punjab Information Technology Board (PITB) has developed a mobile app "Baldia Online" android application.

The app provides local government services to citizens using online channels. The citizens can connect online with 445 local governments of Punjab through the application. Using this application, the citizens may now report birth, death, marriage, and divorce online.



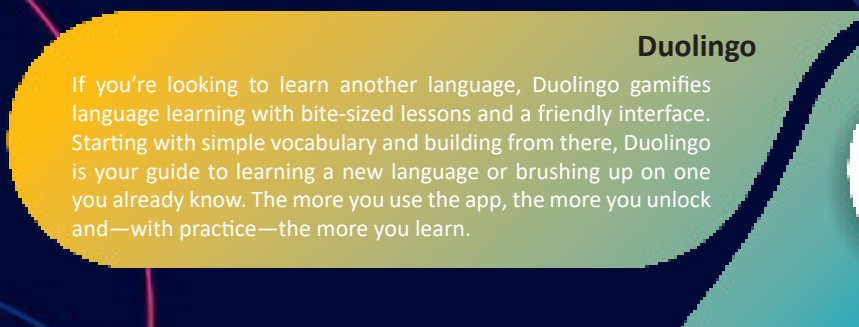


GAMES & APPLICATIONS



Bitwarden

Bitwarden is a freemium open-source password management service that stores sensitive information such as website credentials in an encrypted vault. The platform offers a variety of client applications including a web interface, desktop applications, browser extensions, mobile apps, and a command-line interface.



Duolingo

If you're looking to learn another language, Duolingo gamifies language learning with bite-sized lessons and a friendly interface. Starting with simple vocabulary and building from there, Duolingo is your guide to learning a new language or brushing up on one you already know. The more you use the app, the more you unlock and—with practice—the more you learn.



Cookpad

Cookpad connects you with a vibrant array of recipes. Easily add favorite recipes, manage shopping lists, and find new recipes you'll love based on those you already like. Once you start using it, you'll have one less excuse to eat out.



Farming Simulator 23

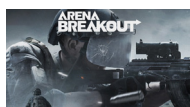
Grow crops, grow your agricultural empire! Become a modern farmer to operate more than 100 authentic machines - offering a wide range of farming activities. Choose what kind of farmer you want to be as the acclaimed agricultural sim by GIANTS Software offers a brand-new experience with many new features for your mobile device!



Kingdom Two Crowns

Kingdom Two Crowns is a side-scrolling micro strategy game with a minimalist feel wrapped in a beautiful, modern pixel art aesthetic. Play the role of a monarch atop their steed and recruit loyal subjects, build your kingdom, and protect it from the greedy creatures looking to steal your coins and crown.



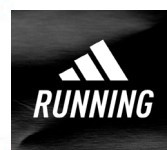


Arena Breakout

Arena Breakout is a next-gen immersive tactical FPS, and a first-of-its-kind extraction looter shooter that pushes the limits of war simulation on mobile. Your mission as a professional operator is to get into the Dark Zone, complete missions, and defeat the enemy using any means necessary. Acquire loot, extract to safety, and get rich while you're doing it!

Adidas Running App by Runtastic

This app is for anyone who wants to track an activity, including cycling, hiking, skiing, kayaking, or just walking. It spits out a wealth of information about your activities and route. Your map route, for example, has mile markers on them, and you can pull up detailed charts to see your speed, pace, elevation, and more for each leg.



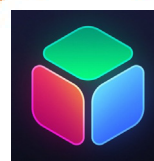
Facetune

Need to make someone's face more beautiful in an iPhone photo? Facetune gives you an abundance of tools for doing just that. Smoother skin, better hair, happier smiles, and even a more prominent jawline are all possible with this powerful app.



1Blocker

No one likes ads, but ads on the mobile Web are especially obnoxious, eating up your time and your data. It's now possible to throw off the yoke of privacy-compromising trackers, pop-over ads, and the like with iPhone ad blockers. If you're willing to pay, 1Blocker will deliver the most powerful and flexible ad-blocking experience on the mobile Web. If you're not willing to pay, it's still great.



Stardew Valley

Move to the countryside, and cultivate a new life in this award-winning open-ended farming RPG! With over 50+ hours of gameplay content and new Mobile-specific features, such as auto-save and multiple controls options.

SMARTWATCHES

UNDER

PKR 5000



i9 PRO MAX

PKR/-4,399



HW7 MAX

PKR/-4,999



HAYLOU LS05

PKR/-4,999





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V29 5G | V29e 5G
Delight in Every Portrait

