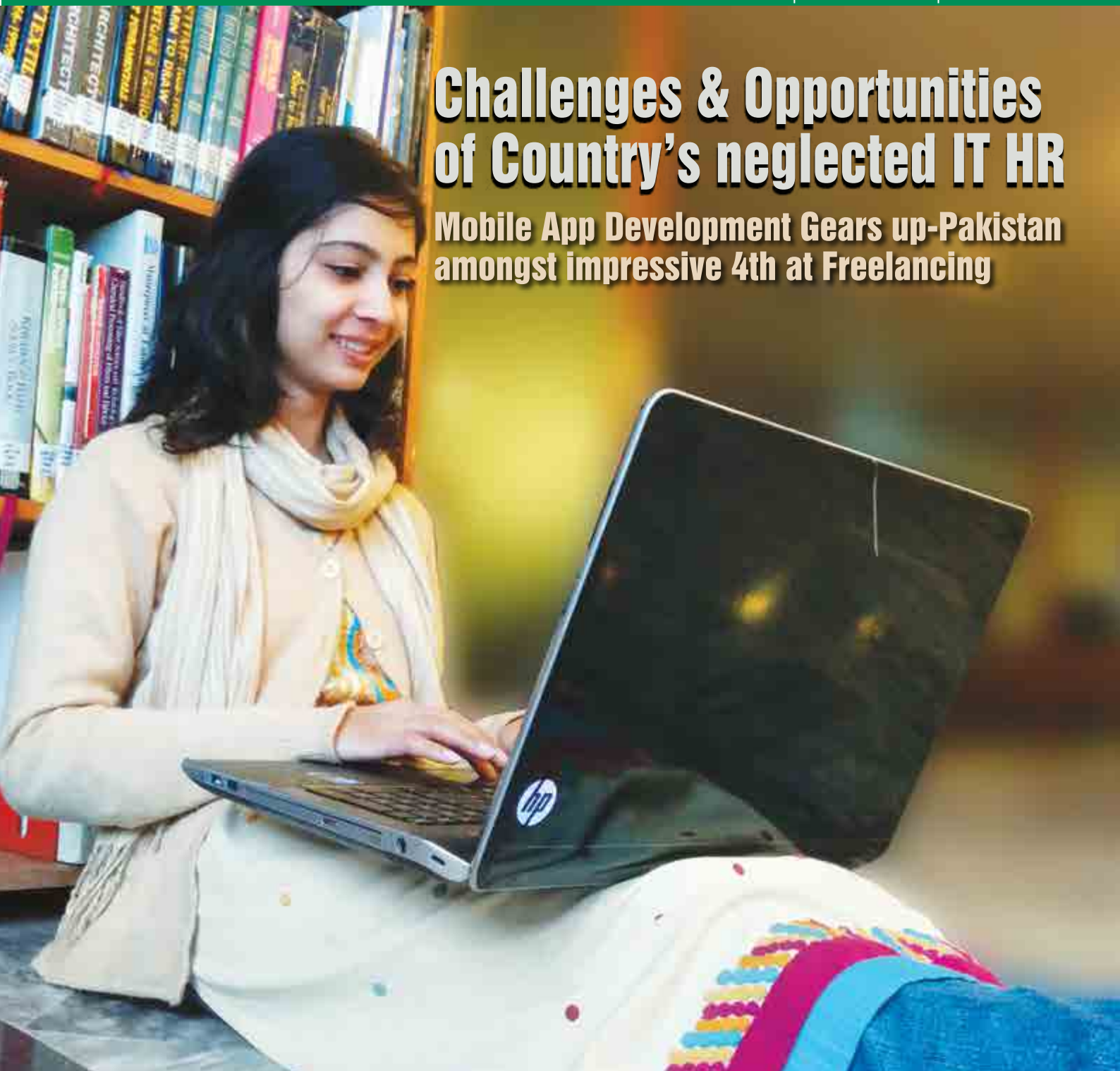


Challenges & Opportunities of Country's neglected IT HR

Mobile App Development Gears up-Pakistan
amongst impressive 4th at Freelancing



Traffic Challan

Using Android Phones
E-Challan is the
New Pick of Mobile
millennium



Pakistan after 3G

An insight to country's
future social &
economic condition



Exclusive Celebrity Interview

Zara Sheikh

A Curious Amalgam of
Showbiz & Technology

Haier

Inspired Living

Smart Phones,
Smarter Features,
Smartest Prices



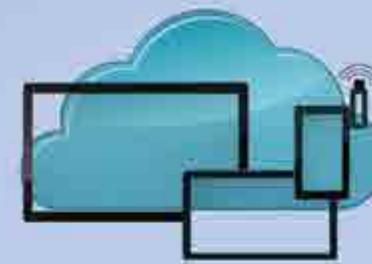
UAN: (042) 11-11-42437

WEB: www.haier.com

www.facebook.com/haierpakistan



Clair
Haier
Smart Phone
Series



Smart Devices

All you need in a small world

Dongles, Smartphones,
Phablets & Tablets



Delivering **Smart Devices**
to **Smart People**



AIRLINK COMMUNICATION

Download AirLink AR Applications from google
App Store

Scan the logo for
AR Advertisement!



AR App Powered by
PUREPUSH
ON THE GO

MAKE IT
POSSIBLE

The Smart Lifestyle

HUAWEI Ascend G700



Super Fast Quad-Core 1.2GHz Processor | 2 GB RAM & 8 GB ROM

Ultra Large 5.0" HD IPS Screen | Android 4.2 Jellybean

8.0 MP BSI Camera | Dual Sim



Huawei Official Partner
1 Year Warranty by



facebook.com/HuaweiPakistan



Adnan Khan
Managing Editor

Dear Readers,

So, finally you've grabbed the Seventh Edition of PhoneWorld Magazine and about to explore the world of latest mobile technological trends being adopted by both the industry and the public at present.

Presently, our country is facing huge challenges as far as the human resource for our ICT industry is concerned. Many individuals especially belonging to the rural areas never succeed in finding a position for themselves in the ICT industry after graduation which results in creating a state of hopelessness amongst the youth of our country. Our featured article "Pakistan's IT Human Resource" highlights all such issues and also discusses its necessary solutions.

As Pakistan is about to auction 3G and 4G licenses by April this year, therefore we decided to discuss the fruits which 3G will bring with itself, thus benefiting the people of our country in many ways. The new concept of traffic challan using android phones has received critical appreciation from the public since their comfort level has increased to a higher extent. Every individual in this world loves to spend some leisure time, our article "Smartphone your perfect source of leisure" will take you into the wondrous world of entertainment mobile apps which you would love to download. Ever since its creation, "Bitsrips" has been the most popular app all over the social media and has received an epic response from all the app lovers across the globe. United mobile took a positive step by introducing Octa-Core in Pakistan, the fastest processor ever for the entire technical savvy customer.

Moreover, we also discussed the upcoming trends of mobile industry which will be witnessed this year by the public. In our last magazine, we discussed the need of cyber-crime law in Pakistan and so in this edition we have explained all the new cyber-crime laws which are about to be promulgated in the country soon. "Smartphone market share" throws a light on the current competition between various brands of the country.

In the celebrity corner, this time we came across Zara Sheikh, who recently became the brand ambassador of M-Mobile and we discovered her fascination towards technology which you would definitely find interesting.

In this edition, we take pride in being the country's first magazine to publish an augmented reality enabled advertisement. In this regard, "AIRLINK Communication" is the first brand to be advertised and so we also invite the other companies to improve their brand value by advertising through such latest technology.

We hope that all the areas that have been covered in this edition will definitely capture your interest and you'll definitely find them to be quiet informative.

Thank you,
Adnan Khan
Managing Editor

Feedback
info@phoneworld.com.pk
www.phoneworld.com.pk

PHONE WORLD

Khalid Khan
Publisher & Editor in Chief

Adnan Khan
Marketing Head & Managing Editor

**Kanwal Ayub,
Rizwana Khan**
Associate Editors

Agha Mehdi
Bureau Chief Lahore

**Imran Rashid
Muneeb Javed**
Technical Consultants

**Hunain Zahid Kayani
M. Bilal Abbasi**
Sub Editor

Nasrullah Shah
Bureau Chief Quetta

Arbab Faisal Khan
Assistant Marketing Manager Karachi

Mufti Mohsin Rehman
Consultant

Bushra Mushtaq Khan
Graphics Designer

Fayaz Ahmad Khan
Webmaster

Advisory Board

Farhad Afridi
Government and Regulatory Affairs

Muhammad Idress
President Karachi Electric Dealers Association

Baber Mehmood
Chairman Khidmat Group Lahore

Shabir Labba
President Anjuman-e-Tajran Electronics
Hall Road Lahore

Sajid Butt
Chairman Rawalpindi Mobile Association

Asad Khan
President Islamabad Mobile Association

Fayaz Butt
President Alkhidmad Group Hafeez Traders Welfare
League Lahore

Hidyat Ullah
President Mobile Traders Association, Falak Sair
Plaza, Peshawar

Printed at: Gul Awan Printers Islamabad
Declaration No: 1196/2(124)/Press2011

Contents

National & Regulatory

- 8 Pakistan IT Human Resource
- 12 Pakistan after 3G
- 16 Traffic Challan using Android Phones
- 40 Voice Vs Qmobile
- 45 The First Octa Core in Pakistan

International

- 18 Trends That will Revolutionize the Technology Industry in 2014
- 27 From The Ashes of Nokia Emerges Jolla
- 54 The GSM Association

Feature

- 46 Bitstrips an App All Over the Social Media

Infocus

- 24 Shayaan Tahir, The guy who changed the way of Shopping

Celebrity Corner

- 36 Zara Sheikh, *Celebrity Exclusive interview*

Telecom Campaigns

- 50 Ads of the Month

Phone Review

- 42 Huawei Ascend G700

App World

- 52 Applications & Games for your smartphone

Wishlist

- 56 Which Phone would you like to choose ?

Kids Corner

- 49 Kids Corner

20 New Laws Ready to Hit Cybercrimes in Pakistan

22 Mobile Market Share in Pakistan

24 Shayaan Tahir
The guy who changed the way of Shopping in Pakistan

28 Breakthrough in Achieving High Speed Data Using LED Light Bulbs

30 Think Before you Tweet

32 Smartphone Your Perfect Leisure Partner

36 Zara Shiekh
A Curious Amalgam of Showbiz & Technology

56 The GSMA Association

PHONE WORLD

For Advertisement / Article Contact

Marketing Department

Adnan Khan 0345-5957155

Agha Mehdi 0322-8433364

Office : 051-2609339

sales@phoneworld.com.pk

Find us online:

Phoneworld

www.phoneworld.com.pk

 [phoneworldmag](https://www.facebook.com/phoneworldmag)

 [phoneworldpk](https://twitter.com/phoneworldpk)

Pakistan IT Human Resource

Saga of a Neglected Opportunity



30,000 IT Graduates enter the IT Industry that has just an appetite for adjusting 2,000-3,000 graduates/year in different positions of the industry

his son will become a graduate. He is going to become a computer engineer and will be a Baboo soon-one couldn't help notice the shine in his eyes and smile on the face. Sadly, after the six months of his son's graduation he could neither find any job nor even an internship. All the companies said that they don't have job and even if they had they did not select him because he was a fresh graduate, "where do I get him a job and where should I get him the experience if they don't keep him"; the old man sobbingly exclaims. One couldn't help notice the tears that Tajbar held back and could roll down anytime and voice that was shaking.

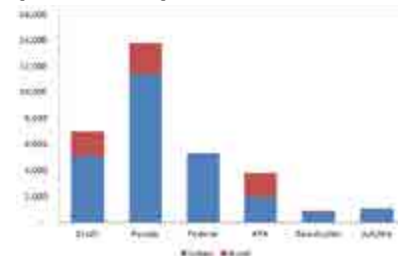
While, my heart was sad to hear him but moreso seeing the state of unemployment in the country I couldn't help thinking of how many other countless Tajbar Khan's exist in all areas of the country especially in the rural areas? This situation forced me to address this issue or atleast see the magnitude of it for the IT Sector by going deeply into why's and how's of each and every aspect and reach to some conclusion that could avoid hopelessness and despair.

Sitting in my small office and deeply involved in sad thoughts, I could not take my mind off the old man who left an hour back. The grey bearded Tajbar Khan, who had worked all his life to break the shackles of poverty. He led a very simple life through small means of income putting in untiring efforts towards educating his children. Unlike most people of our villages who would put their children to help them with farming, he was the odd one to make a good living off his own and above all supporting his children for their education. His eldest and the only son was sent to Peshawar the nearest town for higher studies whereas his two younger sisters could only study till high school at the village to be married soon. Tajbar used to dream and would not proudly talk about it that his days are going to change when

The first important aspect was to discover the magnitude of problem which is affecting the lives of many individual quiet seriously.

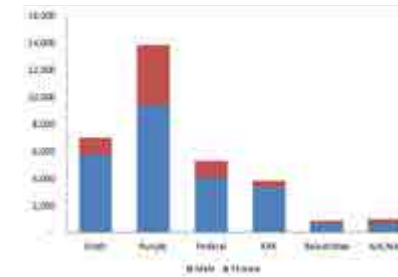
The Challenge

In the higher education channel of Pakistan, currently we have about 95,000 IT students at any given time. Nearly one third of these students complete their studies every year to enter the industry i.e. we are talking about 30,000 ICT graduates per year and the details in terms of region are given in the figure.



Ironically, when these 30,000 individuals enter the professional world, they come to discover that the whole country has just an appetite of being adjusting 2,000-3,000 graduates per year in different positions of the industry. Although it is increasing but that increase is just an incremental value rather than a logarithmic increase in the country's ICT infrastructure. The situation appears to remain the same way in

the years to come and may even get more complex until and unless the Government and more importantly the Industry and Academia do not take drastic steps to solve this issue.



While, lack of jobs is one, a bigger challenge that exists is the rural-urban and gender divide. The entire Pakistan or over 95% of the entire ICT industry is centered on three cities that are Karachi, Lahore and Islamabad.

Ironically, we have more than 85% of our entire population besides these metro cities, whereas, the other cities have anywhere from very little and almost non-existent IT industry which can provide any job or skill enhancement opportunities. Therefore, as more and more people graduate they tend to remain in these bigger cities and this concentration of the IT sector creates multiple problems for the IT ECO-System to grow.

A closer look of the IT HR reveals that Sindh produces around 7,000 ICT graduates of which 2000 are from rural areas and 1000 are women. In the province of Punjab which has 57% of the total population of Pakistan, the situation is even worse where 14,000 graduates enter the market every year of which 11,500 are from Lahore and Rawalpindi alone. The rest 2,500 are from lesser metro cities such as Multan, Faisalabad, Gujranwala etc. the women strength is a bit better that has over 30% population amongst the graduates. Due to the unavailability of the ICT industry, even metro cities like Multan are to be considered as rural areas as most of the professionals of such districts

usually do not find a job in their home cities. In the KPK a little less than 4000 graduate that are 50% in Peshawar, however, the gender situation for graduating students are alarmingly very lopsided with less than 10% of them women graduates. Islamabad, the Federal Capital of Pakistan with a small population of over 2 million produces more IT graduates than two provinces of Pakistan put together i.e. KPK & Baluchistan. As one would expect the Urban-Rural and Gender situation for IT graduates is worst for Baluchistan and AJK/NA for reasons known to almost everyone.

While, lack of jobs is one, a bigger challenge that exists is the rural-urban and gender divide. 95% of the entire ICT industry is centered around 3 cities of Karachi, Lahore and Islamabad that makes the situation more complicated

All the facts mentioned above makes one to shiver thinking of the possibility about these youngsters waiting in the pipeline be accommodated in the industry-not to mention those who are already out there looking for opportunities. To talk of few halfhearted attempts the Government's Software Export Board (PSEB) took an initiative of a countrywide internship program for all such graduates but it did not prove to be that much effective as one would expect from a government run organization. Apart from that, the Punjab Information Technology Board (PITB) also established its



incubation center at Arfa Karim Software Technology Park, Lahore with the name of "Plan 9" to be run by professionals from the industry but it has yet to scale-up its program to address a challenge of such a large magnitude. The yearly target to incubate 20-25 ideas that could only produce around 100 IT jobs is far from sufficient. Although every drop matters and it is already too late too little but the government really needs to scale out on its IT initiatives both at the federal and provincial levels. There is dire need to have a Plan-9 and PSEB like



internship in at least all sub-metro cities- if it can't reach the suburban/ rural areas.

Realizing this, some private sector professionals have also started their own initiatives, one being an incubation program by the name of Purepush by Central Asian Cellular Forum- that provides trainings,



mentoring and commercialization of applications by fresh IT graduates for the mobile industry. The sponsors of the program believe that over 6 Billion Mobiles that is still growing exponentially presents an open and huge opportunity that will outclass all platforms and markets. The incubation program started at IQRA University a couple of years back with whatever little resources put in by these professional, has now being scaled out to Abasyn University and IAC Group.

The program funded from internal sources is finding some success after initial hiccups. In addition to preparing around a little over two hundred graduates for the industry, some of the applications made commercial have not only made it to the top ten on the Android store but it also had profound effect on



the lives of the people such as a blood pressure measuring app.

Few halfhearted and ill planned attempts by the Government and other stakeholders to tackle such humongous challenges make one to shiver of the impending danger and potential losses

They program is now being scaled up further to go into sub metro towns with the help of the industry and other interested academia partners. But this is again just another drop and far from sufficient. There is serious need to have hundreds of these programs both from the Government and the Industry.

The situation at times seems to be hopeless and getting out of hand, if not already, as such a huge amount of talent is being wasted. Parents kill their appetite to save some money for their children's education, the children burn the midnight oil in order to make their

parents' dreams come true but sadly all this does not realize into dream fulfilled. Such a situation



serves as wake-up call for everyone and it is necessary that both the government and the industry including the academia should now start realizing the true potential of all the unemployed graduates in general and IT Graduates in Particular and start taking some appropriate steps at grass root level in order to make this country a divine land of opportunities.

Opportunities Unlimited: The Silver lining

Somehow, I always feel that brain drain phenomenon cannot happen in Pakistan. Almost, everyone that I knew in my professional career flew out of country to look for greener pastures in the last two decades but then there were more talented and amazing people to replace them.



The story of IT is no different- we have an unlimited pool of IT human resource that is probably the most important and costly raw material to the growing global IT industry



in the world. Some individuals and companies in Pakistan have already started to take charge by free lancing and it was a relief to find that Pakistan today is at an impressive number four at E-lance just behind US, India and Ukraine only when it came to providing freelancers in the world.

Despite all odds the fact that Pakistan stood at an impressive number 4 at Elance and is increasing by 70% in providing freelancers just behind US, India and Ukraine proves the existing and rising entrepreneurial skills of the Pakistani IT graduates in the world

E-lance is a social website which earns USD 285 billion from across the globe to utilize their skills and make a sound living while working at their homes as freelancers. According to the global online report published by them, it adds up 1.1

million freelancers on yearly basis. Moreover, they posted 1.2 million jobs in the industry and 441K new businesses joining them in a year.

They are growing by the day. This is all made possible by the fact that the world's most used app stores and other such entities have made excellent dashboards and processes that only take less than 5 minutes to enter into an agreement

and you can start business with them. In Pakistan, if you would like to do a business of mobile app with the mobile operators it would take anywhere from 6 to 12 months and that too if you are "Friend & Family". Anyhow, it is amazing that at Elance, Pakistan stands at a proud 4th position amongst all the countries. This simply reflects the height of passion and enthusiasm of our able IT youth that given an opportunity they can do wonders, even if they do not succeed in making waves of success in the local industry. They still utilize their potential by working as freelancers from the comfort of their homes- a fruit for thought for the policy makers and the industry the potential it holds for the women employment and empowerment in Pakistan.

Pakistan has shown 60-70% growth in the area of freelancing. This can also bridge the urban-rural divide issue, if we can promote this in the country. We need to encourage by providing funding opportunities, technical assistance, automating process, ensure transparency in government initiatives and create awareness amongst government, industry and academia so that most of our graduates get accommodated and earn handsome amount of money (not to mentioned increasing the much needed inward foreign exchange remittance for the country) in order to make a good living.

Moving Forward

While, we discussed the challenges and the opportunities, it would be quite unwise not to provide some fruit for thought on how to move forward or put forward some recommendation although not really very conclusive but will surely help in understanding what needs to be done. A couple of areas could be:

➤ Market Oriented Approach

The first action is for the academia as there is a huge gap between the industry requirement and what

the academia produces. It takes almost 6 to 12 months for a fresh IT graduate to tune themselves and prepare for being absorbed into the industry.



Through collaborative efforts of Government, Academia and the Industry we can cash upon the humongous opportunities that the Global IT industry presents, and can also improve the image of Pakistan

This not only requires adequate provisioning of infrastructure facilities and relevant curriculum, which the institute provides but a lot of responsibility rests on the faculty to provide the students' the knowledge of market oriented technologies, processes and in building entrepreneurial ideas and skills. They also need to establish relationship with the industry in the shape of business advisory group so that the gap between the two can be reduced.

➤ Scaling-Up

Since, the magnitude of the human resource graduating is in excess of 30K/year (not to mention the ones



already graduated), showcasing few initiatives are not going to work. We should now go beyond the PR exercises; there is a need to scale up the initiatives in all directions-whether it is educating, training, incubation, reaching out to rural areas and women, free lancing or going for deep down development. Every bit of effort will need to be roped in and will have to be counted for such mass scale rehabilitation of the sector.

➤ Government & Industry Initiatives

In addition to scaling up the Government needs to make business environment friendly for the IT sector. In addition to tax incentives it needs to speak with application stores like Google etc., to allow paid accounts, make mandatory for the local mobile operators to establish platforms and dash board so that local developers can provide/sell their applications and services.



This shall allow opening up of new avenues for further development and at the same time help the mobile operators raise their ARPU levels and value proposition.

The need of the hour is to give special attention towards this issue for which the government, industry, academia and more importantly the public needs to play its due role. Through collaborative efforts we can cash upon the humongous opportunities that the Global IT industry presents and that could very well improve the image of Pakistan as well, reaching new heights in tomorrow's digital era.

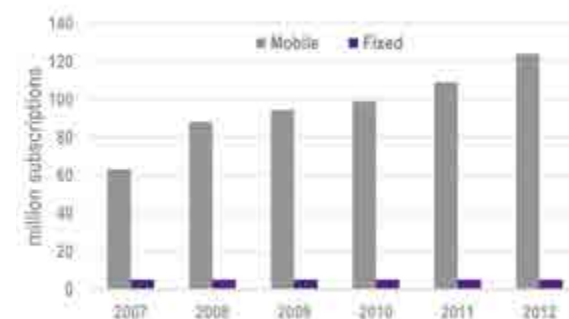


Pakistan after 3G

An insight to country's future social & economic conditions

Pakistan today finds itself at a stage where many opportunities and capabilities appear to be limited for different businesses across the country. One of the major obstacles existing in the way of our country's social and economic progress is the unavailability of broadband services which hold the ability to exchange large amounts of data resulting in countless social and economic benefits. Utilizing latest technological standards for improving a country's social welfare has been a subject of interest for many technology evangelists across the globe. Countries have been contributing towards their economic growth and job creation through broadband infrastructure and services. In today's

Figure 1: Number of fixed and mobile subscriptions in Pakistan



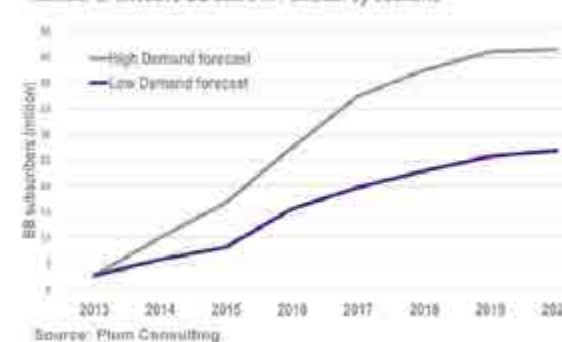
Source: PTA

world, especially in a country like Pakistan (with limited fixed communication networks), the utilization of broadband services for economic improvisation must be considered as one of the top most priorities of policy makers.

3G is expected to introduce more efficiency in different business processes thus benefiting all of the country's entrepreneurs to a greater extent

Ever since the news came into lime light that 3G will be introduced in Pakistan in the first quarter of 2014, many discussions on both the electronic and print media started regarding the technical issues and how the auction process would be carried out. But so far it has not been discussed in much detail that how 3G is going to improve our country's overall social and economic condition. This time while sitting with my laptop in front of me and consumed in deep thoughts about what should I be writing regarding 3G and Pakistan for the 7th issue of Phone World magazine, I finally decided to discuss the fruits which 3G will bring with itself leading towards the improvement of social & economic condition of our country.

Number of effective BG users in Pakistan by scenario



Source: Plum Consulting

Economic Benefits

The following are some of the economic benefits that we can get from 3G technology:

Improvements in Firm Productivity

3G is expected to introduce more efficiency in different business processes thus benefiting all of the country's entrepreneurs to a greater extent. Apart

from that, the supply chain management processes in companies are also subjected to improvement. And above all, the cost of accessing suppliers/wholesale markets is going to decrease since the interaction and coordination among the market agents will improve greatly.

Geographic Reach of Markets will Extend

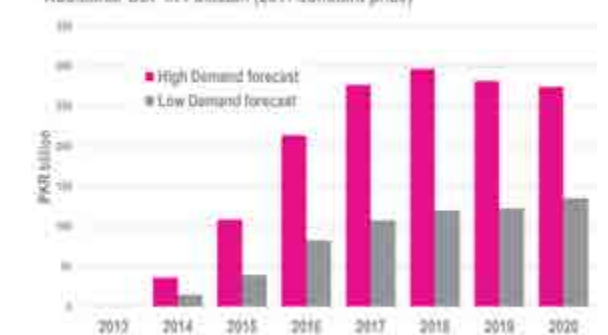
Wider access to all customers will be enabled as e-commerce will be facilitated through 3G; and so new methods for delivering products and services will initiate.

As in Indonesia between 2006 and 2011, e-commerce grew by 56% annually on average. Moreover, with the availability of mobile broadband opportunities opened up for online retail transactions beyond Jakarta, one relatively new entrant into the Indonesian e-commerce market, Rakuten reported that its sales outside Jakarta rose from 10% to 45% of total sales between June 2011 and November 2012.

Opportunities for Employment

Keeping in view, the present condition of unemployment in our country, after introduction of 3G technology in Pakistan, greater job opportunities will be created in the IT & Telecom sector not only for the professional degree holders but also for the technical/vocational staff.

Additional GDP in Pakistan (2011 constant price)



Source: Plum Consulting

Lower Barriers to Entry

3G will reduce financial and reputational barriers to trade online (especially for Small and Medium Enterprises - SMEs), provide access to web tools and applications which will make it easier for businesses to develop a web presence.

Increase in government revenues

Through 3G there would be a significant increase in taxes paid by all sectors of economy and so it would result in increasing the revenues of our government.



Room for Innovation

After 3G, the need will be felt to develop new business models based on e-commerce and in some cases eliminating need for intermediaries. Apart from that, the delivery of education, health and various government activities will also be carried out in quiet different approaches.

Through 3G there would be a significant amount of increase in taxes paid by all sectors of economy and so it would result in increasing the revenues of our government

Socio-economic Benefits

It is pertinent to mention that the socio-economic benefits which the nation would witness in the post 3G period are truly incomparable ranging from health to education and government sector. Keeping in view the present socio-economic situation of the country, primarily 3G will enhance the provision of various services on the basis of two key areas:

- By reducing the high costs of delivery.
- Improving the overall service availability to a very high extent.

Moreover, various IT resources including file storage, software, databases, etc. will be easily

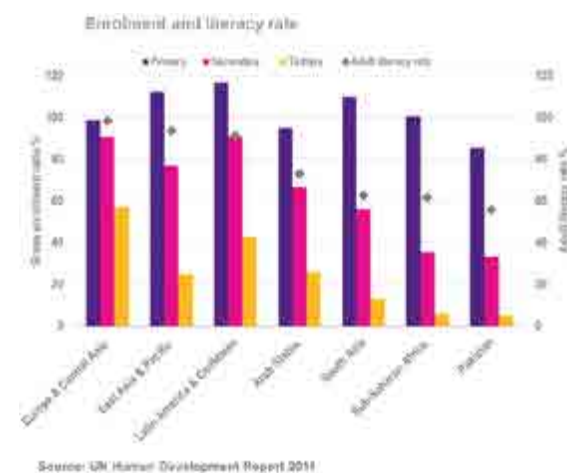
made accessible (either through a web-browser or a mobile phone) by utilizing cloud based services mainly for our education and health sector whose resources already reside on the internet. Apart from the education and health sector, our entrepreneurs managing their small and medium size businesses are also going to benefit a lot since the need for IT staff and hardware would get reduced to a certain extent thus decreasing their overall costs.

Government will also be able to benefit from 3G by raising the productivity of all departments and improving the overall quality of services which will help in strengthening their processes

According to UN broadband commission, women have less access to the internet as compared to men even in the developed countries so through 3G the women of our country would benefit from having access to health and educational resources and also means of generating income by working at their homes.

Education & Research

After introducing 3G, internet will improve education by supporting remote communication and delivery of teaching as well as training materials. This will prove



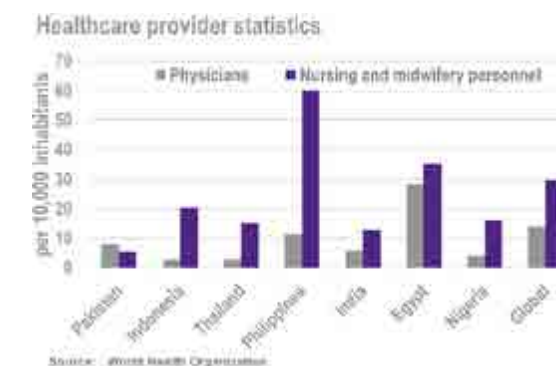
to be an effective solution to serious educational problems such as lack of teachers, facilities and resources.

The students in the rural areas will be able to easily access online learning materials via laptops or mobile phones i.e. going beyond classroom learning. The broadband internet will also improve the quality of education by providing ample learning opportunities through various online services and applications. Due to unavailability of 3G technology, Pakistan is left far behind in making classroom lectures available online in the rural areas. Now, Pakistan needs to close this gap with the rest of the world.

After introducing 3G, internet will improve education by supporting remote communication and delivery of teaching as well as training materials

Healthcare & Medicine

Unfortunately, the people of our country have a life expectancy of 65.4 years and the child mortality rate is of 87 per 1,000 lives according to UN human development report of 2011.



There are also fewer health care service providers per capita, especially physicians, in Pakistan compared to the global average.



Interesting Fact ...

The most common use for a mobile is neither calling nor texting but checking the time. This has prompted concerns texting will bring about the death of the wristwatch

Though technology cannot serve as a perfect substitute for doctors, nurses and health care workers but it can improve the overall productivity and reach of different services. It has been estimated that through 3G technology, the use of telemedicine can save costs between 10% and 20%. The scope can also be expanded to different areas like visual tele-monitoring and emergency room consultations. With high speed data communications, the patients of our remote areas will be facilitated through tele-consultation with medical experts who have access to their electronic medical history.

Increase in Government Activities

3G along with supporting various sorts of businesses across the country, will also be able to benefit Pakistani Government in multiple ways by:

- Raising the productivity and efficiency of government departments.
- Widening the availability and improving the overall quality of services.
- Strengthening government processes.

Through 3G, the nation will witness a huge positive change in the country especially in terms of economy and social welfare

Conclusion

The facts mentioned above just give an insight to the social and economic condition of our country after the introduction of 3G technology. The benefits can be countless, many of which we cannot predict at this stage. But we can draw the necessary conclusion that the nation will be witnessing a huge positive change in the country especially in terms of economy and social welfare.

 By Kanwal Ayub

Traffic Challan using Android Phones

E-Challan is the New Pick of Mobile millennium

Best part of this new system is its compatibility with Credit/Debit cards, by these citizens will be allowed to pay the fine on spot and get their license back. Plus, with the deployment of E-challan system, the individual log of violations against each driver can be easily maintained

The landscape of mobile technology is a fast paced changing world. We can easily forecast that the dramatic rise of smartphones usage isn't going to slow down any time soon.

The new gadgets will replace all old paper challan system which was implemented with help of paper sheets

Pakistan is going more technical these days and our government is adopting all new technologies which can save time and can outputs good revenue to overall growth, one great example

is the changing face of traffic monitoring system.

Cellular phone technology in Pakistan has bypassed several attempts to construct dedicated infrastructure systems to monitor traffic. Today, GPS equipped smartphones are progressively morphing into an ever-present traffic monitoring system, with the potential to provide information almost everywhere in the transportation network.

Pakistani Government is going to take one more step towards achieving more overall revenue for proper growth of country. This time, Punjab Information Technology Board (PITB) has developed and deployed new ticket charging system for traffic violations that uses android phones and Bluetooth printer to get the job done. The new electronic challan systems will facilitate Police Officers to charge traffic violation tickets on the spot.



Best part of this new system is its compatibility with Credit/Debit cards, by these citizens will be allowed to pay the fine on spot and get their license back. Plus,



with the deployment of E-challan system, the individual log of violations against each driver can be easily maintained.

This is considered as an appreciative effort by the government of Pakistan, where traffic police is trying to integrate latest technology with their daily routines. Doing so will not only increase their overall performance (speed and accuracy) but will also affect nations overall income to great extent.

The new gadgets will replace all old paper challan system which was implemented with help of paper sheets.

Technology adoption has the potential to improve traffic enforcement, this new electronic system of charging tickets will not only speed-up the whole process,

but will bring in more transparency to once notorious traffic ticketing system.

Government is going to take one more step towards achieving more overall revenue for proper growth of country

The e-challan system is only the first step. Government has also provided the latest laser speed guns and a new generation of traffic enforcement devices for the new system.

E-Challan Technology comes with:

- ✓ Unique E-Challan device with GPS-GIS connectivity
- ✓ All time connection with main server
- ✓ Electronically generated fine slips
- ✓ Pre-loaded with all driving license and other paper details
- ✓ Fast and accurate
- ✓ Credit/Debit card compatibility
- ✓ Very rare cases of fraud
- ✓ Driver can pay the ticket charges to get the license back

How it works:

This new system works with the help of an android app, where the traffic officer enters the driving license number of the violator in an Android app to match the number with the central database for authenticity. After authentication the type of violation is input in the system to ultimately get a printed ticket through Bluetooth enabled portable printer.



By Imran Rashid

M.Bilal Abbasi

Trends that will revolutionize the Technology industry in 2014

If the past year was any indication of what trends will rule in 2014, it's safe to say that technology will keep getting more and more personalized

Year 2014 has just started and with it comes a cyborg's suitcase full of gadgets. As we enter the New Year there are many important things to look ahead. Technologically speaking there has never been a dull year

in the mobile industry, every year promises of bringing in new technologies, distribution, business models and lots of surprises.

Let's go through some of the top gadgets and equipment's that will revolutionize the technology industry in 2014.

Google Glass

This is the year that smart glass from Google will be available to public from the developer-only status and will later be launched worldwide. This developer version of the glass is released at the price of \$US 1,500. It is still not clear whether a prescription

spectacles-friendly version will be ready for launch, but the speculations are that they are equipped and people can get their hands on them this year.



However, Google will be having plenty of competition as its rivals Microsoft, Oakley and Sony are gearing themselves to step into the smart glass market soon.

Google Glass will be available to the public this year

4K OLED TVs



4K OLED TVs were the hot cake at IFA 2013. These televisions, as demonstrated in prototypes, combine the two best television technologies: organic light-emitting diode screens with brighter, bolder colours and 4K resolution with four times the pixels of current full high-definition TVs.

Expect big price tags to accompany the big picture quality leap. The 4K OLED televisions could arrive in stores this year.

Smarter Smart Watches

Our wrists will be a sizzling property in 2014, with companies promising smarter smart watches. Sony and Samsung launched models early, but it is expected to see competition from Google, LG, Microsoft, and even Apple.



Wearable Technology will become a hot trend in the year 2014

It has been rumoured that Apple will be producing the "iWatch" after all it applies to the Apple's trademark name. A Canadian firm will also be delivering a smart watch that works as a phone by itself, called Neptune Pine, after a successful Kickstarter campaign.

3D Printers

In 2014 we will see the arrival of affordable 3D printers. At the costlier end we will see advanced printers with new types of materials that can be printed.



But like the 4K TV's, the 3D printing is not just about the

hardware but also the software. As the 3D printers grow they will become more common, easy to use and will be affordable for general public. Websites like "Thingiverse.com" are also continuing to grow much like torrent search engine "Torrentz.com" and online streaming,

3D Printers have the ability to easily create multi-layered products that are actually usable

Thingiverse.com lets users to upload 3D files for sharing and printing which means anyone can scan an object and then upload it for others to download and print.

Smart Clothes

Wearable tech is starting to take bigger hold and grip on the gadget market, nearly all the clothing brands want to be in action. It is expected to see smart feedback trainers that will tell you if you are running well through an app.



Be prepared to see flashing lights on bracelets, belts and bangles, as people opt to be notified by their phone without having near them. Trainers or shoes that uses pressure of your steps to charge a device has been coming along and may just make it to shops by this year.

By Rizwana Khan

New Laws Ready to Hit CYBERCRIMES IN PAKISTAN...

A Complete and detailed Cybercrime law that can stand the complexities of today's cyber world is the most important element for the safety and security of a nation



We are living in an age of information technology that has not only revolutionized man's way of working but also his very existence. We know that information technology is the fastest growing field in the world and the facility of internet and surfing has opened a new world of innovation and information. But with all that development and progress many threats have also surfaced, Cybercrime being the biggest menace all over the world.

There is no single definition encompassing all cybercrime activities but generally speaking it refers to all the illegal activities that take place in global electronic networks. According to the Dictionary definition, "cybercrimes are the offences that are committed against individuals or groups

of individuals with a criminal motive to intentionally harm the reputation of the victim or cause physical or mental harm to the victim directly or indirectly, using modern telecommunication networks such as Internet (chat rooms, emails, notice boards and groups) and mobile phones (SMS/MMS)."

Current government is showing its responsiveness to all telecom matters and a new law is being promulgated by the government to combat cybercrimes

These crimes may also threaten a nation's security and financial health. In the past years many

cases of cybercrimes have surfaced on the international scenario, particularly those surrounding cyber bank robbery, cracking, copyright infringement and cyber hacking.

All countries have established strict legal laws to combat cybercrime threats but Pakistan is one of the few countries where cybercrime laws are still in the pipeline. On December 31st, 2007 ex-president Pervez Musharraf introduced a law called The Prevention of Electronic Crimes Ordinance (PECO) 2007 but sadly this bill was not passed by the then parliament.



The good news is that the current government is showing its responsiveness to all telecom matters and a new law is being

promulgated by the government to combat cybercrimes. The draft of much needed cybercrime bill has finally been prepared and approved by the Law Ministry and will be sent to federal cabinet very soon. The new law is called "The Prevention of Electronic Crimes Act 2014"; a law



to some extent is similar to the laws that are currently effective in various countries of the world.

Cybercrimes are the offences that are committed against individuals or groups of individuals with a criminal motive to intentionally harm the reputation of the victim or cause physical or mental harm to the victim directly or indirectly, using modern telecommunication networks such as Internet

Ministry of Information Technology had earlier sent a letter to all the ministries and state run institutions and asked them to give their suggestions and recommendations for cybercrime bill and the Law

Ministry has also thoroughly reviewed every clause of the bill so that when it is presented in the Parliament, it gets approved without any issues.

A source at the ministry has stated that Law Ministry has approached International Telecom Union (ITU) before giving final shape to draft of the bill and now it carries all necessary clauses that can help prevent cybercrimes in all possible manners. The draft bill covers all types of cybercrimes including cyber terrorism, defamation, data damage, electronic fraud, intellectual property crimes, email spoofing, cyber stalking, forgery, unauthorized access to computer systems/ networks, theft of information contained in electronic form, virus/ worm attacks, logic bombs, Trojan attacks and password cracking.

"We have not only obtained proposals from the federal ministries but also approached ITU that practically helped a lot in preparing a much better draft of the bill" *Anusha Rahman Khan*

In a recent interview on a television talk show the Minister of State for Information Technology and Telecommunication, Anusha Rehman Khan informed that now they were sending draft of the bill to the federal cabinet for final approval after which it would be presented in the Parliament. She further stated: "We have not only obtained proposals from the federal ministries but also approached ITU that practically helped a lot in preparing a

much better draft of the bill."

Cybercrime has become one of the biggest concerns today. Almost all countries, including developing countries, are facing threats by the cyber criminals and combating them with extreme legal measures. It appears that the government is completely sincere in realizing all the promises it made regarding the telecom industry of Pakistan. Telecom sector is the fastest growing industry of Pakistan and



it deserves all the attention it is getting from the policy makers of the country. The developments made in such small time are truly commendable and we hope that the new cybercrime law would be highly important in combating cybercrimes and providing security to the individuals and the nation as a whole.





Mobile Market Share in Pakistan

After the emergence of smartphones in Pakistan, people always appear to be in a quest for searching a smartphone of a better standard

In today's competitive era, the competition between different mobile brands seems to be at its peak in the Pakistani market. Both the local and international brands always seem to be struggling hard in improving their quality and above all their market strategies as all the quarterly and yearly sales are purely dependent on the efforts which companies put towards print and electronic advertisement.

After the emergence of smartphones in Pakistan, the mobile phone technology has attained a whole new form. People belonging to all classes of society, always appear to be in a quest for searching a smartphone of a better standard in accordance with their requirements which

are always subject to change. When local mobile manufacturers did not exist in the country, at that time buying mobile phones of international brands was not affordable to all segments of our society. For that, thanks to our local mobile manufacturers that they started producing mobile handsets of advanced features at cheaper price rates that now anyone can afford to buy a smartphone of high standard. The competition along with international brands also seems to be at its peak amongst the local brands such as QMobile, Voice, GFive etc.

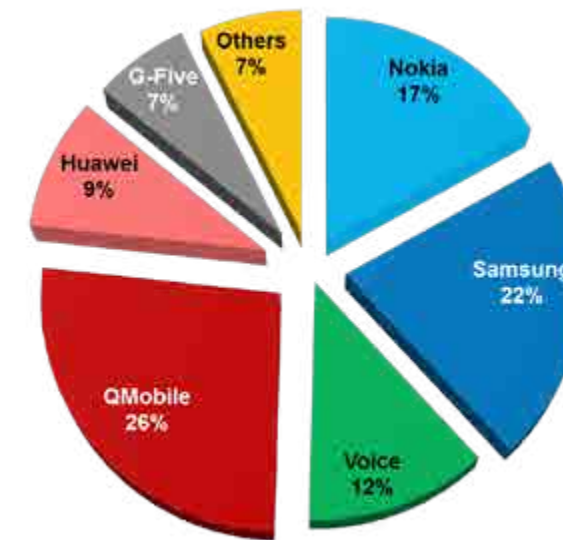
In this article, we have thrown light on the Pakistani mobile market share which we have divided into two categories i.e.

>>> Mobile Phone Market Share

>>> Smartphone Market Share

Mobile Phone Market Share

According to market source, this time QMobile took the lead by having a share of 32% in the Pakistani market. Samsung and Nokia were on second and third with 24% and 12% market shares. Huawei was on fourth with 10% market share.



Mobile Share in Pakistan Market according to open market source

On fifth Gfive stood with 10% market share. Voice on sixth with 8% market share. Club Mobile remained on seventh with only 2% market share.

Whereas the brands other than the above mentioned categories occupied 8% market share in the Pakistani market. The statistics reflect the fact that the local brands are also not very far in terms of standard as compared to international brands.

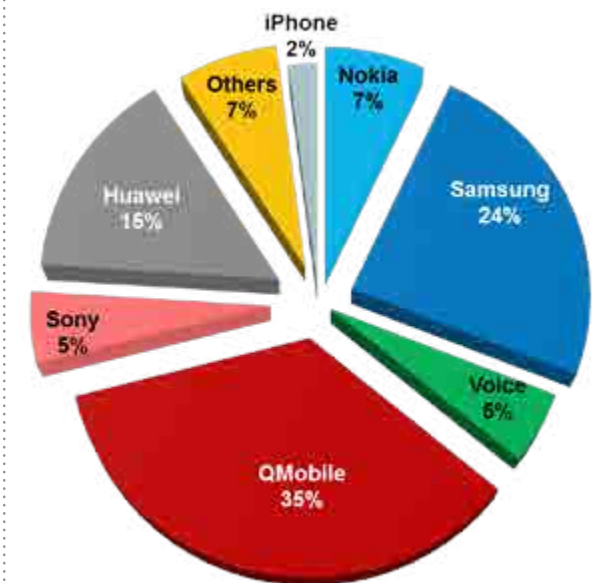
Smartphone Market Share

The market share of smartphones in Pakistan also did not seem to be much different from the mobile

share of different brands. QMobile the brand which is considered as a quality brand of Pakistan again took the lead with 35% market share. Samsung again remained on second with 24% share. But at their position Huawei replaced Nokia with 15% market share. Nokia, occupied fourth position with 7% market share.



Voice, an emerging brand of the country appeared to be struggling at fifth position which was shared by Sony with 5% market share. iPhone was the last one in the race with only 2% market share. And as for the brands other than the mentioned categories of brands, they occupied 7% market share in the Pakistani Market.



Smartphone Share in Pakistan Market according to open market source

Companies usually revisit their strategies and decision making on the basis of such appropriate facts & figures regarding their shares in the Pakistani market.

For all the local brands other than QMobile, one may assume that they would look forward to capture the Pakistani market and beat QMobile which seems to be at top in terms of both mobile phone and smartphone market shares. So, let's see that what would be the situation of Pakistani market in the nearby future. No wonder the brands which seem to be at lower positions today may jump to higher positions next time. "Abracadabra"!



HOME SHOPPING
PAKISTAN'S LARGEST ONLINE RETAILER

Shayaan Tahir

The guy who changed the way of Shopping in Pakistan



By Kanwal Ayub



Adnan Khan

Shayaan Tahir founded Home Shopping Network (HSN) in the year 2008 in his bedroom, when he was just 22 years old. HS Networks is one of the largest online retailer in Pakistan and part of a US based Company (The HS Network, LLC), which has offices and teams to run a network of E-commerce stores in USA, China, Pakistan, and Dubai.

He started the business by selling mp3s/ laptops / phone online and today you can find just about anything you can possibly imagine in HSN's virtual store as it offers a wide range of over 45,000 products from the world's known brands manufacturer to the customer all over the Pakistan.

There is literally nothing that we cannot offer you - claiming that "if we cannot provide it, take it for FREE"

While starting this business, Shayaan had a vision to take shopping to the next level in Pakistan and we believe he did.

In an interview with Phoneworld Team (PW), Shayaan Tahir (ST) shared his views...

PW: How did you get started? From where have you found inspiration for this business idea?

ST: I started this business from scratch; my bedroom was my first office. The great idea of starting HSN in Pakistan was inspired by the 'need of market' all over the world, where we could see ebay and Amazon doing great business.

PW: How big is Home Shopping Network?

ST: We currently have over 55 employees and we expect to be anywhere between 55 and 100 by

year end.

PW: Home Shopping Network (HSN) is second to none, plus it is the only company, who was the first to offer NEXUS 5 in Pakistan. Is this the only thing that keeps your loyal customers coming back time and time again?

ST: There are certainly a number of factors that have contributed in bringing our loyal customers back to us. The primary factor is that we keep bringing the latest products for customers. The buyers will always want to have their hands on the latest product in market and we try to provide the product exactly the same time when it gets in international market.

PW: Internationally Amazon, BestBuy, and known services like Ebay are providing millions of online shoppers with hundreds and thousands of products. But in Pakistan, where do you see your competition?

ST: Well, our competition is with our self, as far as I know we are the leading player in Pakistani market. There are many other websites growing but for competition I look up to international markets.

PW: We have seen that Home Shopping Network also provide the products ordered from Ebay. If Ebay gets into Pakistani market, will it be a joint venture for you or a competition?

ST: Yes, we do provide products from ebay and Amazon store because there are many products that these companies don't offer to Pakistani customers. So we offer a wide range of products to our customers and there is literally nothing that we cannot offer you - claiming that "if we cannot provide it, take it for FREE". I cannot say anything about future but in both cases we'll go all-out for the best.

HOME SHOPPING
PAKISTAN'S LARGEST ONLINE RETAILER



PW: Home Shopping was nominated as one of the top 5 Omni-Channel Retailers of the World Award, How do you feel about it? Was it hard getting there?

ST: It was great being selected in top 5 Omni-Channel Retailers of the World Award. The only reason we got selected for it was that we were the only one, who started with online business and then went retailer and secondly HSN was never supported by investment. We provided 6 years of excellence to our customers.

I started this business from scratch; my bedroom was my first office

PW: As digital marketing becomes more data-driven, it's vital to use social media strategies to keep up with trends. How helpful is social media in your case?

ST: For us, online store means a lot; the power of the social media is connecting individuals, who can be buyers or people simply looking for information online. Social media has made it easy for us to offer the right product to the right people.

PW: What apprehensions do customers have with online purchasing. Is it challenging to convince customers for online shopping?

ST: There are number of apprehensions that customers have while purchasing an online product in Pakistan. Usually customer wants to check product before buying and our 'cash on delivery' clears all the apprehension of customers. Plus, we also provide return policy to make customer feel secure and safe.

PW: What difficulties did you face being the pioneers of cash on delivery in Pakistan?

ST: We started 'cash on delivery' service because the people in Pakistan were not ready to buy any product without checking it. Yes, it

created certain difficulties for us but we were prepared because it was something that differentiated us from other as no other company was ready to do that. In all this process it was hard for us to maintain the payment cycle as in the beginning we were dealing with a very limited capital.

PW: Physical presence is an important aspect of any business to address the significant growth especially in mobile shopping, what motivated you for establishing HSN Green shops?

ST: In Pakistan physical presence is very important, keeping that in mind we planned for establishing HS Networks green shops in most of the major cities with over 20 more outlets across Pakistan. The purpose of these shops is to facilitate customers and to bridge the remaining gap and to target the segment which is left behind.

We started 'cash on delivery' service because the people in Pakistan were not ready to buy any product without checking it

PW: What is your vision? Where do you see your business after 5 years?

ST: We are a market leader and pioneer in terms of innovative products and two steps further to customer expectations. Our vision is to have everything online, which won't let any Pakistani to go out and shop. Other than this we also see more customers, a bigger team and going international.

PW: You are one great example of young entrepreneurs in Pakistan, What will you advise to the first-time entrepreneurs about raising money?

ST: Entrepreneurs need to recognize changes in the industry and respond to those changes. Our business model evolved as the industry evolved, and had we not been able to think quickly and change

the business we would never have survived. So my advice to the entire first-time entrepreneur is not to run after raising money but to run after innovation and creativity. New-comers should have a plan, study the market and try to bring something new to the customers; this is the only key to success.

My advice to the entire first-time entrepreneur is not to run after raising money but to run after innovation and creativity

PW: Anything you would like to add?

ST: In the end I just want to mention that we have started our official blog to keep people update from all the latest products and services we offer.

Shayaan plans to make it simple and secure to buy an increasingly large range of items online. Home Shopping expect to see significant additions in their revenues over time.



By Rizwana Khan



From The Ashes of Nokia Emerges *jolla*

Jolla is a Finland based phone launched by ex-Nokia employees who set up their own company to continue platform development that was abandoned by Nokia in 2011

Smartphone market is getting more and more competitive with each passing day. New gadgets, gizmos and applications are launched in the market. In the current wave of technology and innovation a team of ex-Nokia engineers and designers have also come forward and unveiled Jolla, a totally new smartphone with a brand new operating system.

Some might consider launching an entirely new operating system a risky decision keeping in mind that even Microsoft is struggling to make much impact on the smartphone world with Windows Phone and BlackBerry's outlook looking less than bright. But Jolla is thinking otherwise, they reckon that with its Sailfish operating system with colorful case swapping phone will succeed where others haven't.

Jolla Phone was first distributed by Finnish operator DNA at the price of 540\$ and it will be gradually made available in 135 other countries. It has an Ample 4.5" IPS qHD display with 5-point

multi-touch with Gorilla 2 Glass. It comes with 16GB storage, 1GB RAM, 2,100mAh battery, Qualcomm Dual Core 1.4GHz processor, MicroSD slot and GSM/3G/4G connectivity. The most distinctive feature of Jolla is its two-tone split called the "Other Half", a further expansion of capabilities at the hardware level. These back covers can be removed and replaced and have NFC chips that allow different covers to automatically change theme and settings. It also bring bright prospects including a sliding QWERTY keyboard, a gamepad, wireless charging and much more.

The most distinctive feature of Jolla is its two-tone split called the "Other Half", a further expansion of capabilities at the hardware level

Jolla's Sailfish OS is an operating system based on MeeGo (the Linux-based mobile operating system created by Nokia and Intel that quickly entered the junk heap when

Nokia inked its Windows Phone deal with Microsoft) but it also works with Android applications and hardware as well, this makes the platform not only a bit more appealing to the vendors and users but it will also help to get over the humps on the road of success.

Although Jolla is company that is run by very experienced ex-employees of Nokia but since it is just starting out, it will face tremendous competition from Apple and Android Devices. Its specifications like dual-core 1.4 GHz Qualcomm CPU, 1GB RAM and 960x540 screen resolution is also underwhelming as compared to its competitors. Despite all the trials Jolla has to go through, the fact that it is on sale with its brand new operating system is quite appreciable itself. It is doing quite well in the local market so far and according to the reports from JollaSuomi, Jolla outsold the two bestselling iPhones (5S and 5C) in Finnish market, provided by DNA. On DNA's list Jolla is on number 5. Jolla Phone is definitely an unusual piece of kit with its unique design and brand new operating system and a device worth buying.



Li-Fi Revolution

Breakthrough in achieving High Speed Data using LED Light Bulbs

A new breakthrough transmission speed of 10 Gbit/s was achieved using Li-Fi, which is more than 250 times faster than the superfast broadband internet

Li-fi is an emerging technology that could provide low-cost high speed wireless internet connectivity almost everywhere. This is done by transmitting data using the spectrum of visible light by using specialized LED light bulbs. Let us first discuss what is Li-Fi? Well, Li-Fi is the transmission of data through illumination by taking the fiber out of the fiber optics and sending data through a LED light bulb. This varies in intensity faster than the Human Eye can follow.

If the hype about the Li-Fi is to be believed, Li-Fi could be the next Wi-Fi. It's been reported that UK scientists have achieved a new breakthrough transmission speed of 10 Gbit/s, which is more than 250 times faster than the superfast broadband internet. A team of researchers from the Universities of Oxford, Cambridge, Edinburgh, St Andrews, Strathclyde, all in UK have used a micro-LED light bulbs to transmit 3.5 Gbit/s across each of three primary colours i.e. red, blue and green. All these colours add up to make

a visible light and hence can transfer 10Gbit/s across the three channels. Previously, 3Gbit/s transmission speed was achieved by the Fraunhofer Heinrich Hertz Institute in Germany. The term Li-fi was first coined by Edinburgh University's Professor Harald Haas during a TED talk in 2011.

Both Li-Fi and Wi-Fi transmit data over the electromagnetic spectrum, but Li-Fi uses visible light whereas Wi-Fi utilizes radio waves. The distinct advantage of Li-Fi over the Wi-fi is that the visible light is far more plentiful than the radio

i.e. spectrum about 10,000 times more and can achieve far greater data density.

The question arises that how Li-Fi differentiates from the concept of using Lasers to transmit data? Well, it's quite simple as everyone knows by now that both can transmit high speed data but lasers (fiber optics) are guided by glass tubes and data would be transferred in one direction whereas Li-Fi transfers data in many possible directions as it is providing ambient light.

Li-Fi uses visible light to transmit data whereas Wi-Fi utilizes radio waves to transmit data over the electromagnetic spectrum

Li-Fi signals work by switching bulbs on and off incredibly quick, this is too quick to be noticed by the human eye. Tiny micro-LED bulbs stream several lines of data in parallel.

Existing LED light bulbs could be converted to transmit Li-Fi signals with a single microchip, and this new technology could be used in situations where radio signals cannot be used, for example where there is a fear of interference of radio waves with the electronic circuitry.

Existing LED light bulbs could be converted to transmit Li-Fi signals with a single microchip

Transmission of data will still be possible even if the LED bulbs are dimmed to the point that they are not visible to human eyes. One drawback of Li-Fi is that the data receiver would be in sight of the transmitting bulb, as visible light does not penetrate solid materials.

This means that you will have to keep sitting under a LED bulb to stay connected. The makers of Li-fi believed that there are many

advantages of Li-Fi over the Wi-Fi with very few disadvantages. In some scenarios, Li-fi will be more secure than the Wi-Fi as the hackers will not be able to access your internet connection from out of sight transmitter.

Wi-Fi uses radio waves, whereas Li-Fi utilizes visible light to transmit data

Li-Fi uses visible light to transmit data whereas Wi-Fi utilizes radio waves to transmit data over the electromagnetic spectrum

Well, this new technology is still under research and we pointed out some key aspects of the research. As this is an ongoing research there may be some new enhancements in Li-Fi and we might be end up using something that is fast and secure. As this is in testing phase so we will have to wait till some new developments and production take place. Till then let the Wi-Fi do the track.



By Kanwal Ayub

Think Before you Tweet!

Back in times, social media was originally introduced to us as a way of keeping up with friends, getting updates on what people are doing and sharing photos in an endless infernal slideshow that we assume everybody else cares about. We didn't know what social media was when it was first slipped under our noses and when we first tentatively signed up we certainly didn't know what it would become, because it certainly isn't the same beast that it was initially held up as. Social media has turned into a feed of events and information leaking in from outside entities.

Like other social media Twitter is also a powerful tool for brands and celebrities to directly interact with fans/followers, build relationships and keep people in the loop but, it's also a place where it's incredibly easy to fail.

Every single tweet that a celebrity or a public figure sends out can make a big impact, because of the intrinsically viral nature

of Twitter. If there's something scandalous, there's nowhere to hide. If anyone is in any doubt about the huge viral effect of Twitter, then doubt no more, even with Facebook videos, news has never spread this fast or so widely.

Twitter is not only a powerful tool for brands and celebrities to directly interact with fans/followers, build relationships and keep people in the loop, but it's also a place where it's incredibly easy to fail

Remember the times when we see our parents telling us 'Think before you speak' because once it's out there, it's there forever and you can't take your words back. Same is the case with the digital world, once you let any information out; you have no control over it.

Celebrities love Twitter because they can communicate with fans directly. But one must not forget that sometimes, however, it backfires. What happens on the internet stays on the internet. Forever! One must be careful about the 'freedom of speech', especially when you are a public figure.

Myths and legends about the dangers of social networking - we've all heard about people losing their job or getting kicked out of university for saying the wrong thing on social media. In the realm of digital world your every single move is being

watched, observed and recorded. All your life earned reputation and career can get in to trouble just because of those 140 characters you TWEETED. Here I would like to highlight the story of a prominent New York publicist who recently tweeted what she meant to be a joke about not having to worry about AIDS in Africa because she's white. That little twitter joke caused her to lose her job. Tch Tch; too bad!

What happens on the internet stays on the internet, forever! One must be careful about the 'freedom of speech', especially when you are a public figure

Not only this but there are plenty of examples we get from Pakistan about the 'twitter activities' of political personalities, which shows us the impact of social media in their daily life.

First of all we would like to mention Khan's party - PTI is using social media as a marketing campaign. It is said that the secret to Khan's success in projecting his political agenda across Pakistan are the forces of Twitter, Facebook and other forms of social media.

To me it looks like Baby Bhutto wants to be the Veena Malik of politics, LOL!

Imran Khan has about 255K followers on Twitter - along with several assistants handling his and attached accounts. In fact, so pervasive is his online persona that his critics have branded him a virtual politician.

The tweets of PPP's Chairperson Bilawal Bhutto Zardari are also getting a lot of attention on social media, as he has started criticizing General (ret'd) Musharraf on Twitter about his health issues. To me it looks like Baby Bhutto wants to be the Veena Malik of politics, LOL.

One of the most prominent twitter mishaps was faced by CM

Punjab, Shahbaz Sharif when he criticized Malala's UN assembly speech. On the response of his one tweet, which let the civil society blasted on his twitter account. He managed by removing and saying that it wasn't his official account.

All your life earned reputation and career can get in to trouble just because of those 140 characters you TWEETED

To be honest, not everyone is as twitter-savvy as they could be. In fact, some politicians have tweeted some pretty embarrassing, stupid, and ridiculous things. I'm surprised at how often this kind of incident happens with public figures.

It is very easy to disown your social media account if it is not verified but once it is verified, you cannot take it back. So before you rush off to Twitterland just check yourself before you wreck yourself!



By Hunain Zahid Kayani

Smartphone Your Perfect Leisure Partner

In today's world, individuals find themselves engulfed in so many priorities that they find it quiet difficult to get any leisure time and freshen their minds. In such conditions, a Smartphone plays the role of a magic wand by bringing some fun and entertainment to its worthy user

Leisure as the dictionary defines is "the time when one is neither working nor occupied i.e. free time". In today's world, individuals find themselves engulfed in so many priorities that they find it quiet difficult to get any leisure time out for leisure and freshen their minds. In such conditions, a Smartphone plays the role of a magic wand by bringing some fun and

entertainment to its worthy user. It does that by taking the user to its wondrous world of mobile entertainment apps serving as a perfect source for leisure in one way or the other. In this article, we have discussed some popular entertainment mobile apps on android, iOS and Windows platforms which are being used by many Smartphone app lovers across the globe.

Photo Warp

This app will melt your face. Just take a picture then warp, bend and distort it in any way you like. Make yourself skinnier, buff yourself up or enlarge any body parts that might need some enlargement or have fun by putting several pounds of fat on your friend's picture. With Photo Warp, you too can be an instant, plastic surgeon. Just

imagine that how hilarious you can be while doing such sort of funny things.



It consists of a warp tool which moves pixels around as you drag the cursor, pinch and bloat tools which move pixels towards or away from the center of your brush, the unique Reconstruct brush that gradually resets the picture to its original state as you brush over it, twirl clockwise and counterclockwise tools which rotate the pixels around center of brush. You can use any picture to warp whether it's from your camera or any photo from your device. You can also save the pictures on your device or SD card and then share them online.

Talking Pierre the Parrot Free

Pierre the parrot repeats whatever you say and also makes up his own sentences. The genuine talking parrot has many tricks up his sleeve and he's ready to have all the fun in the world with you! He repeats after you and makes up new sentences, he rocks it out like a true guitarist and he



dodges those tomatoes like a pro. Enhance the fun by getting the FULL Talking Pierre app which is filled with new animations and responses.

Space Shooting 2D - Classical

This app is a classic replica of 2D Space Shooting game.

In this game you will have to protect your plane from unknown objects, shoot them and then clean the space.



In order to use it you simply have to use right thumb to fire and left thumb to press up, down, left and right keys to control the plane. People find this app to be quiet enjoyable. The best thing which users like about this app is this that they can enjoy it at any place and any time.

Break Wifi password 2 prank

Do you want to make funny joke and pretend that you are a hacker?



Tell your friends that you can break into Wi-fi network and break

it's security! Then this app is specifically meant for individuals like you. Let your friends think that you are hacking wifi! This app is a simulation of breaking into wifi network! It will give you random password, but your friends will think that it is real! In order to use this app you simply have to select Wi-fi network for which you will pretend to hack and then wait while this app will show some hacking texts and give you a wifi password!

IMDb Movies & TV

Through this app you can search the world's largest movie collection. It consists of over 2 million movie and TV titles, over 4 million celebrities, actors, actresses, directors and other crew members. You can sign in with your IMDB or Facebook account and then rate movies and TV shows.



Moreover, you can also see various movie trailers, user reviews for movies and TV shows, critics' reviews for movies and TV show, quotes about movies and celebrities, your browse and search history on IMDb. Apart from that, the app also consists of movie show times at local theaters near you, TV listings for your local time zone, recaps of TV shows from previous night, upcoming movies, and latest entertainment news from hundreds of media outlets. You can also explore the most popular charts such as best picture award winners, top rated movies of all time (IMDb Top 250),

most popular movies of the day on IMDb (MOVIEmeter), most popular celebrities of the day on IMDb (STARMeter), lowest rated movies of all time (IMDb Bottom 100), most popular TV shows, US Box office results and celebrity birthdays.

New Mehndi Henna Designs

One of the most popular apps, New Mehndi Henna Designs is specially designed for all the ladies who love mehndi designs. This app contains original and unique Mehndi/Henna Designs. You will find above 75 genuine designs for festivals such as Eid, Wedding, Birthdays and various other occasions.

Make yourself and your female friends stand out with eye catching designs. All designs are perfected by a professional henna art



designer. You will find designs for hands, arms and legs. Zoom in, and watch the designs closely for immaculate perfection. The app also consists of sparkling designs for candles which are meant to decorate your room with eye appealing candle designs.

Sky Go

The Sky Go app provides you with access to Sky Sports, Movies etc. Now, you can ease your pain through the Sky Go app at any time by keeping yourself updated with any sort of news or watch

movies for the sake of some entertainment. Its setup is quiet straight forward. You can login through you Sky ID or create one through their website using your subscription details.



Moreover, the interface is quiet easy to navigate, with no more than three touches separating you from full screen viewing of all of the Sky Sports channels. Enjoy ESPN, Sky Movies Premiere, Showcase, Action & Adventure as long as you have the subscription package.

Netflix

Netflix is the world's leading subscription service for watching TV episodes and movies on your phone.



This Netflix mobile application delivers the best experience anywhere and anytime. Netflix membership gives you access to unlimited TV shows and movies for one low monthly price. With the Netflix app you can instantly watch as many TV episodes & movies as you want, as often as you want and anytime you want. You can browse a growing selection of thousands

of titles, and new episodes that are added regularly. Search for titles and watch immediately on your phone or on an ever expanding list of supported devices. Rate your favorite shows and movies and know what you like, so Netflix can help you find the best titles for you.

InstaCollage Pro

InstaCollage Pro app helps you quickly combine multiple sized photos into one beautifully framed picture & unique collage with caption in seconds, then share your masterpiece to Instagram, Facebook, Twitter and Flickr.



Through InstaCollage one can combine photos to a unique collage, caption and style a pic or collage, edit pic and collage with pro photoeditor and above all share pic and collage on social networks.

Emoji2

Speak a thousand words with pictures created entirely out of Emoji icons. You can share and edit above 3500 Emoji Art Pictures.



Moreover, create and share your own Emoji Art Pictures and share them as text or images. You can send Emoji Art Pictures to all iOS and non-iOS devices. So, be the first one to impress your friends with all new Emoji Art Pictures.

Toddler Colors Spin Kids Free

The app consists of interesting color play for everyone. It has beautiful rainbow spinning colors. There are two wheels with different rotations.



One can enjoy this at any time when getting bored. So rotate your color wheel and see amazing animations with music.

iFunny

Are you having a hard day at work? Looking for some great fun? If your answer is yes to both then this app is specially meant for you. Developed for own fun, it consists of various funny pictures that you can browse to save or share on facebook, twitter, sms or email.



So, no matter how tough time you are having at office create some

fun for yourself as well as your loved ones at any time through iFunny.

Personality Test

A fully-featured personality test app which reveals that how you behave mostly from a psychological perspective. Developed with the help of psychologists around the world to enrich your life and unleash your potential, these tests are used in correlation with career choices and academic behavior.

It features the five factors model that has been developed by world-renowned psychologists and the Enneagram model that features extensive descriptions of the results that have been consolidated over the last decades.



The five factors model has been developed over the course of decades by world-renowned psychologists. The app has over 130 specific questions developed by a group of psychologists. Each question is used to calculate the results in a complex way. One can get quick overview of the results for fast reading.

The answers are in terms of specific behaviors (i.e. openness, conscientiousness, etc). Get detailed answers regarding openness, conscientiousness, neuroticism, agreeableness and extraversion. One can save the results for review. Moreover, save

unlimited test results so that you can have the overview at any time. It is a very good way to see if you have evolved over the time by taking the test multiple times. You can e-mail the results for reviewing them possibly with the help of a psychologist. You can shorten the sessions by taking this test in your spare time and e-mail your psychologist the results of your personality test.

Natural Sound Sleep & Relax

Are you desperately in search of peaceful atmosphere then this app is specially developed for you. The sleep you deserve is waiting. It is best app for a relaxed sleep in a matter of a couple of minutes. It can also help insomnia and stress. It consists of a very simple user interface that can be used with and without headphones and great variety of carefully chosen natural relaxing sounds of Rain, River, Wind, Fan, Birds, Night, Water Fall, Stream, Insects, Campfire, Forest, Ocean and combinations of all each with an option for variable volume. It consists of random buttons to select different sounds automatically.



You can also save the configuration of your selected sounds. It also has a full option to select any other sound of your choice from your SD Card. You can also avail the option to mix natural sounds to make one of your own choices.



Zara Sheikh

A Curious Amalgam of Showbiz & Technology

Having a vast experience of acting in various films and commercials, the actress also finds some interest towards mobile technology and its benefits, nowadays, she is working as a brand ambassador for M-Mobile

Zara Sheikh, well known for modeling and acting was the first female brand ambassador of Mobilink. Having a vast experience of acting in various films and commercials, the

actress also finds some interest towards mobile technology and its benefits. Nowadays, she is working as a brand ambassador for M-Mobile and takes lot of pride in being associated with country's emerging brand. This time we

came across her to get an insight into her views about technology in particular and daily life in general.

In this interview with Phoneworld (PW) team, surely, you'll find our question & answer session with

Zara Sheikh (ZS) pretty much interesting.

PW: Which handset you bought first?

ZS: When I became the brand ambassador of Mobilink Jazz, I was presented with a gift from a company's senior official and the brand was Nokia.

Mobile phone never distracts me; I personally believe it is a quiet useful device keeping in view my professional requirements

PW: Which mobile phone you are currently using?

ZS: I'm currently using Samsung Galaxy S3.

PW: What is the most annoying thing about smartphone?

ZS: I don't find any annoying thing in smartphones.

PW: Checking mobile phone is probably the first thing people do when they wake up early in the morning, how important is smartphone for you?

ZS: Not usually but I have to check it at times since I am a working professional and receive some important calls and messages.

PW: Is mobile phone a distraction for you?

ZS: No it never distracts me; I personally believe that it is a quiet useful device keeping in view my professional requirements.

PW: What is your favourite

smartphone App?

ZS: I do not really download applications which people normally do, but usually I use Facebook, WhatsApp, Viber etc. for specific purposes and it is difficult for me to term any one of them as favourite.

PW: Most of the celebrities use their social media accounts for publicity and promotions, but this isn't true for you, right?

ZS: Well, I haven't created any Facebook page by myself but some of my friends have created my fan pages and they are also running them.

PW: Being a brand ambassador for M-Mobile, how does it feel?

ZS: Well so far the experience has been extremely wonderful to work with an excellent team of an excellent brand. M-Mobile has upgradeable mobile handsets of an international standard and I'm sure that M-Mobile will pave ways of success in the coming years.

Whatever I've achieved so far, is the blessings of Almighty ALLAH and the support and prayers which I got from my family and friends

PW: Are you associated with any future projects of the Pakistani film industry?

ZS: Well I've acted in two films and I'm still waiting for it to be released. Moreover, I've been offered to act in three more films and one of them is from abroad.



PW: Every person has a unique theory of success, what's yours?
ZS: I personally believe whatever I've achieved so far, is the blessing of Almighty ALLAH, the support and prayers which I got from my family especially my parents and all of my friends who have been very supportive throughout my career.

PW: You have worked with industry's prominent names, who's your favourite co-star?
ZS: Well, till now I've worked in only urdu films and all the major film actors of the country were my co-stars and I've enjoyed working with all of them and I won't be considering any single individual to be a favourite

PW: How do you deal with criticism?

ZS: I simply ignore all sorts of criticism and I think it's the best way to deal with criticism.

All sorts of criticism should be ignored and I think it's the best way to deal with criticism

PW: Are you superstitious about luck/karma/horoscope?

ZS: Not really, I am a spontaneous individual and believe in spontaneous things i.e. which happen immediately or which are GOD gifted. Before entering the film industry I never ever thought of becoming an actress. I was a professional model and had an experience of doing ramp walks and advertisements but I think the reason for my entrance in the film industry is only the universal fact that it was something written in my fate by Almighty ALLAH.

PW: If not showbiz, what would have been your alternate career choice?
ZS: Well I'm a good painter, and fond of singing. So, definitely I would have chosen painting or singing if I were not to be an actress.

I'm a very ambitious person and I want to see myself achieving more heights of success in the coming years

PW: Where do you see yourself in the next five years?
ZS: I'm a very ambitious person and I want to see myself achieving more heights of success in the coming years.

PW: Would you like to share some of your future projects with our readers?
ZS: Well, presently I'm involved in M-Mobile campaign which is quiet challenging and I'm also involved in similar sorts of local and international projects.

One should always be spontaneous and believe in spontaneous things

PW: Any message for your fans?

ZS: Just keep smiling always. Even if you are passing through a sad phase of life, always be thankful to ALLAH almighty.

Rapid Fire Questions

Q: Favourite sport?
A: Badminton

Q: Favourite color?
A: All colours

Q: Favourite food?
A: Humus

Q: Favorite car?
A: None

Q: All-time favorite movie?
A: Titanic

Q: What puts you in a bad mood?
A: When I come across people who show arrogance or with whom I'm not comfortable simply puts me in bad mood.

Q: How would rate yourself as an actress on a scale of 1 to 10?
A: Ek dum zero (Slightly laughs!).

Q: What does money mean to you?
A: Money means nothing to me. It can neither buy any happiness nor any relation.

Q: One thing you really like about yourself?
A: I'm a very polite individual.



club mobile™
 THINGS WITH CLUB lookin' great



A80



A90





BATTLE OF THE LOCAL BRANDS



VS



Presently, the competition between the local brands appears to be quiet tough. The main competition exists between Qmobile and Voice that has reached an all new level. The manufacturers of both the brands started from the very first step and today both are ruling the Pakistani Mobile Market

The Mobile industry in Pakistan has significantly grown in the past and so the number of mobile subscribers. People buying mobile handsets currently come from different classes and so they possess different interests and tastes for technology. When local manufacturers did not exist people were bound to buy international brands such as Samsung, Huawei, Apple, Sony, Motorola etc. But as the time passed, the number of buyers increased and mobile market grew to such a extent that all the existing brands weren't able to satisfy the needs of all people. Therefore, a need was felt for the local manufacturers to come up with their own brands in order to fulfill the requirements of the worthy mobile customers. Thus, local brands such as Qmobile, Voice and G5 came into existence offering advanced features with low price rates as a result people started to buy the local brands hence replacing the international brands. Presently the competition between the local brands appears to be quiet tough. The main competition exists between Qmobile and Voice which has reached an all new level. The manufacturers of both brands started from scratch and today both are ruling the Pakistani Mobile Market.

The main comparison between Qmobile and Voice can be drawn from the following areas:

Look & Feel

The touch-screen phones of Qmobile somehow appear to be the same as that of Samsung's galaxy

smartphones that have a bit curved shape but feels very comfortable in hand. In contrast, smartphones of Voice Mobile have a nice body along with virtual buttons on its main screen similar to that of Sony's Xperia.



Type of Processor

Qmobile and Voice have manufactured different kinds of mobile handsets with different hardware specifications. The touch screen smartphones manufactured by Qmobile have a processing power of 1 GHz along with a GPU. Whereas, Voice has manufactured only few smartphones like V40 which can be considered better in terms of power on comparative grounds.

Shapes and Screen

Qmobile has a curved shaped body much like Samsung whereas Voice Mobile smartphones have long sleek body with virtual buttons similar to Sony Xperia.

A500



A10



A8



Ever since the international brands like Samsung, Sony and HTC released smartphones with huge screens, the new trend kind of settled in the market particularly in Pakistan. Following the same trend Qmobile also introduced products like Noir A10, A8 and A500 having comparatively larger screens. Similarly, Voice also has given serious attention towards manufacturing smartphones with 4 inch+ screen size. It is necessary to mention that in terms of picture quality and pixels Qmobile is usually considered to be far better than Voice.

Camera Quality

With the passage of time, the digital cameras are being replaced by smartphones. Apart from basic features, people also want efficient and powerful cameras along with video recorders in their mobile handsets.



While comparing different mobile handsets, camera and picture quality are considered one of the most important features nowadays. Voice's flagship mobile has a 13 Megapixel camera whereas QMobile recently produced a 13 mega pixel camera in its iNoir mobile. Though in terms of available camera options Qmobile is better but as far as picture and video quality is concerned, the standard of Voice's mobiles is very much higher than that of Qmobile.

Price Rate

Price is considered as the most important competitive. The mobile phones and smartphones produced by Qmobile are available in the mobile market at different

price rates. Though, Voice Mobile offers same quality but a wide price range options is available in Qmobile products.

Availability

In terms of availability inside and outside the region, it is very difficult to decide that which brand is better since both brands are available all across Pakistan and in few parts of China.

Marketing Techniques

Q mobile has used extensive marketing techniques to create its brand identity in the market and hired renowned local and international stars for its every new series. From local superstars like Fawad Khan, Sheheryaar Munawar, Sarah Loren, Ali Zafar, Mohib Mirza and Emaan Ali to Bollywood stars, Kareena Kapoor and Aditya Roy Kapoor all appeared in Qmobile adverts and became the brand ambassadors of Q-mobile.

Previously rumors also surfaced that Q Mobile has hired Hollywood actress Angelina Julie for their upcoming smartphone but later it was confirmed that these was no authenticity in them. Voice Mobile on the other hand has started from low budget TV adverts with simple theme and storyline in fact in their TV ad of V142 Voice has casted down Q-mobile's advertising techniques and conveyed the message that quality or more important than Bollywood stars while faking popular Bollywood characters Munna Bhai and Circuit.

Launch of Octa Core

According to the recent rumors Q-mobile was to hire Angelina Jolie to launch its first Octa-core smartphone in the market but those rumors died pretty fast and no Angelina Jolie or Octa-core device became the part of Q-mobile portfolio. On the other hand, Voice Mobile took the opportunity and launched Voice X5, Pakistan's first Octa-core smartphone with MediaTek MT6592 true Octa Core chipset technology. This is a very important edge that Voice has gained over Q- Mobile.

Q-Mobile and Voice are gaining popularity at a steady pace; their products and technology are up to the mark and according to latest trends. Q-mobile currently holds larger market share but that is only because it is in the market for a longer period of time but in the future Voice will definitely give a Q-mobile a tough competition.

Smartphone Review



HUAWEI Ascend G700

Huawei has classified its smartphones into different 'series', each series target a different market segment. First off all we have the 'D-series', which holds all the expensive smartphones. Secondly, we have the 'P-series', which keeps all the stylish and

trendy smartphones of Huawei and lastly we have the 'G-series', which are mid-range smartphones that offer comprehensive multimedia features.

Today I'm going to review and detail analysis of the mid-range Huawei Ascend G700.

Huawei has put in extra money for this handset as it hires Mahira Khan for the TVC for Ascend G700. Not only this, but it has collaborated with Mobilink to offer the handset with unlimited Data for 6 months.

Inside the Box

Huawei Ascend G700 is newly released device. It is a very slim, stylish and cheap Quad-Core device and is also branded.

- Handset×1
- Battery×1
- Headset×1
- Charger×1
- USB cable×1
- Quick Start Guide×1



Applications and features

Acend G700 is a middle ranged cheap device given the fact not neglecting the specs. This device carries following specs:-

Phonebook - Unlimited entries, Caller groups, multiple numbers per contact, Search by both first and last name, Picture ID, Ring ID

Organizer - Calendar, Alarm, Calculator

Messaging - MS, MMS, Threaded view, Predictive text input

E-mail - IMAP, POP3, SMTP, Microsoft Exchange

Instant Messaging - Hangouts / Google Talk



Technical Specifications

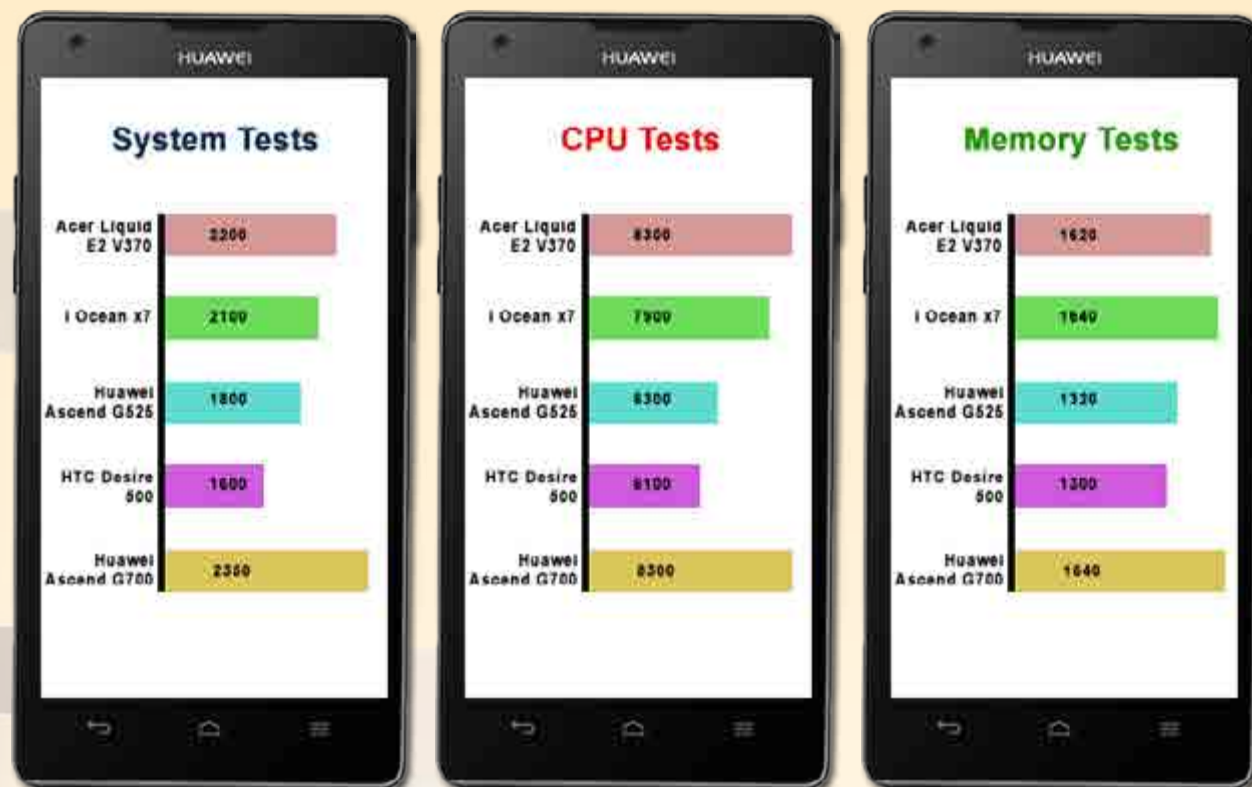
Acend G700 is a middle ranged cheap device given the fact not neglecting the specs. This device carries following specs:-

- **Band** - GSM 900/1800/1900, HSDPA 900/2100 supported
- **Processor** - Quad-core 1.2 GHz Cortex-A7
- **Chipset** - Mediatek MT6589
- **Memory** - 2GB RAM and 8GB internal with microSD, up to 32 GB
- **OS** - Android v4.2 (Jelly Bean)
- **Dimensions** - 142.5x72.8x9 mm
- **Display** - 5" IPS LCD capacitive touchscreen
- **Camera** - 8MP (Rear) and 1.3MP (Front)
- **Colors** - Black, White
- **Weight** - 155 g
- **Battery** - Li-Ion 2150 mAh battery
- **Connectivity** - microUSB v2.0, Bluetooth 4.0, Wi-Fi 802.11 with hotspot feature
- **Audio** - FM Radio Support, MP3/WMA/WAV player, MP4/3GP/FLV/WMV player
- **Sensors** - Accelerometer, Proximity and Compass



Benchmarks

Few Pass Mark benchmarks were performed to calculate the performance of Huawei G700 among other devices. Pass Mark Performance Test Mobile allows you to objectively benchmark a mobile device using a variety of different speed tests and compare the results to others.



Pros

- Big display (5.0 inches)
- High-resolution display (720 x 1280 pixels)
- High-resolution camera (8 megapixels)
- Dual SIM card support
- Quad core processor
- Lots of RAM (2048 MB RAM)
- Fast mobile data support (4G)

Cons

- The touch of the handset will not work properly while connected USB to computer or charger
- Not compatible with all bands (example 850 MHz GSM)
- Slower than most quad-core phones

Rating



Huawei G700 offers an attractive package with a good combination of features and price. We must admit that in this cut-throat completion, it is not an easy job to bring up the best possible specification while keeping the price down from the competitors.

Huawei Ascend G700 is one amazing handset with 'all we need' features. We ranked it 4stars because the features and specifications of Ascend G700 are seen far better than its competitors in the market.



The First Octa-Core in Pakistan

United Mobile Marks a New Page in the History of Smartphone Devices in Pakistan

The homegrown mobile brand has launched the very first Octa core smartphone of Pakistan - "Voice Xtreme Octa Core X5".

United mobile organized an event in Lahore at the Avari Hotel,

where it showcased the latest Xtreme X5. This handset is a one of a kind device

and it looks like it will deliver in every way because it is packed with the advanced technology and features that make it a 'must have' phone.

Every Pakistani would love the Xtreme X5 Smartphone as it will be available throughout Pakistan at the most affordable rates

The audience at the event was amazed after learning about the Xtreme X5 Smartphone during the presentation which was given by United Mobile's country manager, Mr. Ali Yousuf. When given the opportunity to experience the



X5 Smartphone themselves, the audience which included both youngsters and adults, were greatly enthused by the capabilities of the device. Some of the notable attendees included: Mr. Ejaz Hassan (Marketing Director at United Mobile), Mr. Ashraf Nara, Mr. Jawed Shakoor, and Mr. Azad Lalani, among many others.

On one hand, Qmobile was busy in focusing Bollywood stars. On the other hand United mobile stepped forward and achieved the industry first by bringing the fastest processor ever for the technically savvy customer

Mr. Ejaz Hassan said that every



Pakistani would love the Xtreme X5 Smartphone as it will be available throughout Pakistan at the most affordable rates.

Qmobile has been left behind by Voice because by introducing the true 'Octa Core' processor, Voice became the pioneer of the octa core smartphones in Pakistan. On one hand, Qmobile was busy in focusing

Bollywood stars whereas on the other hand United mobile stepped forward and achieved the industry



first by bringing the fastest processor ever for the technically savvy customer.

Xtreme X5 is not only a powerful device but is packed with amazing features for all types of users. Besides having almost every upgraded feature a Smartphone user would look for, it goes the distance with blazing fast performance and a sleek design that sets it apart from the rest.



Specifications

- 13 MP (Rear) – 5 MP (Front)
- 1.7 GHz Octa Core processor
- 5" HD IPS LCD
- 2 GB RAM/ 16 GB ROM, microSD support up to 32 GB
- 2000 mAh

Bitstrips

an app all over
Social Media

By Kanwal Ayub



New app which turns faces into cartoons becomes latest social media hit

It is really hard to ignore an app that has flooded your Facebook feed with the comic strips; yes, we are talking about Bitstrips - a smartphone application that has gone viral on social media (Facebook/twitter).

The first time hundreds of millions of people heard about Bitstrips was when its customized comic strips started appearing in their Facebook news feeds in October, 2013. It has since gone on to become the second most-downloaded iOS app in the world

in November, 2013.

The comic-strip app is changing the face of social media from statuses to strips. Just take a look at your Facebook feed. Where once there were simple snapshots and videos, your friends can now make



themselves into avatars with ease. It's turning status updates into cartoons and your everyday birthday wishes into high-color personalized comics. It's not flashy, nor high-tech. But it's nonetheless, totally addictive.

The app allows users to design an avatar, adjusting hairstyles, clothes and other physical elements of the cartoon to match their real-life persona and then you can put yourself in different situations. There are a seemingly infinite number of situations and backgrounds for you to plop your avatar in. They come pre-captioned, but you can change the caption, add a word or thought bubble, and change your avatar's facial expression.

When you give someone something to work for, it can actually fire their imagination more quickly

The original version of Bitstrips was basically a blank slate, in which users had to custom-design their comics from scratch. But that level of customization and user decision-making was quite

time consuming (something most people don't have).

It's not just about jokes, it's a really powerful way to communicate; we have noticed that people are also using it as a political platform

When Bitstrips launched on Facebook, it began offering pre-designed background scenes that users can select for their comics. The pre-made templates greatly raced up the comic creation process, letting Bitstrips users put their creative energy into captions and other elements of their comic strips. Bitstrips CEO, Jacob Blackstock believes "When you give someone something to work from, it can actually fire their imagination more quickly".

Blackstock has said that "it is hard to categorize because it's not a game. It's a new way to express yourself and interact with your

friends. Instead of posting the same things as everyone else, you can create something that relates to your life."

It's not just about jokes, it's a really powerful way to communicate; we have noticed that people are also using this as a political platform.



As reported by French media, Beauvais Mayor Caroline Cayeux used a bitstrip comic to announce her candidacy. The French ministry has also been using this platform for official communication, including comics that urge to vote.

It's neither flashy, nor high-tech. But it's nonetheless, totally addictive

Not only Facebook users



are seeing the comic strips as the main method of updating their friends about their mood or activities but also the famous anchors worldwide



are using it widely.

So it explains; whatever your message is, a picture is worth a thousand words.

PhoneWorld Team utilized Bitstrips in a very unique manner by using the avatar for giving titles on their official get together last



month.

Bitstrips are almost like a visual status update – users can depict how they're feeling or send messages to other friends

With a great bang in social media, Bitstrips is moving into even a larger picture by allowing users to turn their comics into holiday greeting cards and by launching for school programs. Bitstrips has already topped the Google's Zeitgeist List as the top trending mobile app of 2013.

Our flooded Facebook newsfeed is a proof that Bitstrips are addictive, that's the reason company made it available on Apple store and Google play. By using it on a smartphone gives you a variety in comic scenes and it also gives a new option to share your Bitstrips with friends within the app, without posting to Facebook.

Whatever your message is, a picture is worth a thousand words

Bitstrips may have finally found its success – but viral success can be short-lived, and your no. 1 app can just as quickly get drawn off the page. It remains to be seen

either it will be the most popular in the long-term or the people will soon get over the Bitstrips craze.

✓ **More than 11million people have downloaded Bitstrips since its launch**

✓ **You can create an avatar of yourself and place it in comic situations**

✓ **The second most-downloaded app on Apple's App Store**

✓ **It's one of the fastest growing apps ever**

✓ **The second most-downloaded app on Apple's App Store**



By Kanwal Ayub

Kids Corner



Name Eman

Age: 10

Class: 5

With Whatsapp and Viber, I keep in touch with all my uncles and aunts abroad, and I am set to beat my friends on subway surfer.



Name Ayan

Age: 8

Class: 3

I Love speed and speedy games. My favorite apps on smartphone are Temple run, Temple Run 2 and Subway Surfer.

Use **HKT** high quality latest products for the better performance of your mobile phone

HKT
MOBILE ACCESSORIES COMPANY



Head Office: Basement Arif Center, Main Hall Road, Lahore. Contact us: 042-37354127, 37122860
Branch: 4th Floor, Usama Center, Hall Road, Lahore. Contact us: 042-37116888, 37115999

info@hkt.net.pk
hktmobileaccessories
www.hkt.net.pk



Do You Know ???

Voicemail was first added to mobile phones in 1986, followed 10 years later by the first laborious internet access from handsets

TELECOM CAMPAIGNS

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.

★★★★★

Ufone

Hisaab SMS

Director: Ahsan Rahim

Highlighted Feature:
Hisaab SMS is a free of charge service that will send details of customer's usage and charges, daily.

Ufone sets a fabulous counterblast to Telenor by its new advertisement campaign 'Hisaab SMS'. This Ad campaign is response to Telenor's latest TVC 'Saachi Yaari'; claiming that all operators steal balance from customers. Ufone is always known for its creative marketing advertisement campaigns and this time Ahsan Rahim (Director) has made an Ad that has become everyone's punch line, which says; 'Sachi Yaari Jaib Per Bhaari'.



★★★★★

3

Glow 24

Director: Soheb Akhter

Highlighted Feature:
Glow 24 is a package that allows users to enjoy daily 100MB Mobile Internet, 100 free minutes on FNF numbers and 100 SMS every day.

Glow is a brand which always comes with such innovative, tailor-made, youth-centric Ads, and this time Warid campaign shows us interesting and fun loving lives of our youth. This ad features a mantra „Mera dil jo kahay ga, wohi waqt bajay ga“, which indicates that customers' wants to stay connected with their friends and family 24/7 without any time fear. Soheb Akhtar has specifically designed this ad with a moto of owning the freedom of time'



★★★★★

Voice

Life ko Touch Ker

Highlighted Feature:
Life ko Touch Ker TVC introduces the latest smartphone by Voice - Voice Xtreme V10

Voice mobile, the newest player of Pakistan's cellphone industry has come up with an ad campaign for its Voice extreme V10 smart phone showcasing the ease of touch phones with a mantra "Life ko Touch Ker". I don't think that any brand can exist today without some degree of empathy, so it is very important to strike the cords emotionally with the target market; that's why Voice mobile's ad appears to target the energy, creativity, vibrancy of the youth of Pakistan.



★★★★★

4

Golden Number

Director: Aamir Malick

Highlighted Feature:
Highlighted Features: Zong Golden number features that customers can now get golden numbers at CSC, Franchise and Retail

We cannot deny the fact that humor makes branded videos go viral. Zong campaign has taken a fresh, bold and humorous approach to marketing in its latest Golden number TVC, which portrays an ongoing craze to book a golden mobile SIM number in Pakistan. Despite of being a good ad, it won't last longer on the minds of customers, because the market players are already coming up with more local humor campaigns.

★★★★★

QMobile

Qmobile Noir Z4

Director: Farooq Mannan

Highlighted Feature:
The new campaign by Qmobile shows Kareena Kapoor using the latest Quad core smartphone - Noir Z4.

The holy grail of advertising is so popular that the local player of Pakistan has hired an international star for its latest campaign. Farooq Mannan has made it the most expensive television commercial in Pakistan's advertising history. One of the funny fact about this ad is that very few of us remember the smartphone because Kareena's image is so loud that it washes away all other features. By the way, the ad campaign was designed for Noir Z4. LOL.



★★★★★

4

Sachi Yaari, Sub pe bhaari Train Thematic

Director: Ahsan Rahim

Highlighted Feature:
Telenor claims that all other operators steal balance from mobile phone customers.

The 'Sachi Yaari, Sub pe bhaari' ad campaign is a perfect example of 'how to crush your brand image in 60 seconds'. Telenor claims that "Sachi Yaari" represents the trust and relation of Talkshawk with all kind of segments, but what we see is that Telenor is lacking creativity in its marketing strategies.



TOP MUST HAVE FOR APPLICATIONS & GAMES YOUR SMARTPHONE

Best Hangman Free

Rating : 5 Price: Free

Take your phone and challenge your friends with a battle of words. Combine fun and learning with this graphically attractive game.

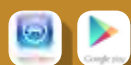
PAKISTANI SOFTWARE DEVELOPER APPLICATION



Smart Tools

Rating : 4.5 Price: 2.381 USD

Smart Tools is a complete package of 5 app sets. It includes 5 Pro sets for a total of 15 tools.



Clumsy Bird

Rating : 3.8 Price: Free

Flap the little wings of the Clumsy Birds in this #1 thrilling and action packed flying adventure. Clumsy bird realised after the big hit flappy bird.



Shazam Encore

Rating : 4.5 Price: 5.942 USD

Shazam recognizes music and media playing around you. Tap the Shazam button to instantly match, and then explore, buy and share.



Baby Monitor

Rating : 4.9 Price: Free

Use your phone as a baby monitor. Leave your phone with the sleeping baby and it will automatically let you know as your baby awakes by making a phone call automatically.

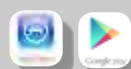
PAKISTANI SOFTWARE DEVELOPER APPLICATION



Soccer Scores - FotMob

Rating : 4.6 Price: Free

covering over 100 leagues and the only app to give you audio coverage for football for free.



Zakat Calculator

Rating : 5 Price: Free

Zakat Calculator calculates the zakat on your cash amount, Livestock , gold, silver and agriculture.

PAKISTANI SOFTWARE DEVELOPER APPLICATION



ESPN SportsCenter

Rating : 4.2 Price: Free

SportsCenter app, a supercharged update to the popular ScoreCenter app packed with live scores, breaking news, video highlights, in-depth analysis, personalized alerts and more.



Easy Voice Translator

Rating : 4.7 Price: Free

Easy Voice Translator'. It offers great quality Translations 'TO and FROM' many different languages. A gift for a frequent traveler with easiest user interface ever.

PAKISTANI SOFTWARE DEVELOPER APPLICATION



Clash of Clans

Rating : 4.6 Price: Free

Clash of Clans is an addictive mixture of strategic planning and competitive fast-paced combats. Raise an army of Barbarians, War Wizards, Dragons and other mighty fighters.



Platinum Password Keeper

Rating : 5 Price: Free

Take your phone and challenge your friends with a battle of words. Combine fun and learning with this graphically attractive game.

PAKISTANI SOFTWARE DEVELOPER APPLICATION



SD Maid Pro - Unlocker

Rating : 4.6 Price: 2.400 USD

It unlocks the „Pro“ status in the free version, enabling all additional features. SD Maid is a powerful tool. USE AT OWN RISK!



Personal Doctor

Rating : 5 Price: Free

Calculate your BloodPressure, HeartRate, PulseRate, Calories, BodyMassIndex, BodyMetabolicRate, then you came to the right place. Best way to know about your calories.

PAKISTANI SOFTWARE DEVELOPER APPLICATION



The Room

Rating : 4.8 Price: 1.143 USD

The Room, a physical puzzler, wrapped in a mystery game, inside a beautifully tactile 3D world.





The GSM Association

GSMA organizes the largest annual event in the mobile industry, the GSMA Mobile World Congress, in addition to smaller, targeted events like GSMA Mobile Asia Expo, GSMA Mobile 360 Series and the GSMA NFC & Mobile Money Summit

About the GSMA

The GSM Association (GSMA) is an association of mobile operators and related companies from around the world.



The association was formed in the year 1995 with the core purpose of supporting the standardization, deployment and promotion of GSM mobile telephone system. Spanning more than 220 countries, the GSMA unites nearly 800 of the world's mobile operators with more than 230 companies in the broad mobile ecosystem, including handset makers, software companies, equipment providers, Internet companies as well as organizations in industry sectors such as financial services, healthcare, media, transport and utilities. In order to achieve its purpose, GSMA organizes the largest annual event in the mobile industry, the GSMA Mobile World Congress, in addition to smaller, targeted events like GSMA Mobile Asia Expo, GSMA Mobile 360 Series and the GSMA NFC & Mobile Money Summit.

GSMA Mobile World Congress

GSMA Mobile World Congress is the combination of world's largest exhibition for the mobile industry that provides the best venue for mobile industry networking, new business opportunities and deal-making. This event includes topnotch conference featuring visionary keynoted, panel discussions, an exhibition with more than 1500 companies displaying their products and technologies that define the future of mobile. Few other highlights of the event include the App planet and annual Global Mobile Award ceremony.



The 2014 annual event took place at Fira Gran Via, Barcelona Spain from 24th-27th February and according to GSMA, 2014 Mobile World Congress was the world's largest tradeshow certified to have a zero carbon footprint. An integral part of Mobile World Congress was the GSMA Ministerial Programme, which brought together governments, regulators and industry leaders to explore the regulatory issues shaping the development of

By Adnan Khan | Rizwana Khan

mobile around the world. This year, the programme examined new paradigms in policy for managing networks and facilitating investment. In addition to the live audience in the Conference Village in Fira Gran Via, the Mobile World Live keynotes were streamed live across the venue and to hundreds of thousands of viewers globally via the Mobile World Live portal.

The Minister of State Ms. Anusha Rahman, Ministry of Information Technology also attended the event and was also one of the speakers at Innovation and Investment Conference.



The event was attended by high profile people from the Pakistani telecom industry including Mr. Akhlaq Ahmad Tarar, Secretary, Ministry of Information Technology; Dr. Syed Ismail Shah, Chairman, Pakistan Telecommunication Authority (PTA); Mr. Yasir Qadir, Member Telecom, Ministry of Information Technology and Mr. Shahzad Sami, Vice Chairman, Frequency Allocation Board.

GSMA Mobile 360 Series

Mobile 360 series comprises series of two events that take place in Europe and Middle East and offers senior executives in the mobile industry a platform to meet and discuss the key issues specific to a particular region or country.



In 2013 the European event was held in Brussels while Middle East event was organized at Dubai that was co-located with GITEX at the Dubai World Trade Centre. The schedule for this year's event is not planned out yet.

GSMA Mobile Asia Expo

Mobile Asia Expo is one of the greatest mobile events of Asia. Last year's MAE was the second

event in the series organized by GSMA that was also the biggest and largest ever mobile event of Asia which had over 20,000 business and consumer attendees, as well as an incredible conference, innovative exhibition and impressive line-up of Featured Programmes.



Like last year, 2014 Mobile Asia Expo will be hosted at the Shanghai New International Expo Centre, China on 11-13 June 2014. An exciting lineup of speakers from mobile operators, consumer brands, investors, and industries touched by the mobile market presented at nearly 20 conference sessions at Mobile Asia Expo last year. The other highlights of the expo included App Planet, NFC Experience, GSMA Connected City and Innovation Labs that provide extraordinary experiences for all attendees.

GSMA Mobile World Congress includes topnotch conference featuring visionary keynoted, panel discussions, an exhibition with more than 1500 companies displaying their products and technologies that define the future of mobile



This year GSMA is planning even bigger and better show for the attendees. Highlights of 2014 include a massive technology exhibition, Mobile Forum conference, C-level networking opportunities, an expanded version of GSMA Connected City and special Expo zones and Pavilions.

Karachi: 021-111-476-725
Lahore: 042-111-476-725
Islamabad: 051-111-476-725

HOME SHOPPING

PAKISTAN'S LARGEST ONLINE RETAILER

Shop # 4, Plot # 24-D, 5th Commercial Lane - Zamzama DHA Phase V Karachi, Pakistan.

Visit our website
www.homeshopping.pk

Samsung GALAXY Note 3



Samsung GALAXY Note 3

Samsung Galaxy Note 3 N9005 4G (32GB, White)

Rs 68,990



Samsung GALAXY Note 3

Samsung Galaxy Note 3 N900 3G (32GB, Black)

Rs 63,990



Samsung GALAXY Note 3

Samsung Galaxy Note 3 N900 3G (GOLD, 32GB)

Rs 62,990

iPhone 5 [S]



iPhone 5 [S]

Apple iPhone 5S (Silver) Factory Unlocked

Rs 72,990



iPhone 5 [S]

Apple iPhone 5S (GOLD) Factory Unlocked

Rs 72,990



iPhone 5 [S]

Apple iPhone 5S (GOLD) Factory Unlocked

Rs 72,990

SONY



XPERIA
Sony Smartphone

Sony Xperia L
White

Rs 21,890



XPERIA
Sony Smartphone

Sony Xperia Z1
(Black)

Rs 58,990



XPERIA
Sony Smartphone

Sony Xperia Z Ultra
(Black)

Rs 49,990

htc

quietly brilliant



htc

quietly brilliant

HTC One Max
(Silver) 16GB

Rs 65,990



htc

quietly brilliant

HTC One 32GB
(Red)

Rs 65,990



htc

quietly brilliant

HTC One X+ Plus

Rs 42,990

BlackBerry



BlackBerry

BlackBerry Z10
(Black)

Rs 30,990



BlackBerry

BlackBerry Q10 (Black)
(Arabic Keyboard)

Rs 37,990



BlackBerry

BlackBerry Z30
16GB (Black)

Rs 51,990

MOTOROLA



MOTOROLA

Motorola Moto X
(White)

Rs 44,990



MOTOROLA

Motorola Moto G
XT1032
(16GB, Black)

Rs 25,990



MOTOROLA

Motorola PRO Plus
MB632

Rs 49,990

NOKIA LUMIA



NOKIA
LUMIA

Nokia Lumia 1320
(8GB, Black)

Rs 36,990



NOKIA
LUMIA

Nokia Lumia 900
(16GB, Black)

Rs 25,990



NOKIA
LUMIA

Nokia Lumia 1020
32GB (Yellow)

Rs 66,990



A.T-ALFATM

Pakistan No.1 Mobile Phone Accessories

Hands free



Charger



Battery



Screen Protector



Pouch



and all international parts



Casing



App Planet

THE NEXT GENERATION OF MOBILE APPS

App Planet, now in its fifth year at Mobile World Congress, will link the developer community with the broader mobile ecosystem to define the NEXT generation of the mobile apps market. Through App Developer Conferences (ADCs), a cutting edge Apps focused exhibition, and numerous networking opportunities, App Planet will provide attendees with an exclusive opportunity to learn, collaborate and explore the next generation of innovations in this rapidly changing ecosystem.

www.MobileWorldCongress.com/AppPlanet



Scan to Learn More

App Planet is a part of



Barcelona | 24 - 27 February 2014



Business center First Floor Hall Road Lahore
042-37210216



www.atalfa.net

Official App Planet Sponsor



Supporting Sponsors

CARCONNECTIVITY consortium



G'FIVE

SMART PHONE

President Quad Core Series

President-G7

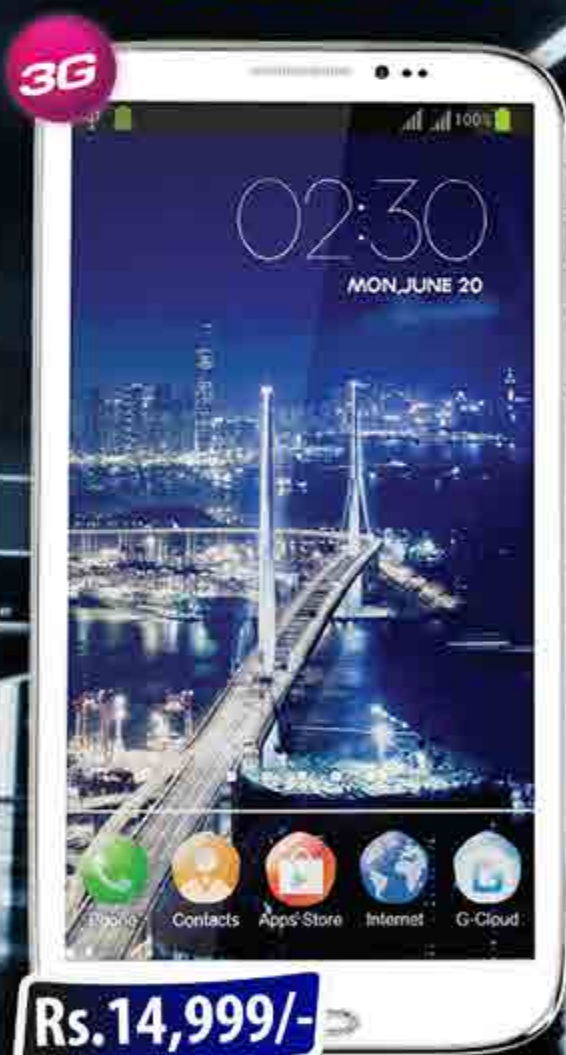
President-G9

President-G6



Rs.12,499/-

- Android 4.2.1
- 5.0 Inch Screen
- Digital Camera



Rs.14,999/-

- Android 4.2.1
- 5.7 Inch Screen
- Digital Camera



Rs.12,499/-

- Android 4.2.1
- 5.0 Inch Screen
- Digital Camera

