

Congratulations Pakistan

Stepping into the Era of

3G/4G



Pre-paid SIM Registration

Positive & Negative Impact



PTA Type Approval

Telecommunication equipment made available through certain process



Exclusive Celebrity Interview

Faisal Qureshi

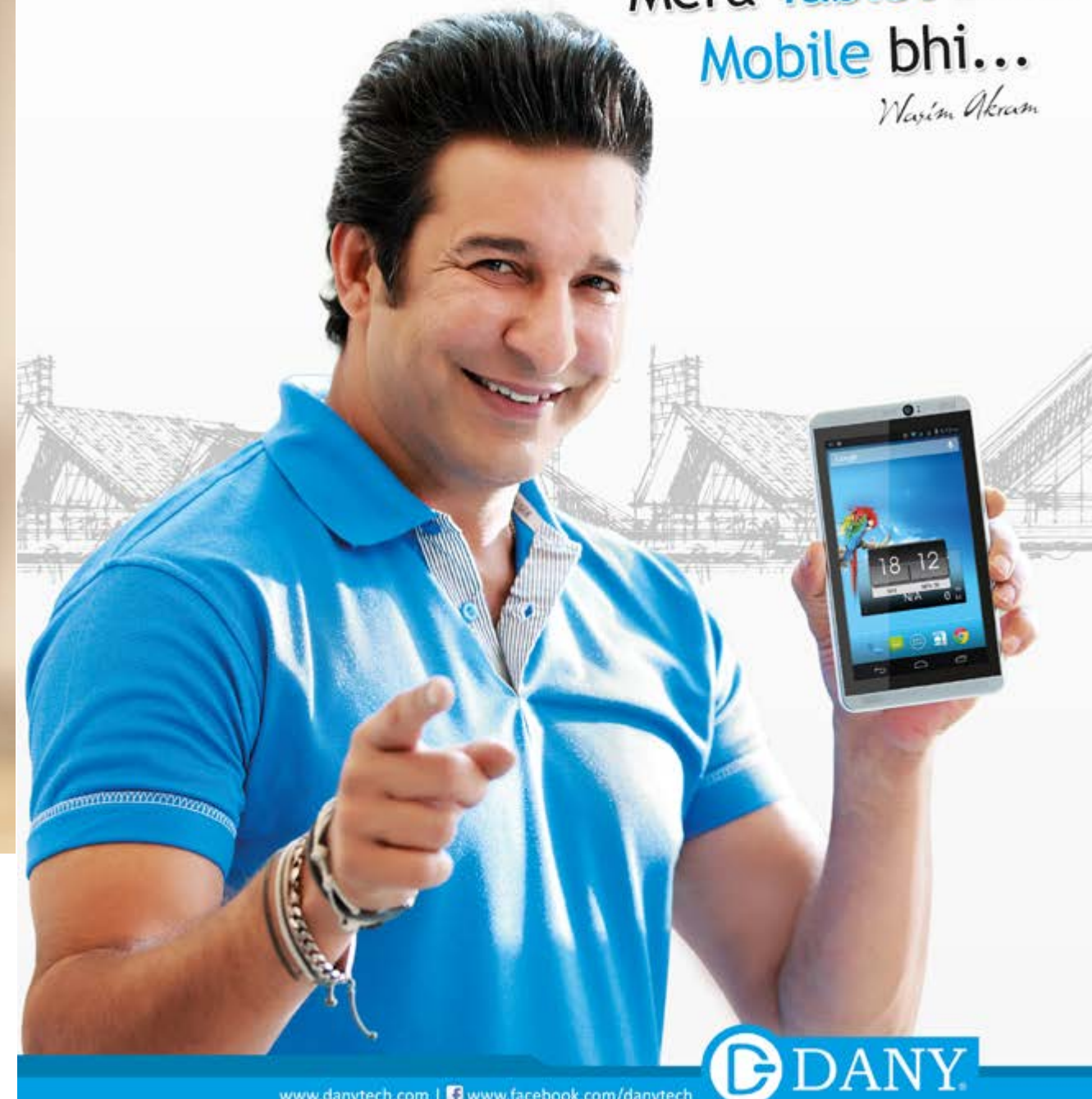
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SMART PHONE



President Quad Core G10

3G
Ready



5.7 inch FHD Screen
Beyond what you see



SPECIFICATIONS

Display

Display Size: 5.7 Inch
Display Resolution:
FHD(1920x1080)

Processor

CPU Core: Quad
CPU Type: ARM Cortex-A7
1.5 GHZ

Photography

Main Camera: 13MP
Second Camera: 5MP

Internal Memory

RAM: 1GB
ROM: 32GB

Operating System

System: Android 4.2

Connectivity

SIM Type: Dual Sim

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Adnan Khan
Managing Editor

Dear Readers,

As you are holding this magazine, we have crossed another milestone in the telecom industry and Pakistan has turned 3G/4G. So finally, the NGMSA has taken place in Pakistan, and now our country can move forward to achieve new heights in the field of ICT services.

In this magazine our featured articles include, "Congratulations: Pakistan turns 3G/4G" and "Going to the NGMSA Auction" that highlights the results of auction and also the pre-auction scenarios of 3G/4G auctioning in the country that remained and will still remain a point of discussion after the auction. "Impact of mandatory pre-paid SIM registration" that explains how pre-paid SIM registration has affected the society. Video gaming, an emerging concept to cure mental illness which has been discussed in our article "Video gaming is the new way to mend mental health".

On January 2014, PTA re-implemented the type approval procedure that has been discussed in "PTA Type Approval Process". "Battle of the Car" explains an emerging concept of controlling car's components through mobile OS. "Celebrity Endorsement: The game of Divas & Dorks" explains the current scenario of mobile advertising in the country. Cloud services are becoming popular with the passage of time, our article "Cloud War" throws some light on that. "Selfie Addict" explains the craze for selfie amongst the celebrities nowadays. Moreover, Windows Phone operating system has become open source and from now onwards it will be competing Android in the international market. In phone review we have discussed the features of Haier P867 and M-Mobile Splendor P12.

Faisal Qureshi, the man who is mastermind behind Ufone's humorous advertising campaigns. We interviewed the famous celebrity and came to know how he entered the field of mobile advertisement, what were the ups and downs and also got an insight to his personal life.

Moreover, for the first time PhoneWorld team interviewed an emerging talent from the world of sports, Zainab and Maryam who are female domestic cricketers of Pakistan who have also represented our country at international level. We discussed how a smartphone affects the life of a sportswoman.

In the Telecom Campaigns, the competition appeared to be a bit tougher as some more international brands just arrived in the Pakistani market.

We tried our level best to keep pace with the changing technological trends of the world and how it is affecting the lives of people across the globe. We have discussed it in different areas of our magazine and we hope that you will find them quite interesting.

Thank you,

Adnan Khan
Managing Editor

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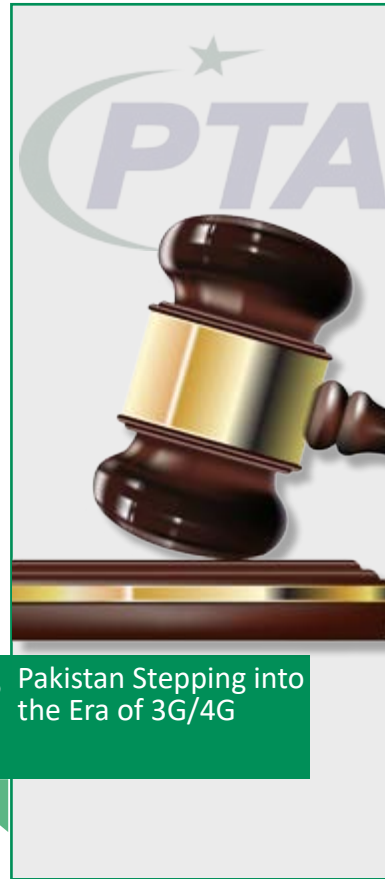
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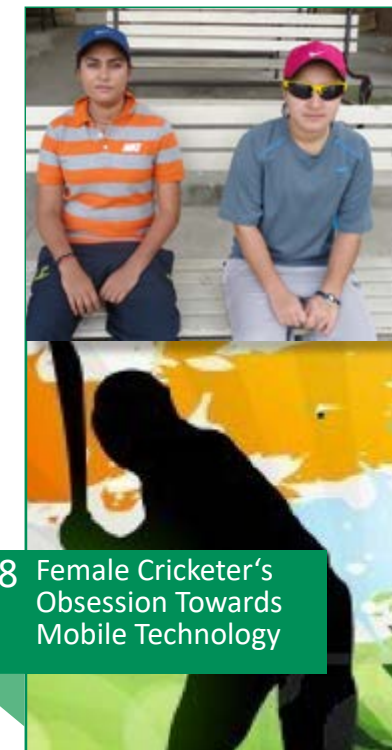
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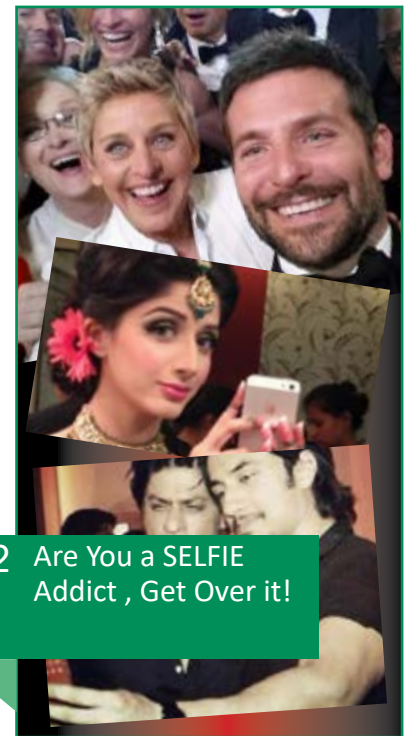
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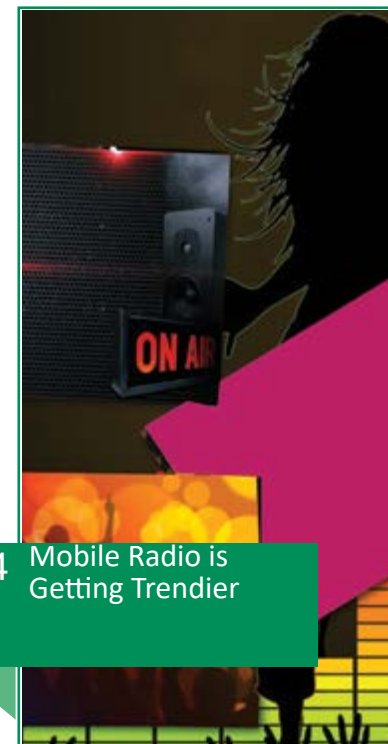
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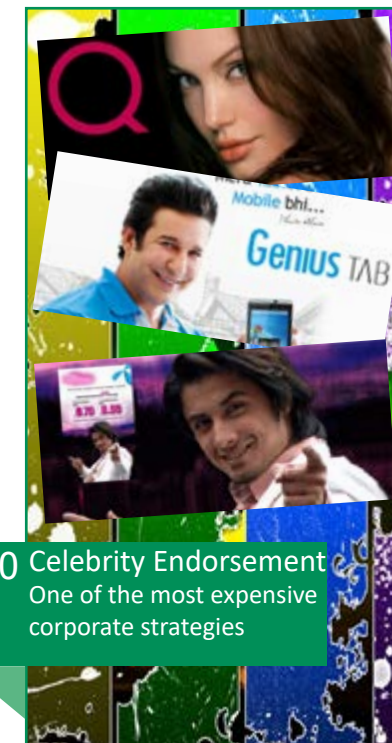
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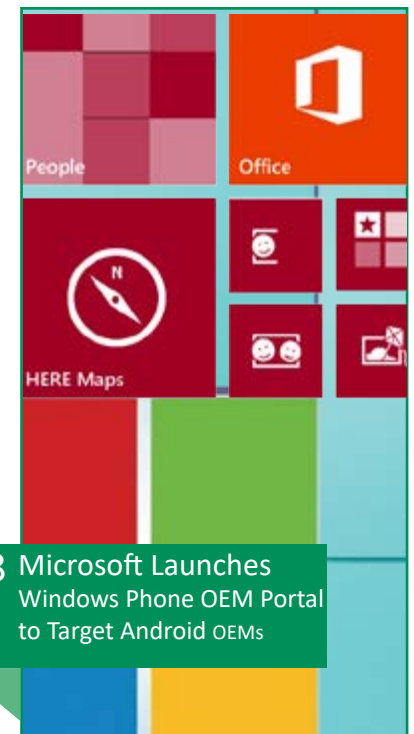
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Pakistan Goes to 3G/4G Auction

Possible Auction Scenarios



New doors of opportunity finally open after a successful 3G/4G

As you read this article a milestone in Pakistan Telecom would have been achieved. The much awaited Next Generation Mobile Spectrum Award (NGMSA) that saw so many ups and down mainly due to sensationalism in the media is finally over. Pakistan's telecommunications and specifically mobile industry holds tremendous potential for growth, investment and development. This is due to the fact that mobile broadband penetration remains very low and there remains great potential for data connectivity not only for people to people, but people to systems and system to systems. Also, on the consumer side just a couple of years back the cost of smartphone handsets

was quite high and only upper and middle class of our country were able to benefit from it. But today, things have changed to a great extent. With the passage of time, technology advancements have made the production of smartphones affordable (3G handsets are available for less than Rs. 3,500) which is one of the major reasons why Pakistan is currently one of the fastest growing mobile market in the world and this will continue to be in the foreseeable future.

There are 134 million active SIMs in Pakistan by January, 2014 as per PTA, which corresponds to a mobile market penetration of 74%. The mobile subscriber base is expected to increase and will surpass 200 million by 2020. More importantly, the broadband

The mobile subscriber base is expected to increase and will surpass 200 million by 2020. More, importantly, the broadband penetration is expected to reach around 50 million by 2020

penetration is expected to reach around 50 million by 2020. All this expansion and developments are expected to materialise if harmonised mobile spectrum is made available on time for the mobile ECO System to grow. The

first of this efforts starts with the current spectrum auction. The auction includes not only 30 MHz spectrum in 2100 MHz frequency which is the most harmonised band for deployment of 3G Technology but also 20 MHz of Spectrum in 1800 MHz that is the most widely used spectrum for 4G/LTE. With this auction Pakistan is all set to further gear up the telecom development in the country. Earlier, PTA also released Information Memorandum which contained all the rules, process, planned timetable and other background information to help prospective applicants and other stakeholders.

The way auction was designed GoP will get in case of base price USD 1.3 Bn (with all slots taken up) and in case of increments of 15% to 45% will get anywhere from USD 1.45 Bn to USD 1.72 Bn

The PTA had set a base price of \$295 million per 10 MHz for 2100 MHz spectrum and \$210 million per 10 MHz for 1800 MHz spectrum. Since, during the sealed bid stage no new comer expressed their interest therefore the 850 MHz spectrum reserved for new comer remains unsold and now will be auctioned at some later date.

As expected, all major existing telecom operators including Mobilink, Zong, Ufone and Telenor are participated in the auction process. Warid also as expected has opted not to join the race (Probably they waited till the end for some miracle to happen) as

the company until recently was on sale. It may be evaluating other opportunity in a possible sale after the NGMSA as some operator may want to consolidate spectrum as well as buy off their existing customer base.

To get a flavour of the outcome of the NGMSA; three major auction scenarios existed whereas for operators these scenario were multifold depending on various factors. We have therefore provided an exhaustive list of these outcomes as a white paper on our website (www.phoneworld.com.pk) as well before the auction.

The outcomes shown in this article and the white paper does not necessarily mean that these scenario were to be entirely true as these were only the calculated probabilities and there remained a lot more probabilities as well.

The Mobile spectrum distributed presently between operators and the one offered under the NGMSA is provided in the table.

which comes to over 84% of spectrum already given out to the mobile industry for the past two and a half decade.

Pakistan will be offering additional 57.38 MHz of Spectrum which comes to over 84% of spectrum already given out to the mobile industry in the last 24 years

Most of the previous spectrum allocated has been in the 900 MHz and 1800 MHz. Those operator such as Telenor & Warid who were late entrant than the other three were allocated lesser spectrum in 900 MHz and were compensated with more spectrum in the 1800 MHz.

However, all of the mobile companies have around 13.6 MHz in total (divided between 900 MHz & 1800 MHz) and some of the

Mobile Spectrum in Pakistan (Pre & Post NGMSA in Mhz)					
FREQUENCY BANDS	850MHz	900MHz	1800MHz	2100MHz	Sub-Total
China Mobile (Zong)		7.6	6		13.6
Mobilink (Vimplecom)		7.6	6		13.6
Telenor		4.8	8.8		13.6
Ufone (Eisalat)		7.6	6		13.6
Warid		4.8	8.8		13.6
NGMSA (New Allocations)	7.38		20	30	57.38
Total	7.4	32.4	55.6	30	125
Mobile Spectrum Allocation in Pakistan (Pre & Post NGMSA)					
FREQUENCY BANDS	850MHz	900MHz	1800MHz	2100MHz	Sub-Total
China Mobile (Zong)		882.5-890.1	1739.7-1745.7		
Mobilink (Vimplecom)		907.3-914.9	1733.7-1739.7		
Telenor		902.5-907.3	1724.9-1733.7		
Ufone (Eisalat)		894.9-902.5	1718.9-1724.9		
Warid		890.1-894.9	1710.1-1718.9		
NGMSA (New Allocations)	824.2- 831.6			1920-1950	

The table shows Pakistan mobile spectrum allocation quantitatively and the exact slot for the existing and the new spectrum that was offered for auction. It is interesting to note that Pakistan has offered additional 57.38 MHz of Spectrum

post auction scenario may see spectrum re-allocation within for newer services. Since, the number of spectrum lots being offered were less than the number of prospective bidders (existing operators i.e. Ufone, Telenor, Mobilink and China

Mobile in Pakistan submitted sealed bids for acquiring the spectrum) therefore the auction went for a second round otherwise it would have stopped at the sealed bid stage and Spectrum given out at base price.

Current political and regulatory regime needs to be appreciated for its openness to the concerns of all stakeholders where most of them have been amicably addressed, the proactive role of operators in the process is also commendable

The following section discusses the pre-auction scenarios assuming that 2100 MHz spectrum will be utilized for 3G and 1800 MHz spectrum will be utilized for LTE/4G. While, the existing and new licenses (in the IM) are technology neutral the rollout obligations, QoS and market dynamic does encourage operators to move in the direction indicated above.

Scenario 1 In this case, the likely scenario to emerge is that three operators will take one lot each of 10 MHz in 2100 MHz spectrum, whereas two operators may take an additional 10 MHz

NGSMA Auction lots – 2014 General Scenario - 1						
Round 1	Round 2	Base Price for 2100 MHz (Mn)	Base Price for 1800 MHz (Mn)	15% Cost Increment (Mn)	30% Cost Increment (Mn)	45% Cost Increment (Mn)
Spectrum: 2100MHz	Spectrum: 1800MHz					
License 1 – 10MHz x 2	License 1: 10 MHz x 2	295	210	559.5	604.5	648.5
License 2 – 10MHz x 2	License 2: 10 MHz x 2	295	210	559.5	604.5	648.5
License 3 – 10MHz x 2		295		339	384	428
Total Cost		885	420	1458	1593	1725

each of the 1800 MHz spectrum. As per PTA's instruction those operators that acquire 10 MHz bandwidth in 2100 MHz spectrum were eligible to apply for 10 MHz bandwidth in 1800 MHz spectrum.

Most important element is the structured manner in which the managers of the current process steered the changes in the IM and the transparency around the same

If the base price of 2100 MHz spectrum were to be increased by increments of 15%, 30% or 45%

NGSMA Auction lots – 2014 Scenario - 2						
Round 1	Round 2	Base Price for 2100 MHz (Mn)	Base Price for 1800 MHz (Mn)	15% Cost Increment (Mn)	30% Cost Increment (Mn)	45% Cost Increment (Mn)
Spectrum: 2100MHz	Spectrum: 1800MHz					
License 1 – 15MHz x 2	License 1: 10 MHz x 2	442.5	210	729.5	795.5	862.5
License 2 – 10MHz x 2	License 2: 10 MHz x 2	295	210	559.5	604.5	648.5
License 3 – 5MHz x 2		147.5		170	192	214
Total Cost		885	420	1459	1592	1725

then the single operator will be paying around USD 339 Mn, USD 383 Mn or USD 428 Mn Dollars respectively.

On the other hand, if the base price for 1800 MHz spectrum is to be increased by 5% then the operator's will be paying around

USD 220 Mn. The price of the licenses for both spectrum occupied by a single operator (2100 MHz and 1800 MHz) may range from USD 505 Mn to USD 648 Mn each (from base price to 45% for 2100 & from base price to 5% for 1800 MHz).

The GoP in case of base price was to get USD 1.3 Bn (with all slots taken up. This holds good for all the other scenarios) and in case of increments shown get anywhere from USD 1.45 Bn to USD 1.72 Bn.

Scenario 2 In this scenario, one operator is presumed taking one lot of 15 MHz in 2100 MHz spectrum, second operator taking a lot of 10 MHz and the remaining 5 MHz to be taken-up by the third operator.

In the case of 1800 MHz spectrum the two operators that have taken 15 MHz & 10 MHz of 2100 MHz

qualifying also take an additional 10 MHz each. However, it was very likely that the incremental increase in this scenario to be much more due to spectrum scarcity being produces by the winning operator for 15 MHz and shall push the upward the prices for all other lots.

If the base price of 2100 MHz spectrum with 15 MHz bandwidth increases by increments of 15%, 30% or 45% then the desired operators will be paying around USD 509 Mn, USD 575 Mn and USD 642 Mn Dollars respectively. For 10 MHz if the price increases to 15%, 30% and 45% then the anticipated operator will pay around 339, 384

and 428 Million Dollars.

For 5 MHz if the price increases to 15%, 30% and 45% then operators will have to pay about 170, 192 and 214 Million Dollars .On the other hand, if the base price for 1800 MHz spectrum increases to 5% then the operators will be paying around USD 220 M.

The price of the licenses for both spectrum occupied by a single operator for 15 MHz spectrum (2100 MHz and 1800 MHz) may range from USD 652 M to USD 862 M each (from base price to 45% for 2100 & from base price to 5% for 1800 MHz). The GoP in case of increments shown could get anywhere from USD 1.45 Bn to USD 1.72 Bn.

Scenario 3 In this scenario, it was assumed that two operators will take one lot of 10 MHz each in 2100 MHz spectrum, while other two operators may take one lot of

NGSMA Auction lots – 2014 Scenario - 3						
Round 1	Round 2	Base Price for 2100 MHz (Mn)	Base Price for 1800 MHz (Mn)	15% Cost Increment (Mn)	30% Cost Increment (Mn)	45% Cost Increment (Mn)
Spectrum: 2100MHz	Spectrum: 1800MHz					
License 1 – 10MHz x 2	License 1: 10 MHz x 2	295	210	559.5	604.5	648.5
License 2 – 10MHz x 2	License 2: 10 MHz x 2	295	210	559.5	604.5	648.5
License 3 – 5MHz x 2		147.5		170	192	214
License 4 – 5MHz x 2		147.5		170	192	214
Total Cost		885	420	1459	1593	1725

5 MHz each. In the case of 1800 MHz spectrum two operators may take an additional 10 MHz each. This scenario enables four operators (with consolidation) to move ahead with 3G & 4G deployments. The affordability of lesser spectrum could enable push the cost of the smallest lot higher because of likely interest by operators for the smaller Spectrum.

If the base price of 2100 MHz

spectrum with 10 MHz bandwidth increases by increments of 15%, 30% or 45% then the operator will be paying around USD 339 Mn, USD 384 Mn or USD 428 Mn Dollars respectively.

For 5 MHz spectrum if the price increases to 15%, 30% and 45% then price will increase about 170, 192 and 214 Million Dollars. On the other hand, if the base price for 1800 MHz spectrum increases to 5% then operators will be paying USD 220.

The price of the licenses for both spectrum occupied by a single operator (2100 MHz and 1800 MHz) may range from USD 505 Mn to USD 648 Mn each (from base price to 45% for 2100 & from base price to 5% for 1800 MHz). The GoP in case of increments shown could get anywhere from USD 1.45 Bn to USD 1.72 Bn.

In terms of money to be generated, the base price for one spectrum of

2X10MHz bandwidth in 2100MHz is 295 Mn USD and for 10MHz bandwidth in 1800 MHz spectrum is 210 Mn USD. The moratorium of 18 Months on the request of the current operators that no new spectrum auction will be held after the NGSMA (except for the spectrum NGSMA unsold spectrum) could go against the interest of the operators, as additional 2100 Mhz even if made available by PTA/FAB could not be

given out to those existing players who loose or want to expand their spectrum.

The moratorium of 18 Months on the request of the current operators that no new spectrum auction will be held after the NGSMA could go against the interest of the operators, as additional 2100 Mhz even if made available by PTA/FAB could not be given out to those existing players who loose or want

The spectrum auction process has been delayed for a very long time due to the controversies raised over the auction process initiated by the last government.

The current political and regulatory regime needs to be appreciated for its openness to the concerns of all stakeholders where most of them have been amicably addressed. The proactive role of operators in the process is also commendable.

This is mainly not the case in most countries around the world. The most important element is the structured manner in which the managers of the current process steered the changes in the IM and the transparency around the same. We however, hope that this shall be good for the entire mobile eco system growth in Pakistan.

Note: Phoneworld has issued two white papers on the auction subject prior to the Auction that can be downloaded for free from its web site www.phoneworld.com.pk

Congratulations Pakistan Winners All

PTA designated 4 lots in 30 MHz in 2100 MHz spectrum and 2 lots of 10 MHz each in 1800 MHz Spectrum

It was a historic day for the Telecom Industry and probably the people of Pakistan. We can all move forward now in the technology domain that we have finally been able to restart the engine that has for years not been operational. While, the Spectrum auction itself was a small step but the change of mindset that follows will enable and be the game changer for the things to come—certainly for good.



Dr Ismail at ZONG booth

While, people at the auction hall on the D-Day termed it a victory for one or two operators but I suppose that everyone was a winner as the



Guests Standing for National Anthem



PTA Chairman Dr Ismail giving opening speech

industry is set to move forward. The clapping for PTA at the auction was more louder for anyone else for completing the auction in a transparent manner but one man that made not only PTA proud but the entire nation was Dr. Ismail Shah—the Chairman himself who lead the process through difficult times. This probably shall be his steepest learning curve.



The concluding Press Conference

Anyhow, the auction is finally over and let's look at the auction result and how it happened. PTA held the most awaited spectrum auction on 23rd April, 2014 after it exercised its full-fledge mock auction on 21st April, 2014. According to PTA, all qualified cellular operators participated in the mock auction to



People paying attention to the bidding process

understand the procedures and rules associated with the auctioning process. The auction hall was setup in Islamabad where civil society, industry experts, PTA officials and media representatives were present to witness the process.

PTA designated 30 MHz bandwidth in 2100 MHz spectrum and 20 MHz bandwidth in 1800 MHz spectrum. The spectrum was divided into two lots of 10 MHz and two lots of 5 MHz for 2100 MHz, while two lots of 10 MHz were reserved for 1800 MHz spectrum.

The operators who submitted their sealed bids (Mobilink, Ufone, Telenor and Zong) took part in the bidding process through live video conferencing from their respective head offices.



Shahzad Khattak and Faisal Khalid managing Ufone Booth

The bidding process was divided into total eight rounds. Starting with the base price, each bid expired after 45 minutes allowing other operators to bid with the higher price in order to become the standard highest bidder (SHB). Mobilink, Zong, Ufone and Telenor actively participated in the auctioning process. The enthusiasm amongst the operators went higher along with higher bids. The prices quoted in each round and the process progressed as follows:

Pakistan NGMSA Auction Round Results (2100 MHz)								
Blocks (2100 MHz band)	Round 1 (in Mn)	Round 2 (in Mn)	Round 3 (in Mn)	Round 4 (in Mn)	Round 5 (in Mn)	Round 6 (in Mn)	Round 7 (in Mn)	Round 8 (in Mn)
A: 2x10 MHz	\$295	\$295	\$300.9	\$306.92	\$306.92	\$306.92	\$306.92	\$306.92
B: 2x5 MHz	\$147.5	\$147.5	\$147.5	\$147.5	\$147.5	\$147.5	\$147.5	\$147.5
C: 2x5 MHz	\$147.5	\$147.5	\$147.5	\$147.5	\$147.5	\$147.5	\$147.5	\$147.5
D: 2x10 MHz	\$295	\$300.9	\$300.9	\$300.9	\$300.9	\$300.9	\$300.9	\$300.9

Round 1

The first round as per the auction rules was for the base prices of all the defined blocks. From round one the bidding process started.

Round 2

In the second round an operator from Lot D increased its bid from \$295 Million to \$300.9 Million for 2x10 MHz, whereas for the other three blocks no operator increased its bid and remained on the same as before.



PTA Chairman at Mobilink's Booth

Round 3

In the round three, an operator from Lot A increased its bid from \$295 Million to \$300.9 Million for 2x10 MHz, whereas the bids of the other blocks remained the same. From this round it became more visible that the demand to occupy 10 MHz bandwidth may increase further.

Round 4 till Round 7

The audience especially the concerned individuals from all the telecom operators seemed to be quiet exuberant on the occasion. The results from 4th till the 7th round remained static as the operators mainly exercised their right of waivers. Sound and healthy discussions took place among different groups present at the auction hall on the possible final results. After the fourth round, it was predicted that if the bids increase with the passage of time the auction could go till the next day. Upon bidders inactivity it was decided that the time for auction will be extended so that the auction could be completed on the same day and the results for both 3G and 4G spectrums will be announced.



PTA Chairman Talking to the media person

Round 8

Finally in Round 8, the results remained the same as they were in Round 7 and that technically completed the formality of the auction. At this point, upon the completion of auction the names of bidder for each lot were to be publically announced for which the audience was anxiously waiting that which telecom operators have acquired what lots.



People waiting for Round 7 Results

The Results

The following results were finally made public in a crowded press conference by Dr. Ismail Shah- Chairman PTA that was attended by Minister Ishaq Dar, Anusha Rehman, Zahid Hamid and other people involved from the PTA:

- >>>> Zong 10MHz block in 2100MHz and 10MHz block in 1800MHz.
- >>>> Mobilink 10MHz block in 2100MHz.
- >>>> Ufone 5MHz block in 2100MHz.
- >>>> Telenor 5MHz block in 1800MHz.

Mobile Spectrum In Pakistan					
Operators	Pre-NGSMA		Post-NGSMA (New Allocations)		Sub-Total
	900 MHz	1800 MHz	2100 MHz	1800 MHz	
Zong (China Mobile)	7.6	6	10	10	33.6
Mobilink (VimbleCom)	7.6	6	10		23.6
Telenor	4.8	8.8	5	-	18.6
Ufone (Etilsalat)	7.6	6	5	-	18.6
Warid	4.8	8.8	-	-	13.6
Total	32.4	35.6	30	20	118

Moreover, the PTA chairman also said that Ufone had submitted a bid in order to acquire a block in the 1800 MHz spectrum but they were not allowed since rules and regulations defined in the "Information Memorandum (IM)" were to be strictly followed. Since Ufone did not attain a 10MHz block in the 2100MHz spectrum so they were not allowed to acquire a place in the 1800MHz spectrum and this shall be auctioned separately as per rules of Government Policy.



PTA Chairman announcing the results

Chairman PTA said, that their prime objective was not to earn significant amount of revenue but to introduce this long awaited technology in Pakistan, which was a very welcome statement from the regulator.

Dr. Ismail Shah not only made PTA proud but the entire nation as well- he lead the process through difficult times

The auction can clearly be termed as a great success where all four operators showed great interest and its transparency and fairness was appreciable. PhoneWorld team interviewed professionals from the industry who were extremely delighted that Pakistan now finds itself on the path leading towards technological advancement. Senior managers from the

telecom companies also said that they will be looking forward for competent human resource to manage this new technology. They were of the view that their companies have a bright future

after adopting this new technology. Moreover, some of these company executives also said that they were putting forward their efforts in making effective marketing strategies in order to increase awareness about this new technology amongst the masses of the country.

Auction was a great success where all four operators got showed keen interest, got spectrum and its transparency and fairness appreciated by all stakeholders

The consultants Value Partners Management Consulting Ltd who drafted the auction design that lead towards the introduction of 3G & 4G technology in Pakistan also expressed their satisfaction on the process and its outcome. They said that they take pride on the fact that their efforts finally paid off and today Pakistan was achieving new heights in ICT services.



Zong Representatives giving demo

They said that the base price was set in such a way that all the telecom operators should actively participate and consumer uptake should get properly ensured. At the same time, they were also delighted to know that the telecom operators had shown great interest in the auctioning process not only towards 2100MHz but also in acquiring the 1800MHz spectrum.

Ishaq Dar, the Federal Minister for Finance appreciated the role of PTA especially the Chairman Dr. Ismail Shah on his untiring efforts for holding



Guests listening attentively to Minister Anusha Rehman

a fully transparent auction. He said that introduction of 3G/4G technology in Pakistan was a long awaited moment and it has finally happened in Pakistan.



FAB, NTC and other guests at opening session

Operators who could not get enough Spectrum should possibly look for the Unsold spectrum in 1800 MHz & 850 MHz in the near future, as this does not fall under the 18 Month moratorium



Phoneworld Team at the Event



By Hunain Zahid Kayani

Impact of Mandatory Pre-paid SIM Registration

Positive Impacts on Society

Access to E-Government Services

In many countries of the world, mobile penetration is very high. In such countries, the registration of SIM users could increase the adoption of mobile E-Government services.



For example, in Egypt, a pilot study on a prototype mobile voting system, it was discovered that the ease of use, usefulness, trust and mobility that the platform offered created a huge positive impact over the citizen's intention to use it.

Opportunities for M-Commerce

Through the registration of users' real names against their SIM cards, many m-Commerce services may get enabled and it will result in improving the economic growth of any country. The users will definitely get engaged with all those

services that are more relevant to their needs and preferences. In Nigeria one of the core objectives for introducing prepaid registration was to enable the operators to create profiles of their users in order to devise plans and strategies to address the needs of various user profiles and vice versa.

Moreover, in Finland though prepaid SIM registration is not mandatory, but three mobile operators have made it optional for customers to register for a mobile signature through which they will become authorized to access various services offered by different third parties including retailers and banks.



While doing so, the three operators formed an agreement of accepting each other's customers' mobile signatures across their networks. It resulted in bringing numerous benefits for users of the three networks as they accessed wider range of services.

Increases Users' Comfort Level

SIM registration makes it easier for registered SIM users to keep their mobile number and port it to any other network when required. In Nigeria, the exercise increased competition between all the operators who from then started making more efforts for improving their overall network quality.

SIM registration makes it easier for registered SIM users to keep their mobile number and port it to any other network when required

Supports Government's Financial Agendas

In the underdeveloped countries, majority of the mobile users use prepaid SIM cards and do not have bank accounts, the mobile money services offered by mobile operators such as EasyPaisa by Telenor Pakistan and M-PESA in Kenya and Tanzania have gained significant importance in the lives of mobile users.

The services provide channels for all registered users to have an access to all traditional retail



financial services including remittances, payments, savings, insurance etc. The prepaid users have to register their SIM with their mobile operator by submitting some personal information including proof of identification so that they can benefit from mobile

money services. According to sources, in June 2012 about 242.2 million transactions were performed by 30 million active users of mobile money services.

Negative Impacts on Society

Loss of Access to Communication

Many socially and economically disadvantaged consumers rely on prepaid SIM cards for access to mobile communications. So poorly drafted rules for SIM registration create a lot of problems for following kinds of customers:

➤ Those individuals who are homeless or live in remote areas of the country.

➤ Who are totally dependent on their respective families and find it impossible to leave their homes in order to undergo the registration process.

➤ The ones who lack awareness regarding the regulations and necessary deadlines.

➤ Those who are completely reluctant to register because of their concerns over possible violation of their privacy or freedom of expression.

Such kinds of people normally do not get access to communications due to inflexible and disproportionate registration rules

Restriction of Consumer's Accessibility

In most parts of the world, people find it quiet convenient to buy prepaid SIM card from any location such as mobile operator's store, retail store, supermarkets, and even through online purchase.

In such case, mandatory registration policies serve as

unnecessary obstacles in the way of widening the range of SIM distribution channels. In this regard, we have a fine example of China where the sale of SIM cards is strictly prohibited in those shops that are not controlled by licensed mobile operators. Moreover, mandatory registration procedures for prepaid SIM cards also create problems for people whose income relies on the sale or distribution of SIM cards and above all the commission on such sales from the mobile operators.

Through mandatory SIM registration policies, user's trust in governments can get lost as they might fear that authorities might abuse the policy, for example to trace the identity of mobile users who post anti-government comments through their Facebook or twitter accounts

Emergence of Black Markets

Although, the purpose of such SIM registration policies is to eliminate crime associated with anonymity of unregistered SIM users, but unfortunately in some countries like Africa the effect of such mandatory regulations is totally opposite. The following are the results of SIM registration policies in such countries.



➤ The criminals import and use active unregistered SIM cards from countries that have no SIM cards.

➤ Black markets are created in stolen phones and SIM cards registered through fraud as it happening in Mexico.

➤ Identity fraud in such countries also leads to wrongful implication for innocent citizens for accused of a criminal offence for example if registered SIM cards fall into wrong hands.

Increase in concerns over privacy and freedom of speech Since the emergence of social media, every individual in this world wishes to get engaged with all kinds of political and decision making processes in order to ensure that the governments are held accountable.



Through mandatory SIM registration policies, user's trust in their governments gets lost as they might fear that authorities abuse the policy, for example to trace the identity of mobile users who post anti-government comments through their Facebook or twitter accounts. For example, in Africa SIM registration was pursued without any proper consultation regarding fair

information and privacy laws.

According to consumer research studies notified by GSMA, unnecessary privacy concerns may also result in user's unwillingness to engage with various valuable mobile services and consumers.

In few countries of the world, mobile operators are required to pay additional fees to the government for verifying each customer's personal identification details against central government database

Cost Burdens on Mobile Operators

Mandatory mobile registration procedures may also create several impacts on the industry. One major factor is the cost since a huge amount of money will be spent on the following:

- Training the staff and retailers on how to register users, what are the acceptable forms of identity and how the process of verification should be carried out?
- Arranging different public awareness campaigns to inform customers about registration procedures and their benefits.
- Ensure that databases of customers are updated,

maintained and secured accurately in accordance with changing conditions.

➤ Verification and storage of user's identity documents.

In few countries of the world, mobile operators are required to pay additional fees to the government for verifying each customer's personal identification details against central government database. For example, in Australia the cost of mandatory prepaid SIM user registration regime to the industry was USD 10 million a year. In October 2013, the Pakistani government proposed that mobile operators should install biometric verification equipment at all of their retail outlets which should be linked to national biometric database. The system has cost the telecom industry around Rs.2.5 billion (USD 24 million).

Conclusion

Many countries of the world are introducing mandatory registration for all prepaid SIM card users with an objective to support law enforcement and counter-terrorism efforts. But till date it has not been proved through evidence that mandatory registration can reduce crime rate to a high extent. Making prepaid SIM registration mandatory for all customers can lead to certain positive and negative impacts. If we take into account of the total positives and negatives, we will discover that mobile users will register willingly in order to access all those mobile services which hold value to them. But at the same time an appropriate mechanism should also be introduced to overcome the negative impacts of mandatory SIM registration.

Do You Know ???

The first cell phone to be used by **James Bond** was an **Ericsson JB988** in **Tomorrow Never Dies** in 1997. The handset contained various fictional extras such as a fingerprint scanner, lock pick, stun gun and remote control for **007's BMW car**



By Rizwana Khan



Nokia X, X+, XL A New Breed of Devices

X signifies the cross over between three worlds: Android apps, Nokia design heritage and Microsoft services. It's a family of affordable smartphones...today we're talking about the first one, but there will be more [in 2014]

The Finnish manufacturer Nokia lost its top position in the mobile market as Google's free Operating System became the biggest mobile software in the world. In order to cope with this situation, Nokia has finally decided to unveil its series of Android smartphones that includes, Nokia X, X+ and Nokia XL. Nokia adopted the same strategy as Amazon has for Android and launched the devices running on a bifurcated version of Android loaded with Microsoft services.

Nokia XL, the biggest of the three new smartphones, has a 5-inch screen, 768MB RAM, 5MP auto-focus camera with LED flash on the back and 2MP front camera

All three devices run on 1 GHz dual-core Snapdragon processor and have dual SIM functionality, access to 3G networks as well as display resolution of 800x480p. Nokia XL, the biggest of the three

new smartphones, has a 5-inch screen, 768MB RAM, 5MP auto-focus camera with LED flash on the back and 2MP front camera. On the other hand, Nokia X and X+ have 4-inch screens and 3MP fixed-focus cameras. Nokia X have 512MB RAM, whereas X+ feature 768MB of RAM. The devices are targeted for the price conscious market segment, and will be available between the price range of 12000-15000 Rupees in Pakistan.

Nokia's customized version of Android OS will not have access to Play store which means that many popular Android apps will still not be available but the good thing is that the users will not only be able to download apps from Nokia's App Store but will also be able to download from third-party stores like Yandex. Another interesting point is that Nokia has preloaded the X, X+ and XL smartphones with exclusive apps like Microsoft's cloud services, OneDrive, Here Maps, Fastlane Multi-tasking solution, Nokia Mix Radio along with usual apps including Facebook, Skype, and BBM etc. Not much innovation

in the design section has been done in the new range which carries over the same mono-body design of Lumia series. The home screen is also heavily influenced by Windows Phone operating system and features Live Tiles.

Nokia's customized version of Android OS will not have access to Play store which means that many popular Android apps will still not be available

According to some analysts a soon-to-be Microsoft-owned company, moving to Android is almost an admission of failure. I personally believe that Nokia should be appreciated for the bold step it has taken as a certain amount of pride must have been swallowed to launch an Android range after rejecting it for so long. Besides, Nokia has released the OS with a personal touch, which differentiates it from the rest of the Android handsets. Although Nokia will have to think out of the box to promote and market its new X-series.

Video Gaming is the new way to mend Mental Health

Video gaming has always been considered as an idle time activity for entertainment purposes only. Most people, especially non-gamers view it as nothing more than a way to kill time or an activity for anti-social adults. Researches across the globe are being conducted to find out how people are suffering from conditions ranging from Posttraumatic stress disorder (PTSD), traumatic brain injuries (TBIs) and depression to Schizophrenia can be treated

through video gaming.

A mental illness is a medical condition that disrupts a person's mental activities and thus affects his feelings, moods and abilities related to daily functioning

Several naturalistic studies have been conducted showing solid evidence that brain-training activity through video-games can make a long lasting difference in the ill and healthy people alike.

A mental illness is a medical condition that disrupts a person's mental activities and thus affecting his feelings, moods and abilities related to daily functioning. Serious mental illnesses include major depression, schizophrenia, bipolar disorder, obsessive compulsive disorder (OCD), panic disorder, posttraumatic stress disorder (PTSD) and borderline personality disorder. The good news about mental illness is that recovery is possible. The new and latest technology has enabled scientists to map the neural fiber pathway to brain and with the use

By Rizwana Khan

of video games, target specific processes and ultimately change the neural circuitry of the brain. The best part about treatment of illness through playing video games is a process that is entirely controlled by the patient.

Several naturalistic studies have been conducted showing solid evidence that brain-training activity through video-games can make a long lasting difference in the ill and healthy people alike

According to a research published recently online on a website Molecular Psychiatry, after two months of playing video games daily, a group of adults experiences an increase in grey matter in brain area that is responsible for spatial navigation, strategic planning, working memory, and motor performance after playing video games daily. The study was conducted in Berlin, Germany on two groups out of which one group played "Super Mario 64". The research leader, Simon Kühn stated,

"While previous studies have shown differences in brain structure of video gamers, the present study can demonstrate the direct causal link between video gaming and a volumetric brain increase. This proves that specific brain regions can be trained by means of video games."

Mental Conditions and their Video Gaming Treatments

There are many medical illnesses that can be treated through video gaming including mental and physical conditions. Tetris is one of the most popular video games of all time that has been found to retrain the brain and improve the vision in the weak eye by making the two eyes cooperate. Dyslexia

is a learning disorder characterized by difficulties in word recognition and reading. Recent studies have found playing action-filled video games can be beneficial to kids with dyslexia. By requiring kids to constantly focus and then quickly shift their attention, these games can help improve visual attention leading to improved reading speed and accuracy.

Post-Traumatic Stress Disorder is an anxiety disorder that can develop after a person is involved with a traumatic event. 3D virtual reality systems (based on games like Full Spectrum Warrior) can expose patients to lifelike simulations of the triggering events that can help patients to move past them.

Autism Spectrum Disorder covers a wide range of neurodevelopmental disorders that can lead to problems with communication, social interactions and behavior. Some therapists have found that playing video games with others in virtual reality environments may aid with social interaction and cure Glossophobia, better known as the fear of public speaking.

We can easily say that smartphone today is the most important and effective gadget for every user

Attention Deficit Hyperactivity Disorder is a neurodevelopmental disorder, commonly diagnosed in children that can make it difficult to focus, reduce impulse control and cause restlessness and hyperactivity. Researchers in Finland are using video games with headsets that measure brain activity to try and retrain the brains of ADHD patients. Using simple games similar to Asteroids, Pong and Angry Birds, the researchers are seeing promising results by tailoring game play to stimulate

certain parts of the brain.

Traumatic Brain Injury is a condition in which an injury to the brain is caused by a blow to head or body. It covers a wide range of injuries from mild to severe which lead to a host of physical and psychological problems. Patients with TBI who followed a program of Xbox/Kinect-based exercises and games, such as skateboarding, significantly improved balance, coordination and stability.

While previous studies have shown differences in brain structure of video gamers, the present study can demonstrate the direct causal link between video gaming and a volumetric brain increase. This proves that specific brain regions can be trained by means of video games

Mental illness encompasses a wide range of disorders, including anxiety, schizophrenia, addiction, and obsessive-compulsiveness, which can cause all sorts of emotional, behavioral and even physical problems. Video games such as Super Mario 64 can actually lead to a volumetric increase in the areas of the brain that control memory formation, strategic planning and fine motor skills, which they theorize could help those with mental illness.

The hope is that gaming can help reduce the dependence on costly medications that often have unpleasant side effects. The advent of smartphones has further facilitated the process making brain stimulating games accessible to everyone. People can now pick from wide variety of games available in application stores and improve their mental health. We can easily say that smartphone today is the most important and effective gadget for every user.



PTA Type Approval

National Security, Identity, Health, Safety, Network Utilization and Consumer interest all make Type approval growing necessity

The need for type approval of mobile phones was felt as more and more cases of misuse of the same especially in terrorist and criminal activities were reported. Each time there is a bomb blast or a dacoit it is attributed to the use of SIM use and mobile gadget. Three main aspects are critical when one talks about the utility of the type approval process.

>>> identity of mobile handset and modules

>>> health, safety and network security issues and

>>> ensuring and authentication of consumer related application

While, all these are important issues, the correct identity of mobile handset is the most important feature of type approval process. It is through discovering the identity of the device that

law enforcement agencies could provide important leads during the investigations. It is for this purpose that PTA mandated the manufacturers and importers to ensure proper IMEI for each handset that is brought into the country. Previously, against a single IMEI there were hundreds and thousands of handsets that could not be traced.

The unwanted radio waves emitted by mobile handsets can create not only a negative impact on the health, safety of human beings but on the mobile network itself as well. Therefore, it is necessary to ensure that mobile handsets available in the market are within the optimum range of standard frequencies and other such specifications. Mobile handsets that fulfill the required quality parameters help the user and communicate properly between the radio interfaces without loading the network unnecessarily.

Lastly, the type approval also protect

the consumer who are not aware if the stated specifications and features are for real i.e. assuring them of the advertised features of the mobile phones. The situation is especially true when it comes to low cost unbranded/local mobiles brands that does not have standard quality or follow the business norms while it is made available in the market. In most of these cases the consumer has to suffer as their complaints are not verifiable. One of the most common cases of under specification or sub-standardization is found in the camera where handset with high resolution cameras is either not upto the mark or get faulty.

The Supreme Court last year hearing the case on lawlessness in the country directed PTA to develop and implement a new type approval process since consumers and variety of mobile phones were increasing day by day in the Pakistani market that brought about all the above

mentioned challenges. Therefore, the Type Approval process along with the IMEI authentication is now made mandatory. This ensures a unique identity for each mobile phone that also helps in warranty claims facilitating the end users.

The law already exists that empowers PTA to implement any such process. Under, the relevant law i.e. the Telecom Act 1996 (section 29), any terminal equipment cannot be directly connected with public network until it is approved by the PTA. All kinds of telecommunication equipment are made available for sale and allowed to connect with a specific telecommunication network only when the "Type Approval" is granted by the PTA.

In order to facilitate the industry the PTA has provided the procedure for type on their web site (www.pta.gov.pk). The following is brief on the type approval procedure if an importer or manufacturer wants to bring mobile devices for distribution and marketing in Pakistan. The process usually takes around 2 weeks to complete, if all documents are complete and in certain cases this is expedited by the PTA for the benefit of the industry:

a) A filled application form that can be downloaded from PTA website (www.pta.gov.pk)

(b) Additional documents, mostly 3rd party lab reports approved by PTA or standardized bodies (details of these reports required are also provided on PTA web site) to support the application for the desired equipment

(c) One Application form is required only for a single model of the same brand. This means three models of a single brand will have three separate applications

(d) Samples are also required for each model to undergo further testing by PTA using their approved testers for cross checking the

device stability in local market

(e) For labeling and marketing, all the manufacturers, importers, dealers, etc. should mention about PTA approval in their advertisements

(f) The ISM band approved for indoor wireless equipment on non-interference basis are 2473.5-2483.5 MHz and from 5.725-5.850 GHz. Any individual will not require spectrum allocation from Frequency Allocation Board if he/she wishes to avail such services for indoor purpose only

Gifted handsets through Courier

The gifted handsets are allowed to enter Pakistan via courier through PTA approval, as well. The receiver has to liaison with the courier for requirements and PTA for getting "Non-Objection Certificate". The courier should provide the receiver with correct set of documents. The receiver will coordinate the documents and requirements between the courier and PTA to get the device. The following documents are usually required from the consignee during the process:

>>> Original Paperwork (D/R - Delivery Order)

>>> Authority letter with instructions to allow the courier service to clear the shipment on your behalf

>>> NTN Certificate (Original in case of First Import)

A request with IMEI and model information of the handset must be sent to the concerned PTA office. The address and complete name of the receiver should also be provided clearly. The NOC that is issued from PTA will address the Customs with the complete NAME and ADDRESS of the receiver. The PTA NOC will enable the individual to clear the handset for personnel usage from customs. Since all couriers have their own set of requirements, so it is always advisable to stay in touch with them during the whole process.

Impact of Type Approval

While, initially there were and will be problems in quick clearance of shipments from ports due to the additional process and especially a lot of shipments were held at ports for want of type approval certificate, which is being addressed by PTA. However, after the implementation of type approval, PTA has received some positive results, as well. These include:

>>> Stoppage of import of mobile handsets that does not have original IMEI or having bulk IMEI

>>> Extensive type approval process has enabled quality products coming to the market place ensuring protection of consumer interest in the Pakistani market

>>> Above all, through type approval smuggling of mobile handsets is being discouraged. It can be totally controlled if the scope is expanded further that shall encourage genuine importers and manufacturers

PTA could improve and further streamline the type approval process through:

>>> Adding more laboratories specially in China from where bulk of imports take place

>>> Add more HR & Technical resources within PTA specially in cities like Lahore and Karachi for early processing of type approval where bulks of these mobile phones are cleared

>>> Partner with 3rd party organizations such as Universities, Technology Companies and R&D laboratories

>>> Establishment and implementation of PTA's Equipment Identity Register (EIR) that shall allow PTA to control access of unauthorized/unapproved devices to mobile networks, deterring smuggled devices, device theft and fraud etc

Faisal Qureshi

Motivated by his passion for writing, acting and creativity, Faisal constantly strives to raise the bar high!

Faisal Qureshi, is the quintessential star of our industry. After 'Teen Bata Teen' & 'Kollege Jeans', he has gone from strength to strength proving that he is here to stay based not only on his acting skills but also for his own talent and creativity.

Over the last few years Faisal has dominated the advertising agency, as his haul of back to back campaigns for Ufone.

PhoneWorld (PW) Team had an exclusive interview with the master-mind behind the successful advertising campaigns of Ufone Faisal Qureshi (FQ), where the actor showed us a more personal side to him. Excerpts from the interview;

PW: We would like to know about your first advertising campaign.

We came up with an idea 'Jo Sunnay Main Ajeeb Lagay Aur Jo Pehle Kabhi Dekha Suna Na Ho'

I took my first ad campaign project when I used to host a show named VJ (Video junction); at that time an advertising agency of Ufone (Interflow) asked me to do some low-budget ads for them and I agreed. They had their own ideas for the campaign but they wanted me to improvise it, so I added a character of 'Salma', which went very well and we received a great feedback. After that, I did a couple of ads for Ufone.

PW: So you are with Ufone since then?



By Kanwal Ayub

Arbab Faisal

FQ: Ummm, Actually no! After doing a couple of advertising projects, Ufone had a change in their entire team and we had a 3-4 year break. After some time, the same team joined Ufone and they again contacted us for their advertising campaigns.

PW: Who contacted you to work with Ufone again?

FQ: Ashar Yaqoob, the now Vice President of Ufone contacted me to join again and after that we planned that we will now take this game to another level. We came up with an idea 'Jo Sunnay Main Ajeeb Lagay Aur Jo Pehle Kabhi Dekha Suna Na Ho'.

PW: How did you convince Ufone team to agree to your 'Sunnay main Ajeeb Lagay' idea?

FQ: For that I will always Thank Ashar Yaqoob for trusting me and having confidence in me. With his support we took our first risk by gambling in the weirdest idea, which CLICKED to the viewers and now we are considered the risk takers.

We took our first risk by gambling in the weirdest idea

PW: If there is any new Ad campaign by any other operator, people use to wait curiously for Ufone's reply through campaign, what is the reason behind it?

FQ: Well, this is because people love humor and we too don't want people to get bored by watching traditional campaigns. We do it just to keep humor alive in our work.

PW: Have you ever faced any issue regarding the ethical issue for your campaigns?

FQ: NO! We never faced such issues and the only reason for that is that we don't want to create any animosity

and people of Pakistan know it very well. We keep things lighter, so that SHUGAL CHALTA RAHAY..

Ahsan is the most talented directors I have ever worked with, he has his own point of view to look at things, which I would like to call 'a director's eye'

PW: We would like to know, who is the master-mind behind the loud and long-lasting creative campaigns?

FQ: Well, this process is divided in to two phases; in phase one, I think and write it down and then the brain storming session is held with Ahsan Rahim in phase two. Ahsan is the most talented directors I have ever worked with, he has his own point of view to look at things, which I would like to call 'a director's eye'.

PW: It has been observed that the cast in Ufone's campaign is always the same, are they all permanent?

FQ: Yes, you can call it a permanent cast, as we intentionally hire the same cast again and again because it keeps things connected. People just don't see it as an ad campaign but they also follow it like a series.

PW: How do you manage to stay focused on the job at hand?

FQ: Fortunately, I am a morning person and I think efficient time management is all that you require for staying focused towards your job.

PW: We all know that 3G will be here soon, is there any new



Rapid Fire

Favorite sports: Gymnastic, I find it interesting

Favorite Food: Biryani

Favorite Car: Every expensive car is good but if we are talking specifically Pakistan then its Honda

Favorite Color: Yellow

Favorite Movie: The Shawshank Redemption

Favorite Music Band: Noori & Strings

Favorite Actress: Katrina, Atiqa Odho and Zeba

plan going on in your mind?
FQ: Honestly, it sounds funny but we don't make such long term plans, our plans are made in days and hours. We sit, then we plan, we decide and we do then we hardly takes 3-4 days.

We keep things lighter, so that SHUGAL CHALTA RAHAY..

PW: People still talk and miss your sitcoms; are there any chances they'll get to see you in a sitcom again?
FQ: Yes off course, people will soon get to see a drama which we have recently completed it in collaboration with Ufone. It is actually the revamped version of "Kollege Jeans".

PW: Have you been contacted by any other telecom operator for working with them?
FQ: I haven't been contacted by a 'Supari wala' and you're talking about telecom operator (his way of creating humor in interview, LOL). Well, on a serious note, I think it's just Ufone that understood us and gave us freedom to show our creativity. That's why we are here, coming up with every new idea now and then.



PW: You are the one who introduced a new marketing strategy in telecom sector and you also set a new course of ambition for new-comers of industry, tell us about some of the problems you saw in doing so?
FQ: Here I would like to say that I have been lucky because whenever you are trying to do something different, you have to see two things i.e. your creativity and the guts your client have. Most of the time, the clients are not ready to take risk and they stick to the traditional strategies that follow the same typical pattern. As I said earlier that Ufone had its confidence in us and the entire team was ready to take risk and ALHAMDULILAH we always stood up to the mark. Ufone was the trend settler and now every telecom operator is coming up with humorous themes.

PW: How do you see social media in today's world?
FQ: I think social media is the most public form of communication now-a-days, it took me quite a time to understand social media. I made a fan page by myself but now I don't update it, there are certain people who update stuff on it.

PW: Everyone remembers their first handset, what was yours?
FQ: Well, my first handset was NOKIA 8800, the one with sliding steel body.

PW: Which cellphone are you using right now?
FQ: Right now I am using Samsung Galaxy S4, which has been gifted by Ufone and before this I was using iphone 4.

PW: You have used both OS, which one do you think is better iOS or android?
FQ: Honestly, I think it's all about what are you use to off, otherwise I would say that iphone is speedy.

PW: What do you consider the most annoying thing about your cellphone?
FQ: All the features it offers, LOL!. There are a lot of apps that I don't want especially these messaging apps. It gives people 100 more ways to disturb you just like WhatsApp and its 'LAST SEEN' feature.

PW: Everyone has their success story, what's yours?
FQ: I am a workaholic individual, my mind is always occupied with plans and stuff. Unlike media persons, I have a habit of getting up early in morning, I am continually up to something and if I am not doing something I am planning of doing it.

Most of the time, the clients are not ready to take risk and they stick to the traditional strategies that follow the same typical pattern

PW: What would have been your alternate profession choice?
FQ: I wanted to become a GD pilot but unfortunately I am color blind, so I turned towards arts field, where I got the freedom of creativity.

PW: A gift you can never say no to?
FQ: Any gift that is re-salable, LOL.

PW: Any message for our readers?
FQ: Be honest, I think there is a dire need of honesty in our society.

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MOBILE RADIO IS GETTING TRENDIER

Live radio transmissions offered by operators

Radio scene in Pakistan has seen several fluctuations since its inception, from AM/FM frequencies to the web radios and from web radios to mobile radios

Once upon a time, before the great world-wide web (WWW); before the sensational TV channels; before the social media emergence (Facebook, twitter, Instagram, etc.), 93% of all people listened to radio every week. This was in 2002 when technological dinosaurs roamed the earth. Today, despite the exponential growth of media options and shiny things, still a large number of people use and love their AM/FM radio.

Listening to radio is hardly a lonely experience; in fact, people explicitly switch on the radio for 'company'

Listening to radio is hardly a lonely experience; in fact, people explicitly switch on the radio for 'company'. Listeners often say it feels like a DJ/RJ is sitting in the same room or car with them. This makes the live radio listening experience a lot more 'real' or 'alive'.

Radio channels introduced by operators' offer a personalized form of entertainment to listeners

Over the years radio scene in Pakistan has been revolutionized and a majority of companies tried to make it trendier over time. This brought the emergence of mobile radio live transmissions by operators in Pakistan. All the mobile operators of Pakistan have introduced their own live

radio transmissions, which soon became a new way of advertising and competing with each other.

Mobile radio transmission concept is now ready to overtake the drama industry

Radio channels introduced by different operators offer a personalized form of entertainment to listeners, where we can observe that how new technologies are changing the way we consume audio content, and even changing the way we think about 'radio'. Radio transmission introduced by these operators offers radio listeners customizable music choice, higher quality audio, friendly RJs, customer profiling, social features, and other exciting benefits.

One thing is sure that people still love listening radio and it is there to stay for a long time no matter what impacts are followed by the society

The content of the mobile radio transmissions includes

- » Morning Shows
- » Health Programs
- » Sports Programs
- » Game shows
- » Drive-time Shows
- » Celebrity interview Shows
- » Poetry Programs
- » Political Program
- » Horror Shows
- » Special Occasion Programs
- » Fashion/Trends Programs

Not only this, but the mobile radio transmission concept is now ready to overtake the Drama industry too. Operators are now moving towards audio dramas, which will help users to listen audio dramas on their cellphones. These audio dramas offer gripping stories featuring famous artists from Pakistan's entertainment industry that are based on rich and exciting stories and famous literature related to youth, social issues,

suspense and many other that engages users. Every week new episodes are aired on the channel and users are notified through an SMS.

These radio transmissions are now moving towards the new comers of industry by introducing them LIVE on radio, having an interview with them, introducing their songs, etc. The underground musicians now have another platform to showcase their talent.

To sum up, radio scene in Pakistan has seen several fluctuations since its inception. From AM/FM frequencies to the web radios and from web radios to mobile radios. Music fans as compared to 80's have transformed themselves according to the prevailing technologies and trends. One thing is for sure, that people still love listening to radio and they are willing to stay for a long time no matter what impacts are followed by the society.



By M. Bilal Abbasi



Imran Rashid



BATTLE FOR THE CAR

Google, Apple and Microsoft has caught light this year after the Google's android based 'Open Automotive Alliance' and Apple's 'CarPlay'. Tech companies are fighting for domination for the in car market

The battle for the car between Google, Apple and Microsoft has caught light this year after the Google's android based 'Open Automotive Alliance' and Apple's 'CarPlay'. Tech companies are fighting for domination for the in-car market.

Car manufacturers are approaching these tech giants and are competing in the run to be the best. Some use multiple platforms, some are pro-Apple while others are using Android based platform for their cars. Microsoft and other companies are also trying to tackle the market with their own technology. In January, Google launched its platform called the Open Automotive Alliance (OAA) that aims to bring the Android platform into cars by 2014, this is not just installing Android from phone into the car but it is made specifically for in-car experience.

The Google's OAA website states that "The Open Automotive Alliance is a group of leading automakers and technology companies that share a vision for making technology in the car safer, more seamless and more intuitive for everyone".

The Google's OAA website states that "The Open Automotive Alliance is a group of leading automakers and technology companies that share a vision for making technology in the car safer, more seamless and more intuitive for everyone"

The concept behind OAA is that it will allow car manufacturers more diversity than many other competing systems, while maintaining cross compatibility. Currently, the OAA is being used by Audi, Honda, General Motors and Hyundai. Nvidia, the chipmaker company is also collaborating with Google which means that there will be a huge clash between the two titans i.e. Google and Apple.

'CarPlay' is the latest move by Apple in the in-car entertainment and information system. It is the latest evolution in Apple's previous car connectivity. With the Apple's previous car connectivity, music was pulled for iPods and iPhones in the car stereos via USB dock connector. The new 'CarPlay' by Apple uses lightning connector, which means it is only compatible with iPhone 5, 5S and 5C, but it allows faster and greater connectivity, which includes the ability to power the navigation

system. This system includes calling, reading, navigating and also making commands via Apple's voice assistant 'Siri'. Apple has announced its new technology in the International Motor Car Show in Geneva in March 2014. Apple also revealed a long list of car manufacturers that will soon be adopting Apple's in-car system, these car manufacturers include, Ferrari, Mercedes-Menz, BMW, General Motors, Hyundai, Ford, Honda etc.



Windows Car Play

Honda, Hyundai and General Motors are working with both Apple and Google to make their cars more user friendly

Honda, Hyundai and General Motors are working with both Apple and Google to make their cars more user friendly. These car makers have equipped their new models of cars compatible with

both Android and iPhone.

Meanwhile, Microsoft has been working on the in-car technology and mobile connectivity since 1998.



Android Car Play

Clarion, the in-car manufacturer and Microsoft released 'AutoPC' which was a joint project between these two companies in 1998. The 'AutoPC' evolved with time into Windows CE for Automotive in 2000 and afterwards was officially renamed as "Windows Embedded Automotice" (WEA) in 2010. Ford, Fiat and Kia are the three companies that are powered by Microsoft's in-car system. Most famous of these three is Ford's often-clunky Sync system, which was launched in 2007, it enables users to control the radio and other in-car entertainment features via voice. Fiat's Blue & Me in-car system connects to a mobile via USB or a Bluetooth and is powered by Microsoft's WEA, it is available in cars like Fiat, Alfa Romeo and Lancia.

It is still unclear that how the new

in-car connectivity will take shape as most of the technology giants are entering the competition. There are certain car manufacturers that are only equipping their cars with the compatibility of iPhones, while others are going for Android smartphones for assistance.

There are certain car manufacturers that are only equipping their cars with the compatibility of iPhones, while others are going for Android smartphones for assistance



Apple Car Play

However, few car manufacturers sit across different platforms, for example Ford currently uses Microsoft systems but also signed up to Apple's CarPlay. Kia uses Android for its current in-car systems, but is also a CarPlay member. Either way 2014 promises to be the most interesting and exciting technology to hit the in-car systems in decades.



Smartphone Review



Haier P867

Haier, the world's leading brand of consumer electronics and appliances has now stepped into the world of smartphones. With its convention to provide its consumers with innovative products, the company has launched its smartphones to join the Android elite. Haier has already launched its 5 smartphones from low end to high end providing the best consumer experience. Haier P867 is one of the most powerful handsets recently launched with the capability of competing with most of the Chinese handsets present in the international market.

With a screen size of 5.5" and QHD display with an impressive design, Haier P867 provides an easy view for content reading and a quality resolution experience. The elegant build quality and the slim physical

measures with powerful specifications makes the phone a solid competitor of different Chinese and other international brands.

P860 has been launched with Android OS version 4.2.2 jelly bean that supports update to the latest version.

This phone is packed with high user performance and multi-tasking capabilities. With a quad core processor of 1.3 GHz and 1 GB RAM, P867 assures powerful user end experience. P867 comes with an internal memory of 4GB supporting micro SD up to 32 GB. A phone with enough internal memory along with android operating system gives a smooth user experience than anything else.

P860 is accompanied with 8MP of primary camera and a secondary VGA camera. It offers various features for the camera's user

interface like HDR, panorama, multi angle picture, face detection, smile detection, voice capture, continuous shot, scene detection and many other basic features that enables user to take picture of whatever choice they like. The image quality of P876 is better than most of the other Chinese brands that offers higher figure than 8MP for the camera but doesn't share a good result for the image quality. The quality of secondary camera is debatable as the trend is now moving towards selfies and giving a VGA camera as secondary doesn't help in entertaining the ongoing trend.

P867 comes with a dual sim capability and this feature adds a positive point to the multitasking capability of this phone. It supports 3G and GSM technology. It is also packed with other features like Bluetooth, Wi-Fi and GPS.



By Faisal Altaf

Technical Specifications

Haier P867 carries with following specs :-

Overview

- **Signal** - GSM 900 / 1800, UMTS 900 / 2100
- **Language Support** - Yes
- **Multi-SIM Support** - Yes
- **Type SIM Support** - Normal
- **Design/Style** - PDA
- **Color** - Black, White
- **OS** - Android v4.2

Hardware

- **CPU** - Quad Core 1.3GHz
- **RAM** - 1 GB
- **Internal Memory** - 4 GB
- **External Memory** - Micro SD, up to 32 GB

Size

- **Size** - 156*77.3*9.6 mm

Display

- **Type Screen Support** - QHD
- **Size screen** - 5.5"
- **Touchscreen** - 5.5", QHD (960x540)
- **Camera** - 8.0 MP AF + Secondary

Data

- **GPRS** - Yes
- **EDGE** - Yes
- **Support 3G** - Yes
- **Wi-Fi** - Wi-Fi 802.11 b/g/n
- **Explorer** - Yes
- **Bluetooth** - Yes, BT3.0+HS
- **Infrared** - No
- **USB** - Yes
- **GPS** - Yes

Features

- **Record** - Yes
- **FM Radio** - Yes
- **Message** - SMS (threaded view),

Other

- **Games and Application** - Gmail, Email, Maps,
- **Music Type File Support** - MP3/WAV/WMA
- **Video Type File Support** - MP4/WMV, AVI, HD
- **Office Application** - Yes
- **Call Recording** - Yes

Battery

- **Type Battery** - 2050 mAh battery

Benchmarking

Benchmark is an application used for testing the performance of any device. It is a comprehensive way to test the CPU performance, memory and graphical performance of your device. Vellamo benchmarking helps in analyzing and evaluating your device ranking. We had used two benchmarking tools to test our P867.

Vellamo Benchmarking

Vellamo HTML5 Chapter is a set of system-level web browsing tests. This test placed p867 at fourth place by giving it 1999 points.



Vellamo Metal

Vellamo Metal Chapter is a set of discrete lower-level benchmarks around the CPU. This series of tests evaluates capabilities such as: CPU performance on integer and floating point operations, memory read/write and peak bandwidth performance, and memory branching speed.

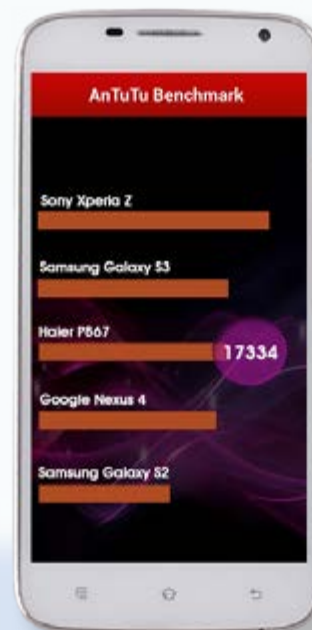
This test placed our device at 11th place by giving it 540 points.



Antutu Benchmarking

Antutu is compound benchmarking application. It includes various comprehensive tests such as "Memory Performance", "CPU Integer Performance", "CPU Floating Point Performance", "2D 3D Graphics Performance", "SD card read-write speed", "Database IO" performance testing.

This application placed P867 at 10th position giving it a score of 17334 in its top 20 Bar chart.



Inside the Box

Haier P867 is a newly released device which is a slim stylish and an inexpensive Quad-Core device.

- Handsetx1
- Batteryx1
- Chargerx1
- Usb cablex1
- User manualx1
- Hard casingx1



Pros

- Large screen enables easy reading and usability of the keypad
- Quad core processor ensures smooth multitasking
- Dual sim dual standby
- High resolution camera 8Mp

Cons

- Inappropriate size to weight ratio
- 2050 mAh is a low figure of battery for such high performance device
- Missing dedicated camera button

Rating

- Features 4.5 out of 5
- Performance 4 out of 5
- Value for money 4 out of 5



- Looks 3.5 out of 5
- User friendly 4 out of 5



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Female Cricketers' Obsession Towards Mobile Technology

Zainab and Maryam are determined Pakistani cricketers who have represented Pakistan at international level. Nowadays, both the players are playing domestic cricket and are passionate to become a part of the National Cricket Team again and bring laurels for their country. Till now we have mainly focused on individuals from the field of showbiz and their interests towards mobile technology. But this time for the sake of change, Phoneworld (PW) Team came across the two young jewels from the world of sports and took their view regarding the current trend of mobile technology.

I personally believe that smartphones have revolutionized the way we socialize and interact with our family and close friends (Maryam)

PW. Which mobile handset you bought first and at what age?

Zainab: I don't exactly remember the year when I bought my first mobile handset but I was doing my graduation at that time and I had bought Nokia.

Maryam: When I was in matric, I had bought my first mobile handset which was of Nokia, had a camera as well and I still remember that it was around 35,000 PKR.

PW. Which mobile phone you are currently using?

Zainab: Presently, I'm using iPhone.

Maryam: I've switched to HTC recently.

I'm not that kind of individual who is obsessed with all kinds of Apps, usually, I roam around the internet to keep myself up to date and subject to instant requirement I use Viber and WhatsApp (Zainab)

PW. What is the best thing that you like about smartphone?

Zainab: The best thing about smartphone is that you don't need to spend extra money in order to buy camera (laughs slightly), as you can take pictures of good quality from your smartphone anywhere when you are spending time with your family or friends. Moreover, in past one has to carry a laptop all the time in order to receive necessary updates like emails but today one can use internet on smartphone in order to fulfill the desired objectives. I'm strongly off the view that smartphones have made our lives much easier than what it was in past.

Maryam: I personally believe that smartphones have revolutionized the way we used to socialize and interact with our family and close friends. With the emergence of different social networking apps such as WhatsApp, Viber, etc.

PW. Which Apps do you normally use on your smartphone?

Zainab: Usually, I surf through the internet to keep myself up to date with all the latest happenings across the globe but the apps that I use the most are Viber and WhatsApp.

Maryam: Well, as I mentioned previously that I like to interact with all of my friends and family members on different social networking websites such as Facebook, WhatsApp, Viber etc. so these are my favourite smartphone Apps.

The best thing about smartphone is this that you don't need to spend extra money in order to buy cameras (Zainab)

PW. Normally, individuals are habitual of checking their mobile phones after waking up early in the morning. How much this habit holds importance in your life keeping in view your professional requirements?

Zainab: In my case it does not usually happen. But sometimes, when my family especially parents are out of the city than I usually do that since they send me messages in order to assure me that they are safe and sound.

Maryam: For me, it holds a lot of importance. Every day, after waking up early in the morning I check WhatsApp in order to read all of the received messages and I simply love doing that.

PW. Any downside to smartphones in your opinion?

Zainab: Not at all.

Maryam: I personally believe that Technology itself can neither be considered good nor bad, all that counts

is how it is utilized. If you are using it for a positive and constructive then there is nothing wrong with that.

PW. After the spot fixing saga, the rules have become more strict and players are not allowed to use mobile phones during a cricket match. Is that true?

Zainab: Yes, it is true. And I would also like to tell you that we are also not allowed to use our mobile phones in camps during practice sessions for any international tournament. In one way it can be considered as a positive decision since one is free from all the unnecessary distractions.

After the spot-fixing saga, we are not allowed to use our mobile phones even in camps during practice sessions for any international tournament in a way it can be considered as a positive decision since one is free from all the unnecessary distractions

PW. What about the communication between the commentators and players which was seen in County Cricket and Big Bash in past, but nowadays the trend also got settled in international T20s?

Zainab: Well, T20 till now has been considered as a pure entertainment game. So, in case of T20 I don't have any objections but yes in Tests and ODIs such concept shouldn't be introduced otherwise it will no more be a pure gentleman's game.

Zainab Khan

Maryam Hassan





By Hunain Zahid Kayani

Celebrity Endorsement

The game of Divas & Dorks

One of the most expensive corporate strategies ever adopted in the history of Pakistan

The world of advertising is complex and always changing. Beside this milieu of constant evolution, marketers are always on a move of try different to promote their product depending up on the target market.

The world of advertising is complex and always changing. Beside this milieu of constant evolution, marketers are always on a move of try different to promote their product depending up on the target market

We've recently found that the attention of Pakistan's local mobile companies is moving towards 'Celebrity endorsement'. Telecom advertising campaigns have started involving well-known celebrities and using their fame in order to promote a specific product/service has become a major trend in the current advertising scenario of the country. Both the local and international mobile brands appear to be adopting the same strategy to increase their brand value and compete with one another i.e. by creating an influence on

the buying behavior of consumer through utilizing celebrity's fame. Celebrity endorsements have proven to be extremely effective in many countries especially in China where the protection and promotion of product through involvement of a famous celebrity in a particular advertising campaign became a traditional practice. People often consider it to be a status symbol to buy some specific product or service if it has been endorsed by some celebrity.

In Pakistan, this trend was set up by the telecom operators, when the multi-talented and popular actor, Ali Zafar was hired as the brand ambassador of "Telenor Talkshawk". From then onwards the audience has seen a vibrant change in advertising strategies adopted by all the telecom operators in the country. Now, not only the local mobile companies but also the international brands have started following the emerging drift of promotion.

Let's first talk about the local mobile brands, where Qmobile is said to be the king for starring not only the highly-paid celebrities but the famous cricketers too. It is also been said that Qmobile has signed almost every cricketer on the board i.e. Misbah-ul-Haq, Umar Akmal, Shahid Afridi, Ahmad Shahzad, Umar Akmal, Saeed Ajmal and Umar Gul.

Being one of the largest local mobile companies of Pakistan, Qmobile has taken the game to another level by approaching Hollywood Stars like Brad Pitt, Julia Roberts and Angelina Jolie to star in the next campaign and now finally the negotiations are in progress with Angelina Jolie for their next advertisement.

The move is being considered as one of the most expensive corporate strategies in the history of Pakistan in order to acquire a place in international market.

Celebrities often get better opportunity and they choose to become the Brand Ambassador of competitor this ends in confusing the consumers and their loyalties go down and drains

GFive joined the league by hiring film stars Babar Ali and Noor Bukhari for its TVC. While following the same strategy as that of QMobile, it has also hired the Bollywood Diva, Zarine Khan for its smartphone campaign.

The international mobile brands are also competing with each other in the same manner. Samsung started off its journey of celebrity endorsements by hiring star Humaima Malik as the brand ambassador of its Samsung

Galaxy Series. Moreover, Josh-The Band also appeared in the Samsung Galaxy Star Pro advertisement. Mahira Khan and Emad Irfani became the brand ambassador of Huawei Ascend G700, which simply gave the impression that the stars' fame especially that of Mahira Khan is being utilized for the brand popularity. Dany after emerging into the Pakistani market hired the legendary Pakistani fast bowler Wasim Akram for its campaign.

The popularity of all local and international mobile brands is becoming dependent on their respective brand ambassadors either belonging to the field of showbiz or sports

Celebrity endorsements can never fall into the category of short-term tactics as they require time and repetition for the association to occur. A celebrity endorsement especially in telecom advertisements has its both positives and negatives.

Appearance of famous celebrities in mobile advertisements creates a huge positive impact on the audience. They see a prominent public figure making use of some specific mobile so that inculcates a thought inside their minds that the mobile will definitely be of some value and so they decide to buy it, thus becoming customers of that brand. Plus, they develop a sense of personal pride in themselves and become more loyal towards their favorite brand.

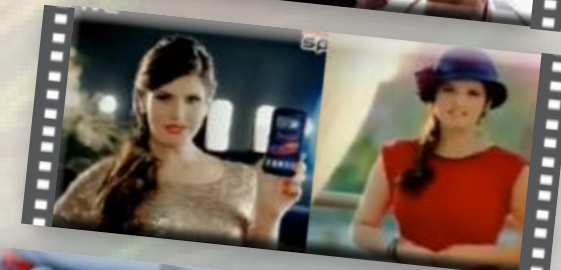
However, celebrity endorsement along with its benefits also has some disadvantages and one major disadvantage from the perspective of audience is

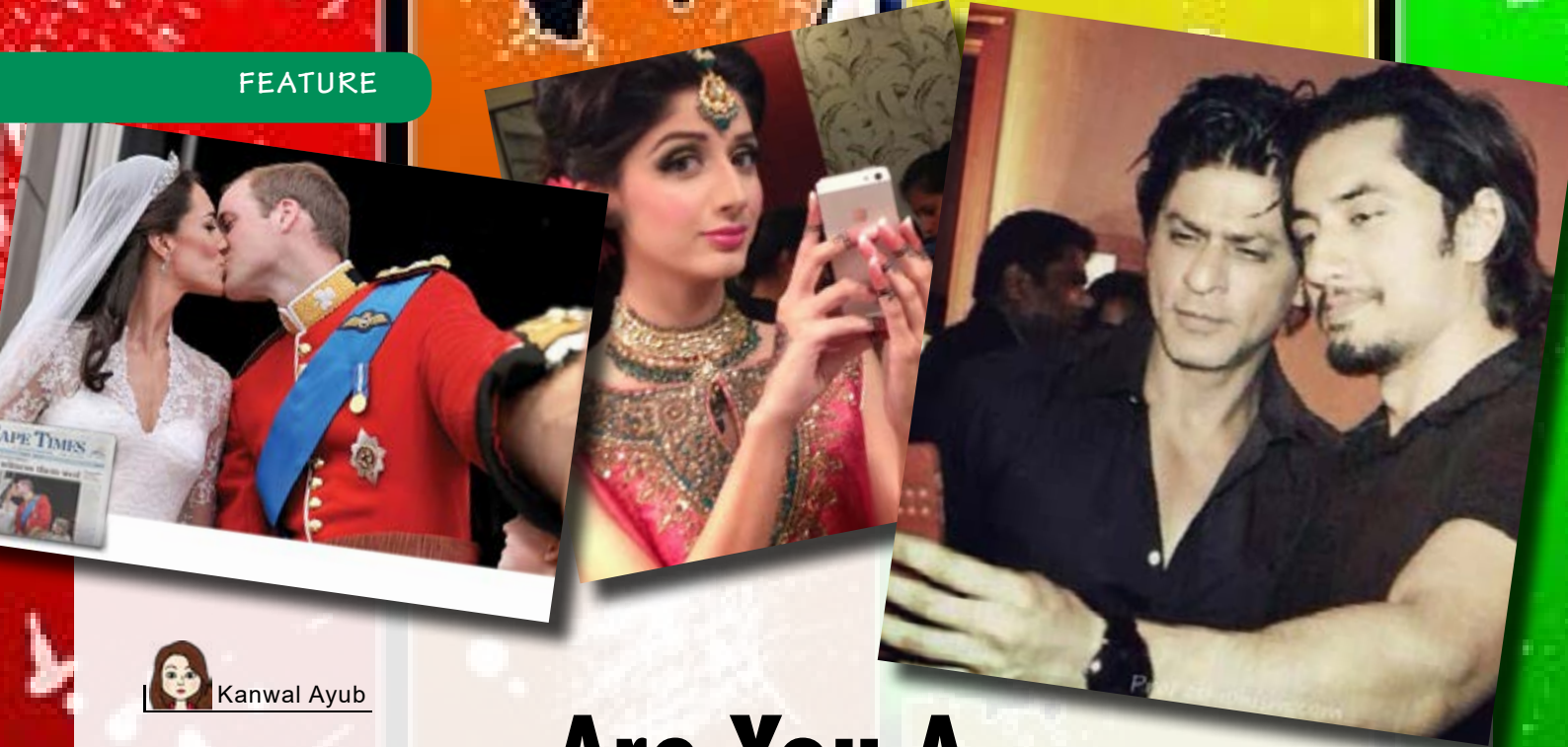
that celebrities often get better opportunity and they choose to become the Brand Ambassador of competitor. This ends in confusing the consumers and their loyalties go down and drains. For example, Ali Zafar shifted from "Telenor Talkshawk" and became the brand ambassador of Mobilink. Similar was the case of Wasim Akram who was the brand ambassador of Mobilink, but now he frequently appears in Ufone advertisements.


Another killing fact about celebrity endorsement is that most of the times consumers focus only on the celebrity and not on the product. For them all what counts is the celebrity's appearance in mobile commercial and not the product. The company might suffer badly from such risk if they do not get the desired results after investing a lot over the celebrity in their advertisements.

The company might suffer badly from such risk if they do not get the desired results after investing a lot over the celebrity in their advertisements

Celebrity endorsements in mobile advertisement campaigns have become a regular practice in today's advertising scenario of our country. With the passage of time, the popularity of all local and international mobile brands is becoming dependent on their respective brand ambassadors either belonging to the field of showbiz or sports.





 Kanwal Ayub

Are You A SELFIE Addict Get Over it!

Facebook, Twitter, Snapchat, WhatsApp, wearable, mobile, the cloud and all the other representative of current changing trends have a great impact on the society today. It's quite easy to get trapped up in tech trend as these are the part of our life now and in many ways, it is our life.

Despite using science and technology to better our lives, we have become the real slaves to technology

Every so often looking at the technology crazes brings unsatisfying and troubling thoughts to us. Despite using science and technology to better our lives, we have become the real slaves to technology.

All these terrible thoughts popped up after when the American Psychiatric Association (APA) officially confirmed that taking 'selfies' is a mental disorder. How can a simple process of taking a

selfie can lead to a mental disorder? This is a point where we need to set out and understand how digital technologies are impacting our behavior.

A selfie is a type of self-portrait photograph, typically taken with a hand-held digital camera or camera phone with a camera held at arm's length or in a mirror.

The disorder of taking selfies is called 'selfitis', and is defined as the obsessive compulsive desire to take photos of one's self and post them on social media as a way to make up for the lack of self-esteem and to fill a gap in intimacy.

Danny Bowman, a selfie addict who took TWO HUNDRED a day - and tried to kill himself when he couldn't take perfect photo.

Despite using science and technology to better our lives, we have become the real slaves to technology

The selfie has swept social media since we started holding our smartphones with camera. Taking selfie became a part of our routine. But bringing it to a level of CRAZE is a gift of year 2012. Selfie craze went on another level when the "Oscar selfie" became the talk of the town. B-town followed the trend too where we could see several group selfies of Bollywood stars.

Danny Bowman, a selfie addict who took TWO HUNDRED a day - and tried to kill himself when he couldn't take perfect photo

Technology trends often emerge and then fade away with the going season and the same case is with the 'SELFIES' trend too. It arises to make it easier for us to capture and share ever smaller and more mundane fragments of our life, in as close to "real time" as possible.

Selfie craze went on another level when the "Oscar selfie" became the talk of the town

Just jumping into trends because they're trendy is OKAY but getting obsessed with it is NOT OKAY. Just like people who take selfies take several photographs until they find their best angle or pose is OKAY, but picking out small details can make people very self-conscious about the tiniest of 'flaws' is NOT OKAY.

All we can say is that if you are a 'selfie addict', then get over it. Because there is currently no cure for the disorder, temporary treatment is available through Cognitive Behavioral Therapy (CBT).



APA said there are three levels of the disorder

1. **Borderline selfitis:** taking photos of one's self at least three times a day but not posting them on social media
2. **Acute selfitis:** taking photos of one's self at least three times a day and posting each of the photos on social media
3. **Borderline selfitis:** taking photos of one's self at least three times a day but not posting them on social media

Smartphone Review



mMOBILE
make you smart...
SPLENDOR P12

MMOBILE the new mobile phone brand introduces its wide range of smart and feature phones in Pakistan. This time we reviewed its recently launched smartphone "SPLENDOR P12". SPLENDOR P12 is a complete package with high quality performance and latest features. With 1.2 GHz Dual Core Processor along with low price rang SPLENDOR P12 enables users to get best of both worlds.

Inside the Box



Splendor P12 is a newly released device which is a slim light weight device. :-

- Handset x 1
- Battery x 1
- Headset x 1
- Charger x 1
- Usb cable x 1
- User manual x 1
- MicroSD x 1



Technical Specifications

MMobile Splendor P12 carries with following specs :-

- **Battery** - 1700 mAh
- **OS** - Android OS 4.2.2 Jelly Bean (Online Up Gradable)
- **Processor** - 1.2 GHz Dual Core Processor
- **Connectivity** - Bluetooth A2DP, USB, WLAN, GPRS, EDGE (Class 12)
- **Display Size** - 4.5 Inches Sensors: Motion, Proximity
- **Display Colour** - Display Colour
- **Display Colour** - IPS Screen, TFT capacitive touchscreen
- **Operating Frequency / Band** - SIM 1: GSM 900/1800, SIM 2: GSM 900/1800
- **Colours** - Black
- **Entertainment** - FM Radio, 3.5mm audio jack, MP4/H.263 player, MP3/WAV/WMA/AAC player, QAPPS, Google Android Market, Facebook, Twitter, YouTube, Games
- **Camera** - 5MP LED Flash, Video, secondary VGA camera
- **Other Features** - GPS, Dual Sim-Dual StandBy
- **Ring Tones** - Downloadable, Polyphonic, MP3, WAV, Wma
- **Messaging** - SMS, MMS

Benchmarking

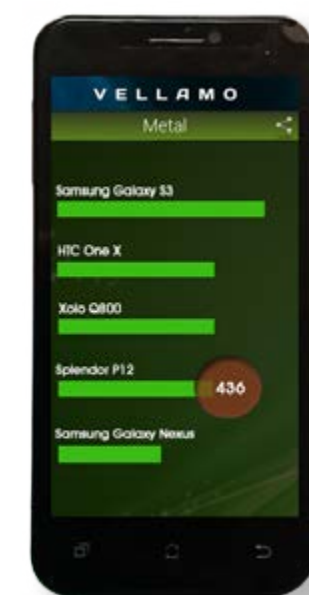
Benchmark is an application used for testing the performance of any device. Vellamo has been used to benchmark and compare SLENDOR P12 with other devices giving us an overview of the device.

Vellamo HTML5

Vellamo HTML5 Chapter is a set of system-level web browsing tests. This test placed SLENDOR P12 at fourth place by giving it 1702 points.

Vellamo Metal

This series of tests evaluates capabilities such as: CPU performance on integer and floating point operations, memory read/write and peak bandwidth performance, and memory branching speed.



Pros

- Large screen enables easy reading and usability of the keypad
- 1.2 GHz Dual Core processor ensures smooth multitasking
- Dual sim dual standby

Cons

- 512 MB RAM is too low
- 1700 mAh is a low figure of battery for such high performance device
- Low resolution secondary camera

TELECOM CAMPAIGNS

By Kanwal Ayub

The advertising campaigns play a very vital role in promoting a brand/product, a truly memorable campaign creates a visceral response – but one bad campaign can ruin all a company has ever earned. PhoneWorld keeps a close eye on the latest ad releases of the telecom industry; Here are the most popular campaigns of the month.

★★★★★

3G License Announcement
Director: Ahsan Rahim
Highlighted Feature:
Ufone announces that it has 3G license now
We congratulate Ufone for 3G License! This latest campaign is designed for the announcement of 3G License. The theme of this campaign looks like one of the previous campaign made for ShahCar Offer but the concept is as new as ever. One of the funniest things in TVC is that, Ayan shows her ID card instead of License, LOL. The creative team of Ufone never ceases to amaze us by the humorous lines at the end of the campaign, which says 'Speed Limit hata do yahan se'.



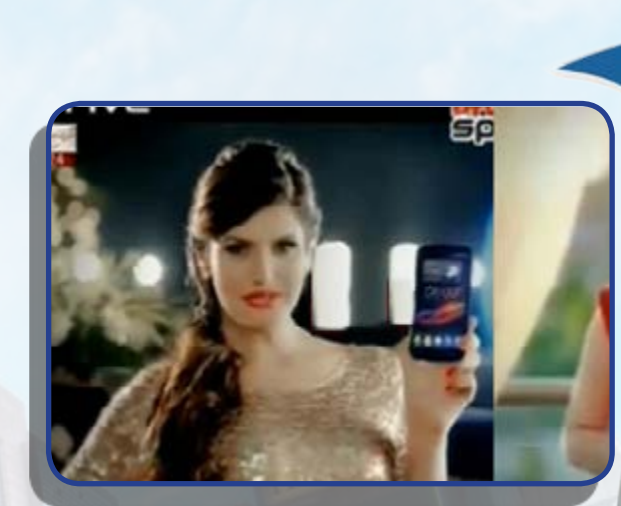
★★★★★

Mobicash
Director: Zaheer-Ud-Din
Highlighted Feature:
Mobicash allows customers to conduct their financial transactions like sending/receiving money in the simplest way
Mobicash TVC 2014 has touched the hearts of 1000s of people living in rural areas of Pakistan by the theme of the campaign. The campaign is pictured on a boy (a villager's son), who is facing financial problems in getting admission but soon his problem was solved when his father transferred him money through 'Mobicash'. The mantra 'Mobicash Zabaan ka Pakka' is now the famous slogan for Mobicash.



★★★★★

3G/4G License Announcement
Highlighted Feature:
A TVC for the announcement of 3G/4G License
We congratulate Zong for 3G/4G license! This TVC is a renewal of a previous corporate campaign. The theme of the campaign is quite soft, where it displayed Zong's journey of moving from one step to another. The TVC features that Zong is the fastest and the fast growing network of Pakistan. Well, no doubt about that because Zong has moved to another level by being the only 4G licensed operator in Pakistan.



★★★★★

President Quad Core
Highlighted Feature:
A TVC starring Zarine Khan for G'FIVE President Quad Core G10
It is very disappointing to see that the mobile companies in Pakistan can spend millions of rupees in starring an international star but cannot put in some money for a good direction. G'FIVE hired Zarine Khan for just saying the lame taglines ever i.e. 'G'Five is the best mobile technology in the world' and 'who says beauty doesn't comes with brains'. It is sad to say that this campaigns is not different from the Qmobile's Z4 TVC, where we could only see Kareena saying 'I NOIR, Do you?'

★★★★★

The Smart Lifestyle Ascend G700
Director: Soheb Akhtar (Artnoir)
Highlighted Feature:
TV commercial to highlights the features of the Huawei Ascend G700
Soheb Akhtar (director) has starred Mahira Khan for the TVC and used an indulgent theme for featuring the specs of Ascend G700 rather than the celebrity. The video of the advertising campaign is very soft, slow and elegant, which makes it boring too because people in Pakistan are now use to of happening and thrilling ads with loud music.



★★★★★

Dany Genius Tab
Director: Mani
Highlighted Feature:
A TVC that features how Dany Genius Tab gives you all in one place
DANY, a company that introduced the first local Tablet PC in Pakistan has come up with an ad campaign with a mantra of being 'Pakistani'. Wasim Akhter is the star face of Dany Tablets and the ad moves around his activities of daily life, where his Genius Tab helps him in number of ways. This is another usual ad but the lines were quite catchy i.e. 'Dunya ghooma hon, Raha bhi hon, magar dil se Pakistani hon'.

LOCAL BRANDS

New Arrivals



Haier W919

OS : Android v4.2
Display: 5.7 inches
CPU: 1.2GHz Quadcore
Camera: 13 MPI
Memory: 8GB, 1 GB RAM



Voice Xtreme X5

OS : Android OS, Jelly Bean 4.2
Display: 5 inches
CPU: 1.7 GHz Octa-Core
Camera: 13 MP
Memory: 16 GB built-in, 2GB RAM

P867 Haier

OS : Android OS, Jelly Bean 4.2
Display: 5.5 inches
CPU: 1.3 GHz Quad Core
Camera: 8 MP
Memory: 4 GB built-in, 1 GB RAM



QMobile Noir Quatro

OS : Android OS, Jelly Bean 4.2
Display: 5 inches
CPU: 1.5 GHz Quad Core
Camera: 13 MP
Memory: 32 GB built-in, 2GB RAM

Voice Xtreme V90

OS : Android OS, Jelly Bean 4.2
Display: 4.7 inches
CPU: 1.5 GHz Quad-Core
Camera: 13 MP
Memory: 16 GB built-in, 2GB RAM



GFive President G10

OS : Android OS, Jelly Bean 4.2
Display: 5.7 inches
CPU: 1.7 GHz Quad-core
Camera: 13 MP
Memory: 32 GB built-in, 1GB RAM

P867 Haier

OS : Android OS, Jelly Bean 4.2
Display: 5.7 inches
CPU: 1.5 GHz Quad Core
Camera: 13 MP
Memory: 16 GB built-in, 1GB RAM

X100

- Dual Sim Dual Standby
- 1.8" TFT QQVGA Screen
- Digital Camera
- MMS/GPRS
- MP3/MP4 Player
- Torch Light
- Video Player / Video Recording
- FM Radio
- Facebook, Twitter
- 950 mAh Battery
- Bluetooth
- Memory Support upto 32 GB
- Call Recording / Auto Call Recording



X102

BIG BATTERY

- Dual Sim Dual Standby
- Friendly User Design
- Soft Keypad
- 1.8" TFT QQVGA Screen
- Digital Camera
- MMS/GPRS
- MP3/MP4 Player
- Facebook, Twitter
- Torch Light
- Video Player / Video Recording
- FM Radio
- 1800 mAh Battery
- 30 Days Standby & 22 hrs talk time*
- Bluetooth
- Memory Support upto 32 GB
- Call Recording / Auto Call Recording



X400

BIG BATTERY

- Dual Sim Dual Standby
- 2.4" TFT QVGA Screen
- Smart Camera
- MMS/GPRS
- Ebook
- MP3/MP4 Player
- Torch Light
- Video Recording / Video Player
- FM Radio
- 1800 mAh Battery
- 30 Days Standby & 22 hrs talk time*
- Bluetooth
- 3.5mm Audio jack
- Memory Support upto 32 GB
- Facebook, Twitter
- Call Recording / Auto Call Recording



X660

ULTRA SLIM Metal Body

- Dual Sim Dual Standby
- 2.4" TFT QVGA Screen
- 1.3 MP Camera
- WAP/MMS/GPRS
- MP3/MP4 Player
- Video Player / Video Recording
- FM Radio
- 1050 mAh Battery
- Bluetooth
- 3.5mm Audio jack
- Memory Support upto 32GB
- Facebook, Twitter
- Call Recording / Auto Call Recording
- 1000 Phone book



X770

ULTRA SLIM Metal Body

- Dual Sim Dual Standby
- 2.8" TFT QVGA Screen
- 1.3 MP Camera
- WAP/MMS/GPRS
- MP3/MP4 Player
- Video Player / Video Recording
- FM Radio
- 1050 mAh Battery
- Bluetooth
- 3.5mm Audio jack
- Memory Support upto 32GB
- Facebook, Twitter
- Call Recording / Auto Call Recording
- 1000 Phone book



SPLENDOR P9

- Powerful Dual Core 1.2Ghz
- ROM/RAM 4GB / 512MB
- Bluetooth High Speed Profile
- 3.5" Screen
- Android 4.2.2 Jelly Bean Upgradable
- GPS / Geo-tagging
- 3.2MP with LED Flash Light
- Front Digital Camera
- 1600 mAh Battery

Dual Core WiFi Up Gradable
 UPGRADABLE



SPLENDOR P12

- Powerful Dual Core 1.2Ghz
- ROM/RAM 4GB / 512MB
- Bluetooth High Speed Profile
- 4.5" FWVGA IPS Screen
- Android 4.2.2 Jelly Bean Upgradable
- GPS / Geo-tagging
- 5.0MP with LED Flash Light
- Front Digital Camera
- 1700 mAh Battery

Dual Core WiFi Up Gradable
 UPGRADABLE



SPLENDOR T20

- Powerful Dual Core 1.0Ghz
- ROM/RAM 4GB / 512MB
- Bluetooth High Speed Profile
- 7.0" WVGA OGS Screen with Capacitive Touch
- GPS / Geo-tagging
- 3000 mAh Battery
- 3.2MP Front Digital Camera
- Android 4.1.2 Jelly Bean Upgradable

Dual Core WiFi Up Gradable
 UPGRADABLE



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CX is the Cloud Service that lets you store and share your content with friends, family and co-workers like never before. With CX you can discover an exceptional user experience and get 10GB of free online storage to play with. Bandwidth is unlimited so start uploading and sharing today.

CX has some unique features like interactive group collaboration, high security with unlimited bandwidth and public and private sharing.

SpiderOak

SpiderOak is a file-sharing service with 2GB free storage that prioritizes security above all else. It features encrypted cloud storage, an encryption key for the user, and two-factor log-in authentication. So while some have said it may not be user-friendly enough for novice users, it should satisfy those who know what they're doing and prioritize security in their cloud storage above all else.

Box and SpiderOak and the only cloud service who provide password protection for files

SugarSync

SugarSync offers a base 5GB of free storage with escalating paid levels of storage. It lets users choose which files they want synced to which devices, and allows for password protection for publicly shared documents. SugarSync application is available in Andoird, Winodws Phone, IOS and Blackerry as well.

Features	Dropbox	One Drive	iCloud	Box	Google Drive	CX	Amazon Cloud Drive	SpiderOak	SugarSync
Free Storage	2GB	7GB	5GB	10GB	15GB	10GB	5GB	2GB	5GB
Download to Mobile	✓	✓	✓	✓	✓	✓	✓	✓	✓
Media Streaming	✓	✓	✓				✓	✓	✓
Password Protected Files				✓				✓	
File Size Limit	10GB	2GB	No Size Limit	250MB	10GB	No Size Limit	2GB	No Size Limit	No Size Limit
File Encryption	✓	✓	✓	✓	✓	✓	✓	✓	✓
Public File Share	✓	✓		✓	✓	✓	✓		✓
Android Client	✓	✓		✓	✓	✓	✓	✓	✓
IOS Client	✓	✓	✓	✓	✓	✓	✓	✓	✓
Windows Phone Client		✓					✓		✓
Blackberry Client	✓								✓

Do You Know

The world's most expensive mobile phone carries a £6.7million price tag. It's a version of the iPhone. The device is made from solid gold, encrusted with 500 diamonds and comes in a platinum box.



Haier

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Smartest Prices

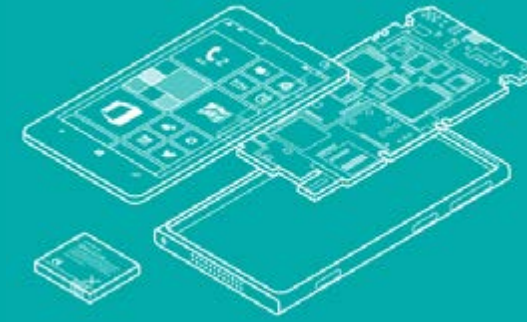


Y-716

Dual Core 1.2Ghz
Android 4.2 Jelly Bean
4" Display
Dual Sim
Camera 5MP
512MB RAM
4 GB ROM

Clair
Haier
Smart Phone
Series

Microsoft Launches Free OS for Smartphones and Tablets Smaller than 9 Inch



Microsoft has launched its long-awaited Universal apps feature, making it easier for developers to port their apps between phones, tablets, and PCs, which will hopefully result in more apps for all platforms

Microsoft has been spinning its wheels for years; especially after it bought Finnish mobile company Nokia. The traction to get a hold in the smartphone market is quite evident from the latest moves made by the company. First Microsoft launched its Android based smartphone series and now the software giant has launched OEM developer portal for Windows Phone platform target Android OEMs.

Microsoft announced its latest strategy of making the software free at the Mobile World Congress this year and finally launched its OEM developer portal at the annual Build Conference 2014 that was held in San Francisco on 2-4 April. From now on the Windows Phone OEM makers will get the operating system for free but it's an

opportunity that can only be availed by the hardware makers who create smartphones and tablets that are smaller than 9 inches.

From now on the Windows Phone OEM makers will get the operating system for free but it's an opportunity that can only be availed by the hardware makers who create smartphones and tablets that are smaller than 9 inches

Tablets that are larger than 9 inches won't be eligible for the free Windows 8.1 OS. By setting the limit for free licensing at less than 9 inches; Microsoft is seeking to protect its revenue stream from laptop Windows licensing. Besides, the amount of

revenues generated by smaller windows-based devices is so low that it incur with this move. But odds are some OEMs might get in the business of making 8.9 inches tablet.

Future Windows Phone makers will also need to have a Qualcomm Reference Design OEM agreement, since all Windows Phone devices are based on Qualcomm processors. Microsoft has a new site, Dev.windowsphone.com dedicated to OEMs and building Windows Phones which guides hardware makers through a well-defined end-to-end process containing all the information needed to design and market hardware. The portal is divided in to four areas containing the information and resources that are needed to successfully create Windows Phone: Learn, Develop, Operate, and Sell.

Learn – explains the development process, platform, and tools available.

Develop – contains information regarding the creation of custom image and mobile operator trials.

Operate – gives a tour from manufacturing into sales and support.

Sell – how Microsoft can help OEMs to market phone.

Future Windows Phone makers will also need to have a Qualcomm Reference Design OEM agreement, since all Windows Phone devices are based on Qualcomm processors

making it easier for developers to port their apps between phones, tablets, and PCs, which will hopefully result in more apps for all platforms.

This move is clearly designed to get Windows installed in more devices, local mobile brands can especially take advantage from this as now they can now bring variation in their hardware but in the operating system as well, without increasing the cost of production

Microsoft has also launched its long-awaited Universal apps feature,

strategies adopted by Microsoft show that it is strongly aiming to get back in to the game.

Microsoft currently has 15 OEM partners for Windows Phone but now that the OEM portal site is launched, more companies will get a chance to register their interest in selling devices that use Microsoft's mobile OS. This move is clearly designed to get Windows installed in more devices, local mobile brands can especially take advantage from this as now they can now not only bring variation in their hardware but in the operating system as well, without increasing the cost of production.

Although Windows Phone OS is still a struggling operating system in the market and its popularity is nothing close to that of its competitors, i.e iOS and Android but the latest strategies adopted by Microsoft show that it is strongly aiming to get back in to the game.



Learn

Develop

Operate

Sell

TOP MUST HAVE FOR APPLICATIONS & GAMES YOUR SMARTPHONE

Live Tv

Use your android device to play live free TV channels. This app consists of a list of seven different TV channels of different countries. Enjoy live streaming for free at anytime from anywhere.

PAKISTANI SOFTWARE DEVELOPER APPLICATION

Rating : 4.5 Price: Free



Send Anywhere (File Transfer)

Anytime! From Anywhere! To Everywhere! File Sharing only with a 6 digit number! A handy app used for file transfer to any device.



Rating : 4.3 Price: Free

Wunderlist - To-do & Task List

Wunderlist is the easiest way to manage and share your daily to-do lists. Whether you're running your own business, planning an overseas adventure or sharing a shopping list with a loved one, Wunderlist is here to help you get things done.



Rating : 4.4 Price: Free



Engineering Calculator

This calculator is recommended for engineering students. Easy to use, this app consists of some basic as well as advance formulas related to electrical engineering students.



PAKISTANI SOFTWARE DEVELOPER APPLICATION

Rating : 4.6 Price: Free

Pudding Monsters Premium

From the makers of Cut the Rope, Pudding Monsters is a deliciously addicting puzzle adventure with wacky characters and innovative stick-'em-together game-play. The Pudding Monsters are on a mission to save their friends from the cold-hearted fridge owner! Growing into an ULTIMATE MEGA MONSTER sounds like the most reliable plan.



Rating : 4.7 Price: Free



Drawing Book for Toddler

This is a fun app for toddlers. A basic app to check your child's drawing skills. You can Draw save and share your creativity.



PAKISTANI SOFTWARE DEVELOPER APPLICATION

Rating : 5 Price: Free

Into the Dead

Into the Dead throws you into the gruesome world of the zombie apocalypse where there are no second chances. Do what you have to in order to stay alive, keep moving as fast as you can, and protect yourself by any means necessary. When the Dead are rising, run!



Rating : 4.3 Price: Free



Battery drain analyzer monitor

Battery drain analyzer keeps you updated about the battery usage of your device on daily bases. You can check the battery usage of any individual application.



Rating : 4.1 Price: Free

B1 Free Archiver zip rar unzip

B1 Free Archiver is an application to unzip and unrar archives and extract original set of files. B1 can open .zip, .rar, .b1, as well as 34 other formats.



Rating : 4.5 Price: Free



Photo Grid - Collage Maker

Making collage of your photo gallery was never too easy. With PhotoGrid you can make your photos collection into amazing collage. Photo Grid's simple interface and outstanding menu of pre-designed grids make it the best collage app on the market.



Rating : 4.6 Price: Free

Swype Keyboard

Swype is all about YOU. Whether you're a fast tapper, exact typer or a Swype Ninja, get ready for a better, faster keyboard experience that gets smarter the more you use it. Swype pays attention to the way you input text and creates a personal language model that follows you from device to device. Swype - the world's most powerful keyboard.



Rating : 4.2 Price: 4.36 \$



Football Chairman

Build your own football empire! Build a football club from scratch, starting as a tiny non-league team, and see if you can make it through seven divisions to the very top.



Rating : 4.6 Price: 5.43 \$

Mystery of the Lost Temples

Deep within the Amazon jungle strange lights have been reported in the night sky. Maybe it's just a tropical storm - or maybe it's something else? As an expert in unusual weather it's your job to find out...



Rating : 4.2 Price: 1.30 \$



QuizUp

The world's largest trivia game is finally available on Android! Go head to head with over 200,000 questions in over 400 topics, ranging from your favorite TV shows and books to sports and music. New topics are added every week so QuizUp will surely test your knowledge while keeping you entertained for hours on end!



Rating : 4.4 Price: Free

which 1 would YOU like to CHOOSE ?

Samsung Galaxy S5



OS: Android OS, v4.4.2 (KitKat)
Chipset: Qualcomm Snapdragon 801
CPU: Quad-core 2.5 GHz
Camera: 16 MP, autofocus, LED flash
Memory: 16/32 GB, 2 GB RAM



Sony Xperia Z2



OS: Android OS, v4.4.2 (KitKat)
Chipset: Qualcomm Snapdragon 801
CPU: Quad-core 2.3 GHz
Camera: 20.7 MP, autofocus, LED flash
Memory: 16 GB, 3 GB RAM



Samsung Galaxy Grand 2



OS: Android OS, v4.3 (Jelly Bean)
Chipset: Qualcomm Snapdragon 400
CPU: Quad-core 1.2 GHz
Camera: 8 MP, autofocus, LED flash
Memory: 8 GB, 1.5 GB RAM



HTC One (M8)



OS: Android OS, v4.4.2 (KitKat)
Chipset: Qualcomm Snapdragon 801
CPU: Quad-core 2.3 GHz
Camera: Dual 4 MP, autofocus, Dual LED flash
Memory: 16/32 GB, 2 GB RAM



Samsung Galaxy Note 3 Neo Duos



OS: Android OS, v4.3 (Jelly Bean)
Chipset: Qualcomm Snapdragon
CPU: Quad-core 1.6 GHz
Camera: 8 MP, autofocus, LED flash
Memory: 16 GB, 2 GB RAM



Sony Xperia Z1 Compact



OS: Android OS, v4.3 (Jelly Bean)
Chipset: Qualcomm Snapdragon 800
CPU: Quad-core 2.2 GHz
Camera: 20 MP, autofocus, LED flash
Memory: 16 GB, 2 GB RAM



Huawei Ascend D1



OS: Android OS, v4.0 (Ice Cream Sandwich)
Chipset: TI OMAP 4460
CPU: Dual-core 1.5 GHz
Camera: 8 MP, autofocus, LED flash
Memory: 8 GB, 1 GB RAM

Huawei Ascend P7



OS: Android OS, v4.4.2 (KitKat)
Chipset: Qualcomm Snapdragon 800
CPU: Quad-core 1.6 GHz
Camera: 13 MP, autofocus, LED flash
Memory: 16 GB, 2 GB RAM



Nokia X



OS: Android OS, v4.1.2 (Jelly Bean)
Chipset: Qualcomm Snapdragon S4 Play
CPU: Dual-core 1 GHz
Camera: 3.15 MP
Memory: 4 GB, 512 MB RAM



Nokia XL



OS: Android OS, v4.4 (KitKat)
Chipset: Qualcomm Snapdragon S4 Play
CPU: Dual-core 1 GHz
Camera: 5 MP, autofocus, LED flash
Memory: 4 GB, 768 MB RAM



AIK NAYA ANDAAZ

SMS has been on the increase in all circles of Pakistan, despite of illiteracy limitations and low command over English language, a new language style of Romanized Urdu is getting popularity and people have found the way to communicate with their family and friends using

The creation of first telephone in 1876 introduced a new way of communication between two parties sitting at long distances. And after the emergence of smartphones, the change was both enormous and rapid. Mobile usage has changed the culture all around the world, and we have not been spared as well.

From simple chatters to delicate political and economic issues, all are going through one or the other Cellular Network. The use of Mobile Phones has been pertinent in both the young and mature population of the world. With 114m mobile subscribers, Pakistan is ranked as 8th largest mobile consumer country of the world, leaving behind countries like Germany (rank-9th), Italy (rank-12), United Kingdom (rank-15th) and France (rank-19th).

Romanized Urdu has been in use in the Indo-Pak sub-continent since the early 60's. Many Urdu/Hindi films also promoted Romanized Urdu

In the country where the cost of everything is increasing day in and day out, only the Mobile Calls rates are getting cheaper.

In the past, it has been a great discussion about the introduction of new Licenses for 3G and 4G Networks in Pakistan, more on the usage of data services by the local community. It has been debated for long that what percentage of the population will eventually get

benefited from the introduction of high speed data services and internet connectivity. Leaving the discussion open, I would like to take the discussion to a new direction.

The SMS has been on the increase in all circles in Pakistan. Despite of illiteracy limitations and low command over English language, a new language style of Romanized Urdu is getting popularity. People with limited education have found the way to communicate with their family and friends using Romanized Urdu. Now we are accustomed to SMS saying:

» KIYA HAAL HAIN?
(How are you doing?)

» KIDHER HO?
(Where are you?)

» MAIN 4 BAJAY TAK
A JAON GA
(I will come at 4 o'clock)

» CAL KARAIN
(Call me)

(These are actual texts from the English Illiterate people like, servants, tea-boy, and driver)

These texts vary from few words to full Jokes and Viral Advertisements. And people have managed to accept and adapt the Romanized Urdu. Popular Social Networking websites like Facebook and Twitter have shown increasing usage of Romanized Urdu by the Pakistani users.

The new discussion would probably be the transformation of Urdu from its Nasta'liq script to the Romanized form. Languages, such as Filipino and Malay are written in Latin Script. And worth to mention,

the transformation of Turkish Language from Arabic-Persian script to Latin script.

Romanized Urdu has been in use in the Indo-Pak sub-continent since the early 60's. Many Urdu/Hindi films also promoted Romanized Urdu. The idea of Romanized Urdu surfaced at the government level during the reign of General Ayub Khan.

Google has developed a Transliterate webpage which is created solely for this purpose that one can write the Romanized Urdu and the tool transliterates it into Nasta'liq Urdu script
www.google.com/transliterate/urdu

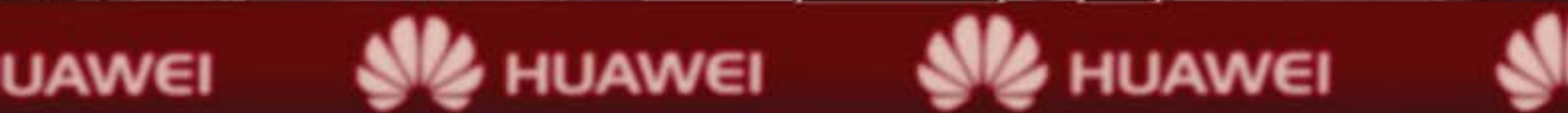
In today's world, the social networking sites and chatting softwares are proving to be the underground lab for Romanized Urdu. It is common to encounter Romanized Urdu words and phrases even from the most English Literate friends on MSN, Skype and Google Talk. Google has developed a Transliterate webpage which is created solely for this purpose that one can write the Romanized Urdu and translate into Nasta'liq Urdu script by utilizing the tool features.
www.google.com/transliterate/urdu

Little has been done to develop Urdu (with its Nasta'liq Script) in to the modern gadgetry including mobile phones, laptop keyboards and localized applications on computer. Hence the adaptation of Romanized Urdu has become a way-forward and a blessing for the people of Pakistan, who are willing to share and access the world.



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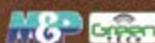


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