

Exclusive interview

# Humaima Malik's Technology Obsession



## The Barometer of a Successful 3G Auction in Pakistan







MAKE it  
**POSSIBLE**

# Ascend G610

**SUPER FAST QUAD CORE 1.2 GHZ PROCESSOR**  
1 GB RAM & 4 GB ROM



## Ultimate & Electrifying Entertainment Experience

Dual Sim | 5 MP Camera With LED Flash | 5" Inch Screen Display | Android Jellybean 4.2

**Just For Rs. 19,999/-**



**Mobilink**

**\*6 MONTHS  
FREE INTERNET**  
\*Fair usage policy of 2 GB/Month

Huawei Official Partner  
1 Year Warranty by  
**AIRLINK COMMUNICATION**

huaweidevice.com/worldwide

facebook.com/huaweipakistan



**Adnan Khan**  
Managing Editor

Dear Readers,

We hope you are enjoying the beautiful autumn and a joyous EID. We at PhoneWorld wish you all a very happy EID Mubarak. This time around the magazine decided to honor the modeling industry's rising star and her obsession with technology, the gorgeous, the beautiful "Humaima Malick". Humaima is not only a famous face of fashion industry but she is also one of the talented personalities of television and film industry. We dig deep down in to her fascination in technology and her new avatar as the Brand Ambassador for Samsung.

Finally, after a long time a positive step has been taken by the Government of Pakistan in the field of telecom. As the Government and the mobile industry agree to move forward with the next generation of wireless networks. PhoneWorld is honoured to give exclusive coverage of the event. With the new Chairman of PTA, the Government and the telecom operators are hoping to resolve the issues that are withholding the 3G auctions. In a half day workshop on "Policy and Regulatory Environment for Next Generation Mobile Networks in Pakistan" which was organized by Central Asian Cellular Forum and TechPolis, the telecom industry and policy makers agreed that Pakistan is moving forward with upgrading its mobile networks to new heights.

Are you afraid of losing your cell phone data, if your phone gets lost or stolen? Well, fear not we have brought you some amazing tips and tricks that might come in handy. Smartphones are becoming popular in Pakistani market today with fifth largest mobile phone market in Asia. As mobile phones have become more popular and fancier, they have also become increasingly liable to theft. Some cautionary steps may come useful to recover your important data or to retrieve your phone. An in-depth analysis has been done on some applications and their built in features that can make you fearless.

3G undoubtedly the most talked about news in telecom industry nowadays. we have shed light on the Barometer of a successful 3G auction in Pakistan. Some key issues and their solutions which are obstructing the 3G auction highlighted, as well as the ups and downs of introducing new players or staying with the existing players in the market.

A special survey and research has been carried out by the magazine on popular demand by comparing the mobile data tariff benchmarking from all the telecom operators. From daily data packages to monthly data packages. This might be helpful for you to decide that which one is best for you.

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 Editor

**Agha Mehdi**  
Bureau Chief Lahore

**Imran Rashid  
Muneeb Shiekh**  
Technical Consultant

**Hunain Zahid Kayani  
Bilal Abbasi**  
Sub Editor

**Nasrullah Shah**  
Bureau Chief Quetta

**Mufti Mohsin Rehman**  
Consultant

**Bushra Mushtaq Khan**  
Graphic 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 Alkhidmat Group Hafeez Traders Welfare  
League Lahore

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

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



# Contents

## National

- 40 The future looks Bleak for SMS

## Operators

- 26 Promotional Shift in Pakistan's Telecom Industry

## International

- 19 Acer Announced 'First 4 K Recording Smartphone' Liquid S2  
29 Qualcomm Toq, First Smartwatch Charging Wirelessly

## Feature

- 10 The Barometer of a Successful 3G Auction in Pakistan  
33 10 of the Smartest things you can do with your Smartphone  
46 Battery Preservation

## Infocus

- 20 Ejaz Hassan, United Mobile  
30 Humaima Malick, 8th Most Fanciable Women in South Asiar  
48 Hassan Minhas, Airlink Communication

## Wishlist

- 38 Which one would you like to choose

## Photo Gallery

- 25 Your VOICE is with you, ALWAYS!  
34 Sony Brings Xperia Z Ultra in Pakistan  
39 Qualcomm & Ucell organizes Training for App Designers in Uzbekistan  
45 Mobilink brings Pakistan Idol

## Phone Review

- 22 Voice Xtreme Quadcore V70

## Local Brands

- 44 Arrival of the Month

## App World

- 56 Applications & Games for your smartphone



6 Government & Mobile Industry Agree to Move Forward with Next Generation Wireless Networks



14 How to Save Your Stolen Mobile Data

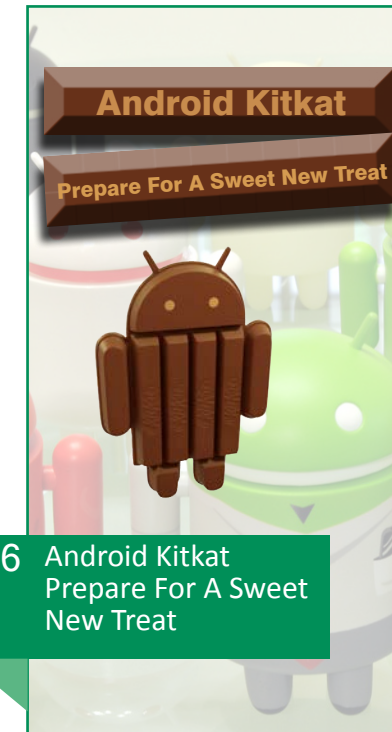


22 Smartphone Review Voice Xtreme QuadcoreV70

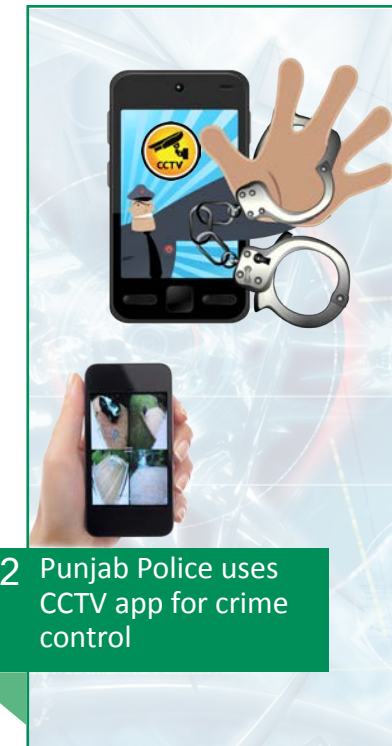


28 Dr. Ismail Shah Appointed Chairman PTA

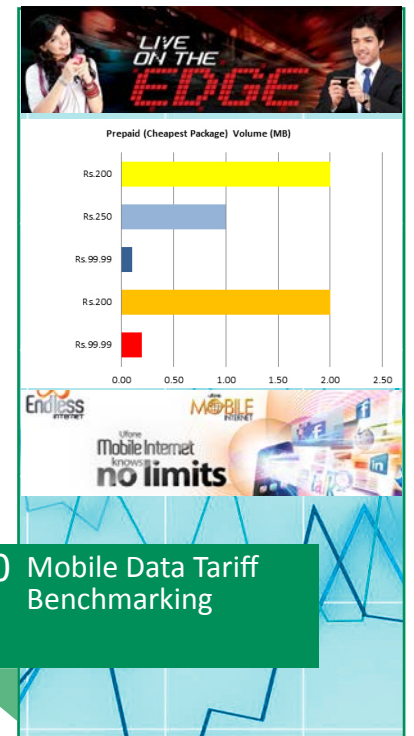
Issue 05



36 Android Kitkat Prepare For A Sweet New Treat



42 Punjab Police uses CCTV app for crime control



50 Mobile Data Tariff Benchmarking



54 Samsung Smart Summer 2013

**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  
f phoneworldmag  
t phoneworldpk





# Government & Mobile Industry Agree to Move Forward with Next Generation Mobile Networks

**Strong Policy and Regulatory Environment must for Investors in 2.1 Ghz Spectrum Licenses**



Minister Rahman Ahmad Khan,  
State Minister for IT & Telecom

In a half a day workshop on, "Policy & Regulatory Environment For Next Generation Mobile Networks

in Pakistan" organized by Central Asian Cellular Forum (CACF) and TechPolis on October 4th at Serena Hotel, Islamabad, the industry and policy makers agreed upon the fact that Pakistan is moving forward by upgrading its mobile networks to mobile broadband, which will allow fast broadband internet access, better quality of voice and video calls.

Minister of State for Information Technologies, Anusha Rahman Ahmad Khan, said at the final keynote speech at the event which was held

in Serena Hotel, Islamabad that government and industry, "have more agreements than disagreements, and where there



Dr. Ismail Shah,  
Chairman, PTA



are disagreements the dialogue remain to open." She said that the leadership of the Pakistan Telecommunications Authority (PTA) is now in place and will conduct the auction of 2.1 GHz spectrum. The MoITT Policy Directive is giving guidelines to PTA for spectrum auction of the next generation mobile networks which has been drafted and is being discussed within

the government, said Minister Rahman.

Chairman PTA, Dr. Ismail Shah, stressed to the industry representatives that his doors are open to discuss any aspect of policy that can give operators certainty regarding the regulatory environment they will face once they acquire 2.1 GHz licenses to introduce

next generation mobile networks. "We want all the services to be provided and the people should benefit from increased access to bandwidth in Pakistan." He also said that PTA will support the industry transition but added that it is their responsibility to protect consumers and assure availability and quality of services.



Mr Asad Inayat, Director Global Business Operations Qualcomm



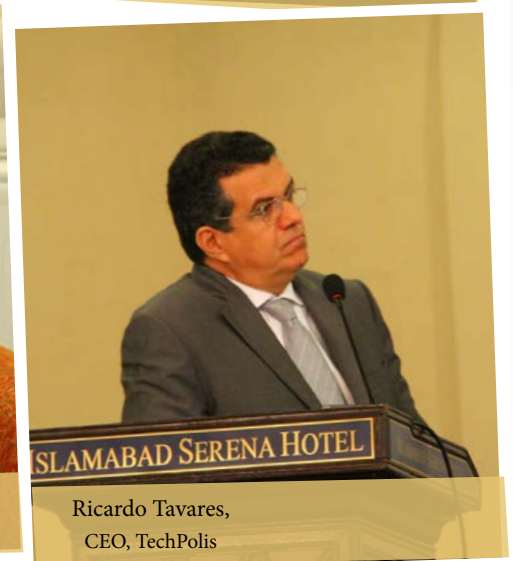
Ziad Matar, Senior Director, Business Development, ME & CA-Qualcomm & Syed Ahmad, Founder DPL & Vice Chairman (P@SHA)



Khalid Khan,  
Chairman Central Asian Cellular Forum



Minister Anusha Rahman  
All Ears



Ricardo Tavares,  
CEO, TechPolis





On the panel of CEOs and senior representatives of mobile operators, there an agreement that three licenses of 2 X 10 MHz should be put forward in the auctions. On the reserve price for auctions, Lars Christian Iuel, CEO of Telenor Pakistan, said that, "we can compare the spectrum licenses with buying a car. We cannot price it until we have clear what type of car it is and what comes with it." Ufone CEO Abdul Aziz added that the policy issues that provide the environment for the auctions (type of auction, taxation regime, clarity on the cost and availability of rights of way for new telecom

towers, right of mobile operators to international termination access fees) are as important as the reserve prices of the spectrum.

### Common Platform required for local app & content Development - Mobile operators should ease up processes to encourage local companies

On a panel of ecosystem for the next generation networks, Ziad Matar, Head of Business Development for Qualcomm in the Middle East and Central Asia, and Syed Ahmad, Vice President of P@SHA (Pakistan Software Houses Association) agreed that mobile applications will drive the utility of mobile broadband for the country which has local content that is meaningful.

Mr. Ahmad pointed out that the IT industry, government and the mobile industry should create a common framework for access to locally developed applications.



### Central Asian Cellular Forum awarding the shields to all the Guest Speakers for sharing valuable insights during the workshop



Anusha Rahman Ahmad Khan  
State Minister for IT & Telecom



Dr. Ismail Shah  
Chairman, PTA



Ziad Matar  
Senior Director, Business  
Development, ME & CA-  
Qualcomm



Lars Christian Iuel  
CEO, Telenor Pakistan



Mr. Tariq Gulzar,  
CFO, Warid



Mr. Abdul Aziz,  
CEO, Ufone



Sikandar Naqi  
Chief Public Relation  
& Quality Assurance  
Officer, CMPak



Agha Mohammad Qasim,  
Vice President Corporate  
Affairs, Mobilink



Syed Ahmad,  
Founder DPL & Vice Chairman  
P@SHA



Ricardo Tavares  
CEO, TechPolis

Currently, the Pakistani IT industry focuses on mobile applications for international markets, shying away from the local market because of lack of common standards and unattractive revenue share propositions.

Lars Christian from Telenor said that taxes of 33% on mobile operators' revenues are discouraging application developers from using local stores, so they prefer to use Apple and Android stores where they pay only 5% tax.

Khalid Khan, Chairman of CACF, lauded the willingness of both government, mobile sector and IT sector of working together

to promote deployment of next generation wireless networks and development of the domestic mobile application sector. "It is of essence that these three players sit down to work out on the

**PTA doors are open to discuss any aspect of policy for the acquisition of 2.1 GHz Licences : Transparency to be ensured at all cost**  
**Dr. Ismail Shah- Chairman PTA**

challenges," he commented.

TechPolis CEO, Ricardo Tavares, said at the end that the space for dialog between government and private sector on telecom policy is now open and that both sides should take full advantage to create a strong framework for growth not only in the telecom sector but for the entire economy. "Next generation networks is a must for economic growth which Pakistan lost some time in the recent past, but I am glad that a new Administration is hiring a great team to move telecom and IT policy forward," he concluded.



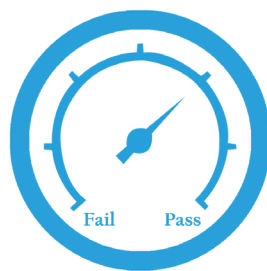
# The Barometer of a Successful 3G Auction in Pakistan

*Auction and Post Auction scenario needs to be envisioned and shared with all the stake holders especially those who will be potential bidders for getting their feedback and more importantly their confidence*



I am always asked this question at events and private meetings running a Cellular Development Forum as to why 3G Auction has not happened so far in Pakistan. A question that makes me really uncomfortable to explain specially to those who are not familiar with the dynamics and politics of country (Although it is equally difficult to explain to those who do understand the situation). The so called 3G Auction in Pakistan is an issue that has captured the eye of many specially the consumers in Pakistan for the past few years. The Supreme Court of Pakistan now has to intervene and order the Government to

hire Chairman PTA and other members that is the relevant telecom regulatory body and complete the auction process within shortest possible time-starting its Judgment order.



The important issue to consider here is that whether it is possible to complete a challenging task "Successfully" as this, in such a time frame. Previous Government

tried a few times to auction the 3G spectrum but failed to do so and worst off during the last attempt the process was made controversial and quite sensitive for the MoITT & PTA to take any kind of initiative and therefore the Supreme Court had to intervene at the end of the day. The failure to do a 3G auction in the past is a subject that could lead us to an un-ending debate and write-ups but the important thing is to move forward taking lessons from the past and ensure a successful auction so that benefits of the technology could reach the common man. Therefore, the focus should be more on making the initiative towards 3G auction going forward rather than investigating why the previous initiatives failed.

The task requires now is to draw a comprehensive road map concentrating on the aspects of 3G auction and its significances in the future to ensure a "Successful 3G Auction".

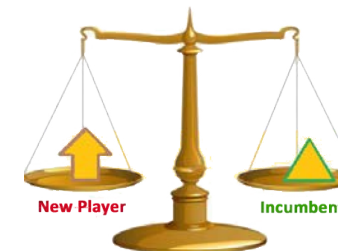


The barometer of gauging the success or otherwise of the success needs to be defined and therefore, we have made an attempt to highlight key elements spread over time that form the basis of such judgments or measurements:

Pre-Auction  
Auction process and  
Post-Auction

**Pre-Auction:** The two elements that stand out essentially in the pre-auction era are the setting the right objectives and environment for the auction that includes most importantly the choice to either focus/restrict the auction on incumbents or get a new player and the clarity of the entire process and involvement of the key stakeholders.

**Incumbent versus New player**  
One of the most important aspects of 3G auction in Pakistan will be to set a target (informally or formally) that is needed to be achieved whether it is to bring new player in the market or stay with the existing



players. Pakistan currently is host to five GSM operators of which at least four of the telecom

players are the world most deep pocketed, renowned and lucrative entities that anyone would like to see in the auction process i.e. Telenor, Etisalat, China Mobile and Vimpelcom (previously Orascom).

The primary objective should be that the three frequency slots being offered currently should ideally be taken up by the incumbents as a natural progression of its services. It would be a huge loss to the credibility of the Government and more so for the operators in terms of its valuation if the spectrum slots being offered for 3G is not picked up by an existing incumbent mobile operator.

**Most important aspects of 3G auction in Pakistan will be to set a target (informally or formally) whether it is to bring new player in the market or stay with the existing players besides setting realistic base price and provide as much clarity as possible**

A new mobile operator will be coming to an already very competitive environment that may further drive the industry towards more aggressive price war that we usually see in such a situation to gain market share, which is not a healthy development. If the expectation levels are not set right in terms of new players the 3G Auction could be dubbed as failure even if all the other objectives are achieved.

It is important that while the focus should be on incumbents but the process should be open for the sake of transparency. There is however a fear within the government circles that cartelization may happen, if the

sword of a new player is not hanging over the incumbents, will be resulting in lower revenues than expected. A reasonable benchmark or base price should be able to mitigate that impression or even the act itself.

**Clarity of the Entire Process & Involvement of stakeholders**  
Process and post process scenario needs to be envisioned and shared with all the stake holders specially those who will be potential bidders for getting their feedback and most importantly their confidence. EOI



and auction process need to be designed accordingly. Pre-bid conferences and meetings in addition to the potential bidders should be held with media, financial institutions, business chambers and the civil society so that a positive environment and clarity is ensured. This also acts as a good marketing exercise just like for a marriage there pre-functions such as "baree", "mayun", "mehendi" etc., before the marriage is solemnized.

**3G Auction Process:** It is very important to chalk out the whole procedure and its requirement before actually starting the auction because any ambiguity in the process could drastically affect the whole process. A clearly laid down auction strategy will not only facilitate the auctioneer but will also help the interested parties to make informed decisions.

The simpler the process the easier for it to explain and conduct for all. There is a school



of thought that advocates use of complex methodologies and software as is done in some other countries. However, probably we do miss on the aspect that in some of the countries where these complex processes and software's were used did not at all achieve the auction objectives.

Complex auctions necessary does not result in better results. A good way to understand and disseminate the information is to conduct a (or number of) mock auction well in advance that could provide room for further improvement.



The auction held by PTA primarily through its own staff in 2004 was quite simple and brought two new operators in the market, the fact it achieved better than expected results for multiple reasons.

On the other hand, the last year 3G auction process crumbled at onset about the selection of consultants, which probably in a simple auction will not be a requirement, where the auction goes in the background and elements around the auction take center stage.

The price to be paid is probably the single and most important gauge that most people specially within governments see as a barometer of success. A lot of people that I meet do quote Indian auction of over USD 16 Billion as a reference saying that if they could generate this amount then we deserve to at least have over USD 02-03

Billion (being 1/8th the size).



Little, do they know about the negative implications of an overpriced spectrum? Both the Indian 2G and 3G auctions are a case study of "what not to do" for any government. It has unfortunately made a laughing stock of the India Telco policy and regulatory regimes. Not only this but it has devastated the otherwise burgeoning Indian Telecom industry and their consumers.

It may be noted that at a recent 3G Auction in Bangladesh in September 2013, 10 MHz of spectrum in the same band was able to fetch USD 210 Million. The expectation should be set accordingly.

**Complex auctions necessary does not result in better results. The auction held by PTA primarily through its own staff in 2004 was quite simple and achieved better than expected results for multiple reasons**

The Pakistan 3G auction should be gauged by a right priced approach. The last telecom policy yet to get renewed provides for benchmarking the base price for 3G Spectrum from the last 2G licenses which comes to around USD 210-250 Million (depending on price or spectrum benchmarking) for the 10 Mhz slot-currently 3 slots are available

for auction.

This probably is the most acceptable benchmark price to start off. It is important to note that this is only a starting point; the final price could be quite different. A recent study conducted by PLUM Consulting has provided for a very wide range of USD 350 to USD 580 million per slot of 10 MHz depending on the environment around auction.

**The Indian Auction being touted is a classic case of "what not to do"**

The government has also for the 4th time in the federal budget earmarked USD 1.2 Billion (raising it from previous USD 750 mn) that comes to around USD 380 Mn (though no basis were provided for this forecast). The PLUM report does also mention a potential loss of around Pak Rs. 5 Bn per month to the economy as we further delay the process.

Giving the depressed state of the country's economic situation, we must not target the higher slabs so that not only the auction but the long term objectives for the 3G Spectrum Auction could be realized that are explained in the post auction scenario section below i.e. roll-out, QOS, cost for the consumers and uptake of 3G Services.

Most experts that we spoke to who understand the Pakistan telecom industry and the current environment do put a right price of anything around USD 210-300 for a 10 MHz single slot, that may probably fall short of the government targets and expectations but provides enough room for the operators to pursue their long term objectives.

The right price could be achieved through making financial incentives such as allowing at least 25% if not 50% of the auction price to be spread across next 5 years as was done for the 2G licenses auction.

**Post Auction:** While, the pre-auction and auction conduct are the immediate actions one see and can evaluate as a success or failure of the auction but it is always the post auction elements that are the most important to see if the auction has really provided dividends. The three elements

**BIG DATA**

that should be gauged are the extensiveness of Network roll-out, Quality of Services (QoS) being provided and uptake/migration of the consumer from 2G to 3G services.

Although, India raised USD 16 Billion dollars from the 3G auction last year the lack of potential bidders to get funding for network



drastically effected their rollout plans to the extent that even major cities in particular circles could not be covered resulting

in poor coverage and degraded quality of service. Not only this but whatever coverage and QoS was available it was being offered at a very high tariff to ensure that the ROI for the operators could be achieved. The entire fiasco resulted in poor uptake of mobile broadband services through 3G Auction.



Recently, the tariff was slashed by almost half by the operators to entice customers that will definitely have a negative impact on the operators EBITA margins preventing further investments by the shareholders.

**The Government has a full term to go. If the auction does not achieve healthy growth of 3G due to shortsightedness of the policy makers to achieve short term goals, it will have to carry the baggage all the way besides ruining the industry and face consumer anger**

Taking lessons from such auctions in addition to a right price approach the Government shall provide a conducive and stable policy and regulatory regime for the operators to roll-out networks and provide quality

mobile broadband at affordable rates over the next few months of its launch and probably years to come.

No matter how well planned and transparent the auction is and how much revenue it generates, it will not be considered successful auction if the consumer uptake is not ensured. The only good that has happened from the 3G delay is that device cost of 3G terminals including mobile phones has come within the range of a common man. The cost for a 3G mobile phone in the retail market has reached less than 35 USD (or less than Pak Rs. 3,700). If the data tariff based on



the operator's business model is reasonable we could see the world most successful 3G launch in Pakistan that could be a role model for others.

The 3G auction process if done in the right manner, will not only benefit the operators and consumers but the Government of Pakistan will also be able to raise a reasonable amount of money which can be used to overcome the energy crisis and other socio economic problems being faced by the country.



**DO YOU KNOW ?**

The growth of the iPhone was 10 times faster than the growth of America Online. (Source: Nielsen) (This is an amazing statistic for those of us who remember mailboxes stuffed with AOL discs during the 1990s.)





# Mobile Phone Theft in Pakistan

## How to Recover Your Stolen Mobile & Lost Data

*Pakistan is 'the 5th largest mobile phone market in Asia: With increased mobile usage, over the past few years mobile phone snatching and theft in the country has increased exponentially effecting people in alot many ways*

**A**s the mobile phones have become fancier, more popular, and more expensive, they have also become increasingly liable to theft. In the light of current security and terrorism issues, it has become an even bigger issue.

According to the mobile survey company Ansr.io., Pakistan is 'the fifth largest mobile phone

market in Asia. The report cited 10% smartphone penetration and 75% Symbian i-e feature phone. With the increased mobile usage a major issue that has risen over the past few years is the rise of mobile phone snatching and theft in the country.

Although much cannot be done to control the mobile snatching at an individual level but you can definitely take measures to protect your data from any

misuse. To control the mobile snatching incidents in the country and protecting the data of the mobile owners, Pakistan Telecommunication Authority (PTA) has placed a technical unit with the help of all cellular mobile operators, City Police Liaison Committee (CPLC), federal and provincial police departments and other government functionaries.

The mobile operators have installed the Equipment Identity

Register (EIR) system which enables a stolen or snatched cell phone to be blocked through its International Mobile Equipment Identity (IMEI) which is a unique number of every cell phone in the world. The IMEI number is used by the GSM network to identify valid devices and, therefore, can be used to stop a stolen phone from accessing the network.

Equipment Identity Register (EIR) will block the handset using IMEI number, once the snatching or theft is reported by the consumer. To find your IMEI number you can just dial \*#06# on your phone and you will be shown your IMEI number. Alternatively, IMEI number can also be found on the mobile phone box.

Although it does not provide the



ultimate protection and you may not necessarily get back your mobile phone but at least you will be able to stop the snatcher from using your cell phone for any service.

Today people are using smartphones for many activities other than making a simple call or sending a text. A large amount of sensitive data is stored in the mobiles such as email, contact information, and passwords etc. Mobile applications for social networking keep a wealth of personal information.

Recent innovations in mobile commerce have enabled users to conduct many transactions

from their smartphone, such as purchasing goods and applications over wireless networks, banking, processing point-of-sale payments, and even paying at cash registers.

There are many applications available in app stores and market along with the built-in apps that can be used to protect your phone data and even locate it, but many users fail to enable the security software that comes with their phones.

### Secure Your Phone with Built-in Features

Your phone is just like your wallet so keep it save and with you all the time. All the operating system offer special security settings, it is wise to use them before downloading any additional applications. Many mobile phones allow users to set a password or Personal Identification Number (PIN) that must be entered to use the phone. Passwords and PINs make it more difficult for thieves to steal your personal information if your phone is lost or stolen.



Some phones allow you to encrypt the data stored on your phone or memory cards, sometimes through the use of third-party encryption products. encryption secures your data if your phone is lost or stolen. You can also make a back up of your

By Imran Rashid  
Rizwana Khan

data to keep it save in case you lose your phone.

Many operating systems also offer special features through which users can locate their phone and lock or delete data from it remotely.

### How to Report?

The process of filing a complaint against the mobile theft is very easy.

- You can report your stolen phone with IMEI, by calling Police at 15
- Call at PTA's toll free number 0800-25625
- Call CPLC (Citizen Police Liaison Committee) Tel: 021-5682222, Fax: 021-5683336 for online complaint CPLC website: <http://www.cplc.org.pk/>
- Email PTA [imei@pta.gov.pk](mailto:imei@pta.gov.pk)

### What to Provide?

- IMEI Number of your stolen cell phone
- Cell Phone number
- Name
- National ID Card Number
- Address and contact Number



### >> For Windows Phones

Windows phones offer the free "Find My Phone" built-in service. You have to do is simply register yourself with a Hotmail address to activate the feature, which locates your phone via the Windows phone site and offers the option to ring, lock, or erase the device remotely.



### >> For BlackBerry

"Where's My Phone" is the built-in feature that helps you find your BlackBerry. The app is just like "Find my iPhone" app and works over email and lets you remotely trigger an alarm so you can find your device.



### >> For iPhone

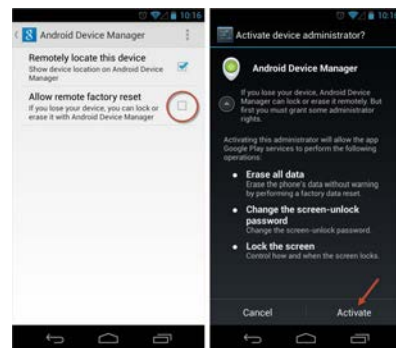
"iCloud" can help you figure out where your iPhone is. Just sign in at iCloud.com or use the "Find My iPhone" app to see your missing iPhone. And with the Lost Mode feature you don't just see where your device is, you can track where it's been. That way you can decide on your best course of action. You can

immediately lock your device and send it a message with a contact number. Then whoever finds it can call you from the Lock screen without accessing the rest of the information of your device. If your device goes missing, put it in Lost Mode immediately. Enter a four-digit passcode to prevent anyone else from accessing your personal information.



### >> For Android

The lack of a "find my phone" feature built into Android phones forced to use third-party applications to locate a lost or stolen device but that's changing soon. Google has recently announced that it'll launch a new Android Device Manager that will allow you to locate and ring your misplaced (or stolen) device and perform a remote wipe so your data doesn't end up in the wrong hands.



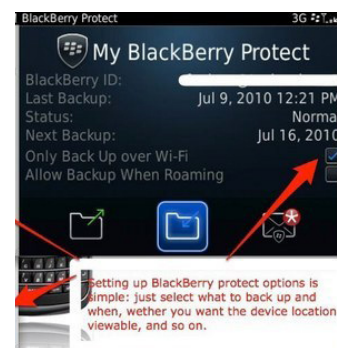
### Third Party Downloadable Apps

Besides the built-in security features, there are a number of downloadable applications available in the app market and app stores that can provide additional security feature to your mobile.

### >> For BlackBerry

BerryLocate is the most full featured 100% completely free BlackBerry tracking application that can be used to record locations using most BlackBerry devices. Not only does it report your current location, a record is kept of your previous movements, so that you can select a day and time from the list to see where you were at that specific moment.

It can also be used as a way to keep track of your children, loved ones or friends, with their permission of course. Your tracking URL can also be shared with a trusted friend or relative, in case you need to be found in a hurry. Then there are the alert zones, create areas that will send alerts to designated email addresses when you enter into them, or leave them.



### >> Self-Locking App

It is a perfect intelligent app that knows by itself when to LOCK / Password protects the BlackBerry when been misplaced or left alone without ANY external trigger, SMS, CALL or email. The app automatically detects when it has not been in use / misplaced and so

after 30 minutes AUTOMATICALLY invokes the password enabled screen. This app shows a password enabled screen that is invoked automatically as soon as your BLACKBERRY is booted up. Without the correct password, nobody will be able to dismiss the password enabled screen. The same screen (password enabled screen) also contains your contact details like email id and 3 phone numbers so that any genuine people can report to you about your lost BLACKBERRY.

Here are few other valuable apps for BlackBerry

>> Anti-Theft App PREMIUM 1.0

>> Anti-Theft Security for BlackBerry

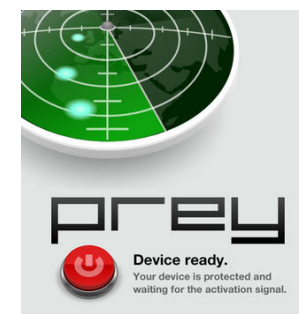
>> Roblock Anti-Theft Recovery



### >> For iPhone

Prey Anti-Theft

Prey is the most complete anti-theft application for Apple products. It lets you track and locate your lost or stolen iPhone, iPad and Mac laptop. Locate and recover your

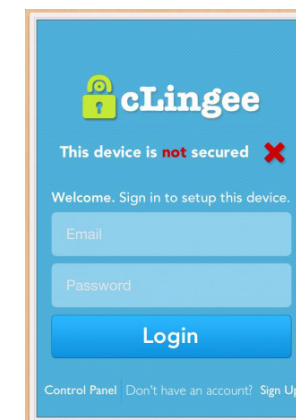


device with geo-location and many more features. Prey is 100% FREE and you can protect up to 3 devices with one single account.

### cLingee

cLingee is a secure mobile phone Anti-Theft Solution for iPhone that captures, records, and transmits an iPhone's location information. This information includes GPS geo-location information, an image capture using the iPhone's front facing camera, in addition to alarm and vibration capabilities. This app is available for \$ 3.99 in Apple's app stores.

Some of the other useful apps for iPhone include:



>> Alarm Security ALL-IN-1

>> Gotcha Pro Alarm System

>> GadgetTrak

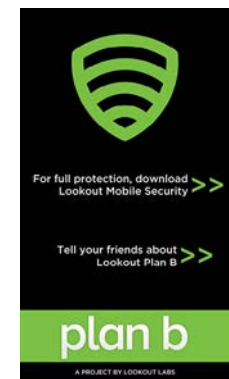
>> Hidden

### >> For Android

Plan B

It is so far the best mobile security app to find the missing phone. This is the first and only 'find my phone' app that you download AFTER you've already lost your phone.

Having Lookout on your phone is the best way to protect your phone and find it fast.



### Cerberus

Cerberus is a complete anti-theft application, the best protection you can get to recover your misplaced, lost or stolen Android device. It not only locks the device with a code and wipes internal memory and the SD card but it also records audio from microphone, gets a list of last call send and received and the information about network and operator the device is connected to, all of which helps in locating and tracking the phone. Cerberus automatically enables GPS if it is off when you try to localize your device and you can protect it from unauthorized uninstalling. The app works even if the device does not have an internet connection through remote control by sms messages. Texts received and sent for Cerberus remote control will not start any notification and will not appear in the Messages application.

There are many other apps that are quite useful in this regard including:



>> Android Lost Free

>> Where is My Droid



- >> SeekDroid Lite
- >> AntiAndroid Theft
- >> Find My Phone
- >> Prey Anti-Theft

Besides these anti-theft applications, there are also many applications available that provide complete security with features like remote locking, safe browsing, phishing protection, privacy scans and app reports, automatic back up & transfer of the data, call-blocking feature, anti-virus, anti-spam, privacy protection and data encryption.

Let's take a look at some of the best tools available for protecting your smartphone.

### Lookout Mobile Security

Lookout is a free app that protects your iOS or Android device around the clock from mobile threats such as unsecure WiFi networks, malicious apps, fraudulent links, etc. You can also use it to back up your contacts by scheduling automatic backups and then accessing the information online, or using it to restore your device in case of a crash or data loss.



If you lose your phone, Lookout can locate it on a Google map - even if the GPS is off. It will also activate a loud alarm - even if your phone is on silent.

### BullGuard Mobile Security 10

With BullGuard you get an online account that lets you remotely access your smartphone, along with a Mobile Security Manager that works with your device's GPS. If you lose your device, you can lock it remotely and wipe it clean. It also includes a Parental Control module so that you can keep your kids protected without having direct access to the phone. It includes anti-virus and anti-spyware, firewall, spam filter, backup/restore feature for contacts, and SIM card protection.



### McAfee WaveSecure

McAfee has also created an excellent mobile security application for iOS, Android, BlackBerry, Symbian OS, Windows phone, and Java. It includes all of the same features as the rest: remote wiping and locking; backup and restoring of data; and location and SIM tracking. With WaveSecure, you cannot only your contacts, but

you can also backup photos and videos.

Also, the tracking feature does not only track the current location, but plots several locations on a map so you can see the vicinity of your device. This feature works even if your GPS has been turned off.



### Kaspersky Mobile Security 9

Kaspersky Mobile offers many features, but includes the most features for Symbian and Windows mobile devices. These features include: anti-theft, anti-virus, anti-spam, privacy protection, data encryption, parental controls, and firewall protection. The phone tracking feature shows your device on a Google map and provides coordinates.



DO YOU KNOW?

The Sonim XP3300 Force is recognized by the Guinness World Records as the toughest phone. It survived after an 84ft drop on to a layer of concrete without suffering any operational damage

By M. Mohsin Rehman

# Acer announced 'First 4K Recording Smartphone' Liquid S2

## What is 4K & Ultra HD?

4K and Ultra HD are of the same. 4K or Ultra HD will have a resolution of 3840 x 2160, where the 4K is derived from the number of horizontal pixels. In very basic terms, a higher resolution means more pixels. More pixels means more detail: 4K Ultra HD resolution will have 8.3 million pixels while current Full HD TVs have just over two million. The result is 4K TVs have four times as many pixels than Full HD TVs at the same size.

## Camera

Liquid S2 is the first smartphone which offers 4K functionality, though rumors also exist that Samsung's Galaxy Note III shipping has the same feature. The device has 13-megapixel camera with LED ring flash along with a 2MP front shooter capable of 1080p video. The company also loaded up the Liquid S2 with several software enhancements on the camera side. For one, a "quick first shot" feature lets you snap a picture right from the phone's unlock screen, and you have the ability to adjust focus and exposure separately. There's also a "favorite mode," which lets you create upto five profiles with customized settings and effects.

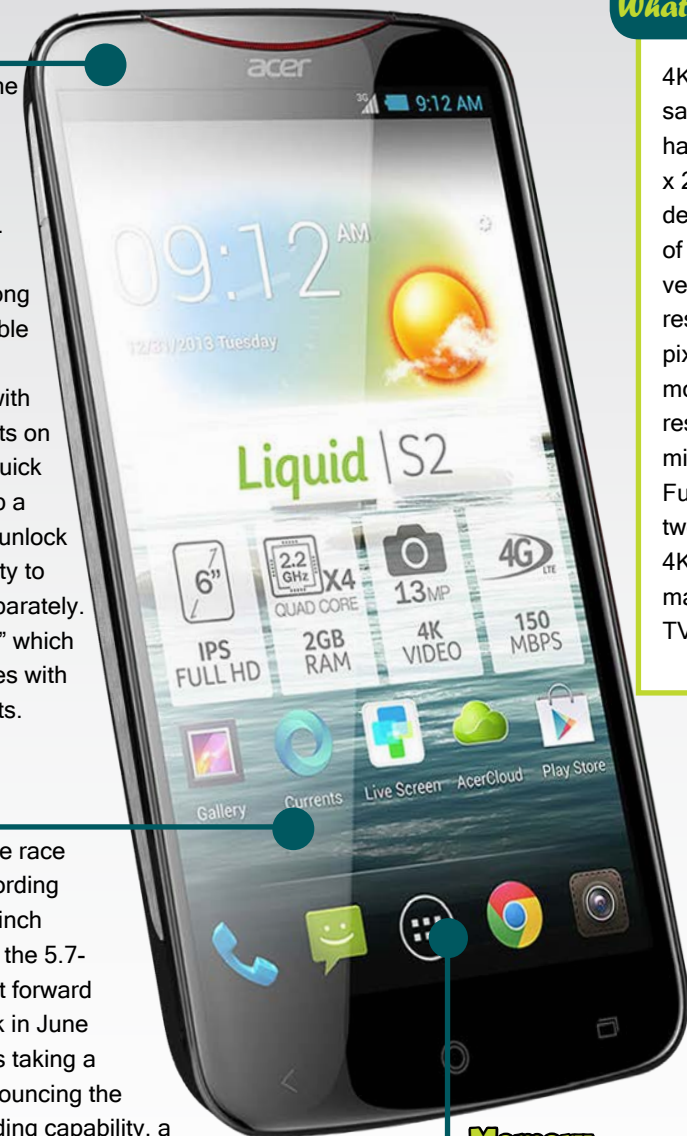
## 6 inch Display

Acer has joined the smartphone race by launching the 'First 4K Recording Smartphone with super-size 6 inch display. Their first attempt was the 5.7-inch Liquid S1, a rather straight forward Android handset released back in June 2013. This time the company is taking a more ambitious approach, announcing the 6-inch Liquid S2 with 4K recording capability, a full HD IPS display and a super fast Qualcomm Snapdragon 800 processor.

Though 4K recording is clearly the phone's marquee feature, other specs are decidedly more high-end as compared to Acer's Liquid lineup. As mentioned, there's a Qualcomm Snapdragon 800 chip under the hood, clocked at 2.2GHz, bolstered by 2GB of RAM and the battery is a sizable 3,300 mAh. There's 4G LTE connectivity on board as well.

## Memory

The feature is not really the best for a number of reasons, because the space occupied by 4K files are extraordinarily large. Although files are usually distributed in a compressed format, it will still be a stretch to say that a cell phone can provide enough storage. Even if you manage to record a short 4K video to impress your friends, you will have to wait for long time for a large file to get uploaded on the internet.





# Ejaz Hassan

## United Mobile



*Entrepreneurs take risks and try new things that other people don't, Hassan was the one who incepted the Idea of Franchising for the first time in Pakistan*



**E**jaz Hassan, Director Marketing of United Mobile, is a Pakistani business magnate, who is considered as the most successful person of mobile industry. He did his MBA in 1991 from the University of Texas at Arlington (UTA). Throughout the years, Ejaz held several positions in various reputed companies such as Motorola; he returned to Pakistan in 1994 and after the launch of Mobilink, he joined it as their Regional Finance Manager.

Ejaz Hassan is blessed with a charismatic personality and all the qualities of a Leader that is why he was made the Head of Sales at Mobilink in just a short period of 3years (1997).

Hassan was the pioneer who incepted the Idea of Franchising for the first time in Pakistan.

He says "Entrepreneurs take risks and try new things that other people don't". Right after the great success of Mobilink franchises, Hassan developed an interest in the

mobile distribution network which was at the time in great distress.

In 2001, he laid the foundation of 'United Mobile' along with a team of industry professionals and a dedicated management. These people were the pioneers of the franchising, mobile distribution and customer care in Pakistan. United Mobile was the first Mobile Phone Distribution Company in Pakistan catering to multiple global brands such as Nokia, Motorola, and Siemens.

In 2008, United Mobile signed an agreement with Nokia and became its 'exclusive partner'. It is the largest distribution and customer care network in Pakistan - with 14 years of experience in the Pakistani market and 32 customer care centers all across Pakistan.

Phone World (PW) Team spoke with him about what did it take to make United Mobile a leader in mobile distribution industry. He said that technology has changed the way that people do business but 'customers', they still rely heavily on word-of-mouth recommendations and past experiences.

Ejaz says that despite the competition in mobile industry, he always welcome new opportunities and it is with this spirit that he has been very proactive and has launched 'Voice' under United Mobile's umbrella. 'Voice' is a rebranded version of Voice phones with the brand new concept 'Xtreme series of QuadCore Android Smartphones'.

With the launch of 'Voice', United Mobile plans to not only target the smart phone users through its 'Xtreme' series but also the masses in its upcoming 'Xtra' feature phone series.

Xtreme is the smart phone series powered with Dual and Quad core processors. These are high end products made for the tech-savvy and content-craved individuals.

While the Xtra feature phones are made for masses

who give significance to durability, high quality performance and quality design.

Ejaz Hassan (EH) told Phone World Team that United Mobile has worked with all leading global brands and has helped them to grow exponentially in Pakistan, so it understands the demand of Pakistani customers like no other brand. That's the reason; United Mobile came up with its own line of high quality, high performance and reasonably priced smart phone devices for its valued customers.

United Mobile stands for team work. A highly motivated and dedicated team is the key to United Mobile's success. Ejaz is full of passion - he shared his future plans which are very aggressive in launching new products with our team, Phone World Team was happy to meet a 'mobile legend' like him, who is full of positive energies and passionate about his business.



**PW: Few words on the new xtreme smart phone?**

**EH:** The new Xtreme smart phone series have been made keeping in mind the affordability factor while delivering the best performance, features and design in this price range. The Xtreme phones have the fastest processor, the slimmest and the most elegant design available in the market in this price range.

**PW: How this smart phone is different from the competition?**

**EH:** Xtreme phones are different from the competition in terms of the package it offers. The overall look, the performance and most importantly the after sales support which Xtreme phones offer under the umbrella of United Mobile is the key. We have the largest distributor and customer care network across all over Pakistan.

**PW: Future of smart phone industry?**

**EH:** Smart phones have a big future in Pakistan. We have 120 million mobile users in Pakistan and this number is growing every day. Gradually these people are now upgrading themselves to smart phones. In the current market, there is a phenomenal growth with 3G coming to Pakistan and prices going down there is a huge technological vacuum to be filled.



# Smartphone Review

## VOICE Xtreme Quadcore V70



'Xtreme V70' is a well-designed light weight smart handset, giving a good business look with its sleek design. A screen of 5" allows easy view for content reading and typing of text messages and emails.

The past decade has seen the emergence of a distinct technology within the large and developing security industry i-e closed circuit television (CCTV) technology, which has become the crucial ingredient in the overall security system.

V70 of Voice has a 5.0" screen with PowerVR Series 5XT SGX544 GPU that supports 1080p HD, so playing 1080p videos will be no problem.

The phone is launched with android OS software version 4.2.1 Jellybean and has a dedicated application which checks for updated OS versions. The update support for the OS for V70 is still debatable.

The camera is 12MP shooter with LED flash and BSI sensor which supports HDR picture capturing. The front camera introduces a powerful 3MP which helps in better quality of video calls depending upon the network speed.

'Xtreme V70' is powered by 1.2GHz Quad-Core processor and 1 GB RAM assuring speed along with multitasking capabilities of the phone with android Jellybean version 4.2.1 which adds up the smoothness it needs to switch between the screens.

It supports dual SIM capability; one for 3G and other for GSM, along with dual standby. The 3G support is up to Release 8 of HSPA+ that gives DL speed up to 42Mbps along UL speed up to 11Mbps.

Inside the phone there is 1.5GB internal memory plus 1.5GB of built-in external memory for saving pictures and music and an SD slot which supports up to 32GB SD card for more space with battery of 2500 mAh.

## Appearance Comparison

Although Xtreme Quadcore V70 and Samsung Galaxy S4 have the same screen size of 5 inches but Xtreme Quadcore V70 appears to be slightly larger in size, whereas iPhone5 has a 4 inch screen, making it the smallest of three.

Xtreme Quadcore V70 has 960x540 pixels which supports TFT capacitive touchscreen



By Muneeb Shiekh

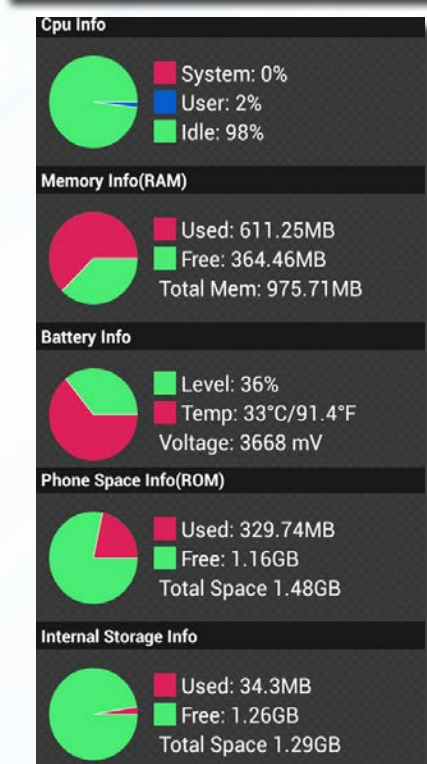
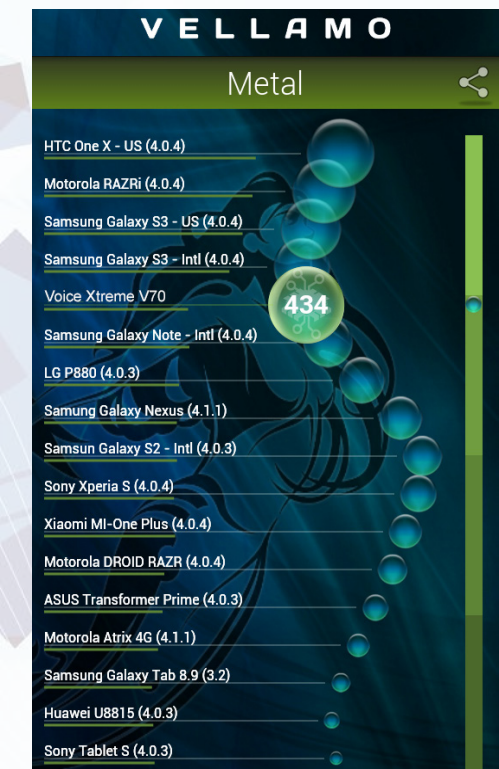
## Benchmarks

Benchmarking is a good way for doing a comparative analysis and a key to make the decisions. There are many applications and tools that can be used to comprehensively evaluate the devices. We have used 3 main tools for the performance testing of V70 Xtreme, and here are the results.

**Vellamo HTML5** placed our V70 at third place by giving it 1459 points. The only two devices ahead of V70 Xtreme are Samsung Galaxy S3 and Motorola RAZRi.

**Vallamo Metal** benchmarking test gave the V70 434 points setting it on 5th place, putting it ahead of devices like Samsung Galaxy Note, Xperia S and Galaxy S2.

Moving on to compound benchmarks, **AnTuTu** positioned V70 placed V70 at 10th place on its Top 20 chart.





Technical Specifications

- Quad band GSM and 3G support upto HSPA+ Rel 8 DL 21Mbps UL 5.76Mbps
- Dual Sim support (WCDMA+GSM)
- Screen Size 5" LCD IPS Capacitive Screen, 16M colors
- Android OS v4.2.1
- Processor 1.2GHz Quad-Core MediaTek MT6589 ARM v7
- Total Memory 4GB; microSD slot support upto 32GB, Phone Internal Memory 1.5GB
- Primary Camera 12 MP, Secondary Camera 3 MP
- Connections: Bluetooth v4.0, WIFI 802.11 WIFI, Direct, Wifi Hotspot, DLNA, GPRS, EDGE, 3G
- Sensors: Accelerometer, Magnetometer, Orientation, Proximity and Light
- Battery 2100mAh

Applications and Features

- icons in V70 are unique and slightly larger than other phones, making it easier to use.
- V70 has a 12 megapixel camera with HDR picture capturing feature
- Additional Features - There are also some pre-installed built-in apps in V70 for the convenience of its users including, Skype, Facebook, Twitter, Youtube, Viber and WhatsApp, all of which are among the top most used social sites in the world. There will be hardly any smartphone user who does not use these sites.



Inside the Box

United Mobile has managed to fit the Voice Xtreme V70 in a pretty compact box. To an extent that you'll be unprepared for the actual size of the phone inside. The bundle includes a charger, a headset, a microUSB cable , memory card and a flip cover. Accessories looks like a pretty good quality and durable.



- Extra Flip Cover
- Hands free ear phones
- A/C Adapter
- USB Cable
- Warranty Card
- Device Paperwork

Pros

- Large screen facilitates contents easily readable
- Quad core processor helps to do multitasking
- 3G HSPA+ ready enabled Phone
- Excessive internal memory 1.5 GB
- Front cam 3 MP better video call quality
- Extra Flip on cover within Box
- Dual SIM dual standby

Cons

- Missing dedicated camera button
- Battery can be improved for a 5" screen device
- All plastic construction
- Camera has limited editing options

Rating



V70 Xtreme is a sleek and smart handset with 5 inch screen.

It is a complete package with almost all the specifications and features of any international branded handset, but the edge it has over the other smartphones is its low price.

There aren't many low price phones available in the market with fully loaded features, making V70 a good buy.

By Rizwana Khan



Voice Mobile Promotional Event  
Dolmen City Mall Karachi



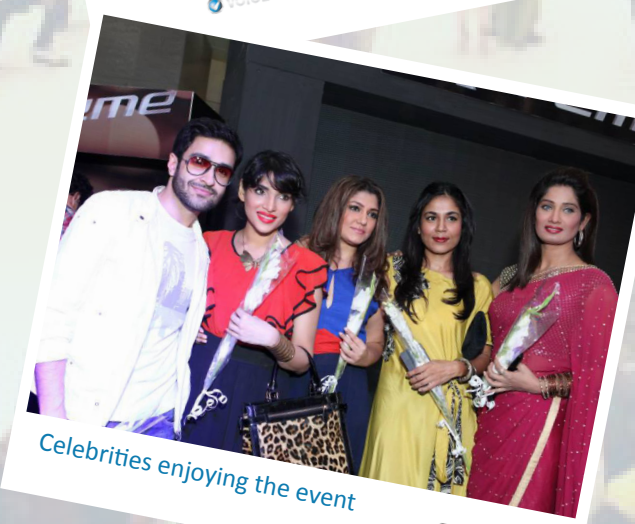
Usman Peerzada testing  
Devices



Ejaz Hassan talking to  
media



A Fabolous Performance



Celebrities enjoying the event

Be different.  
Be bold. Step up. Take  
a stand. Roar your  
way to success. Your  
**VOICE** is with  
you, ALWAYS!

Voice Mobile has certainly lived up to the expectations of its users by giving them a chance to roar their way to success with VOICE Mobile and SUZUKI INAZUMA. Voice mobile arranged two promotional events, one at Dolmen Mall Karachi and another at Mall of Lahore, Lahore to promote their two new smartphones Voice Xtreme V60 and V70. Both events were based on two day activities that included product experience, flashmob, fun, games, exciting prizes and much more. The main highlight of both events was the INAZUMA heavy bike that was given to the winners of lucky draw. Both events received tremendous appreciation from the people and were a great success...!!!



# Promotional Shift in Pakistan's Telecom Industry



The trend of promotion in telecom industry is shifting from traditional means to latest tactics i-e 'Jingle/traditional advertising are shifting to musical videos/Songs'

**T**elecom industry of Pakistan is a mammoth industry that continues

to bring state-of-the-art telecommunication solutions to Pakistan's telecom market with the elements of convenience and affordability.

The rapid forces of globalization, change and competition have compelled firms to formulate marketing strategy that operate beyond the present market challenges by satisfying current customers and enticing a sizeable proportion of the target market.

The trend of promotion in telecom industry is shifting from traditional means to latest tactics i-e 'Jingle/traditional advertising

are shifting to musical videos/Songs'. This latest trend is full of benefits, including added convenience, greater access to information, which shows a detailed picture of the product/service.

Pakistani Industry is experiencing a Promotional Shift from Traditional Methods to Latest.

Nokia aired a catchy song 'Teri Surat' by Jawad Ahmed, National Masala promoted their product with a song 'National ka Pakistan', PTCL has also introduced its new broadband with an amazing promotional song 'Zindagi Chalti Jaye' and

last but not the least it's hard to take your eyes off the video made by Ufone on the occasion of 14th August.

One thing that has been noticed in all these video promotions is the 'MESSAGE' - which is common. The message which Telecoms of Pakistan are sending to customers through the promotional videos is that how their product can help in making great positive changes in the lives of millions of people living in the country.

All of these videos show a life of connectivity, connections, learning, communication and growth.

By Kanwal Ayub



Here I would like to mention Durkheim's work that explains the relationship of 'cause and effect'; in his theory the causes and effects are typically related to changes or processes where every event is the effect of previous cause. Most likely when we talk about the

promotional strategies of our telecom industry, we can say that these promotional changes (effect) are the result of increased competition (cause) in market.

Now there are numerous latest ways to promote a product/service, due to the cut-throat competition companies use more than one method, while others may use different methods for different marketing purposes.

The new and unique methods of promotion have a significant effect on the telecommunication industry and it helps the companies to offer the right product, at the right time, with the right Ad campaign.

One of the major examples of such promotional techniques is the Qmobile - following an aggressive marketing strategy, which includes the sponsorship of different events and TV programs i-e Qmobile

sponsored Umrah Tickets and many other gifts hampers in Amir Liaquat's show on GEO TV.

*Pakistani Industry is experiencing a Promotional Shift from Traditional Methods. All of these latest videos show a life of connectivity, connections, learning, communication and growth, the music in these videos will surely make you start humming along the tune!*

**Some of the latest techniques:**

**Contests** - People like to win prizes

**Social Media** - Direct marketing at its best

**Product Giveaways** - It always pleases customers

**Customer Referral Incentive Program** - Discounts on referring new customers

**Causes and Charity** - Also good for image building

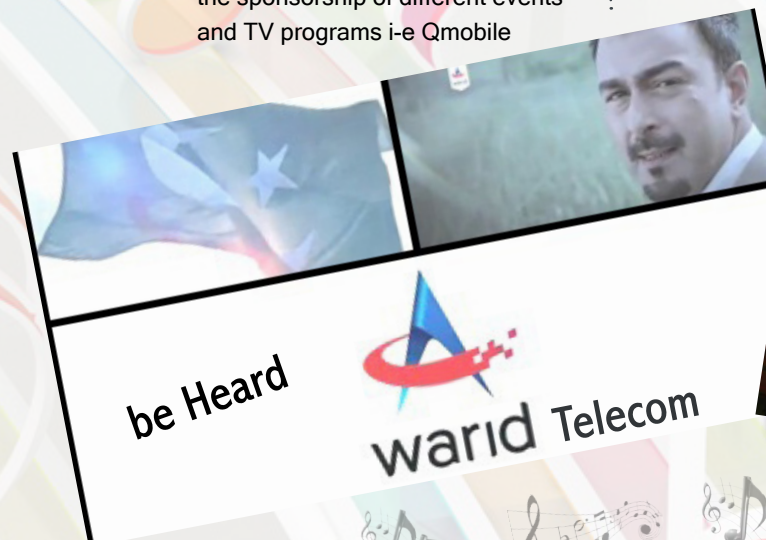
**Branded Promotional Gifts**

**After-Sale Customer Surveys**

**Nokia Life is changing daily lives of people in Pakistan**

Nokia's Ad campaign through 'Teri Surat' by Jawad Ahmed beautifully represents the impact of new Nokia handsets on lives of people. In this video Nokia ensured that a specific part of Pakistani society gets a chance of grooming themselves by just having a Nokia cellphone in their hands.

This striking video focuses on the lives of middle class people in our society, their daily activities and the problems they face every day. This music video was shot in a 'Mohalla type' environment, where we could see children playing football, people getting angry on small issues, youngsters are facing problems in speaking English and where people don't have much facilities. But with Nokia handsets people can learn how to lead a better life with topics like health, education, religion, news and many more.





# Dr. Ismail Shah Appointed Chairman PTA

An honest, competent and well respected professional brings with him rich experience of both private and Government sector

By Rizwana Khan



Dr. Ismail Shah has been appointed as Member Technical and Chairman of Pakistan Telecommunication Authority, a decision widely hailed by the Industry. The appointments that complete the Pakistan Regulatory body were made possible after the Supreme Court's intervention. On September 2nd, the government was ordered by the court to appoint the Chairman and two members of PTA within 10 days and ensure 3G auction at the earliest possible so that the fruits of technology such as the long awaited 3G can be reaped by the consumers in Pakistan. In accordance with the regulations Dr. Ismail was appointed as member technical through a recruitment process overseen by a high level commission and then escalated to the position of Chairman PTA.

Dr. Syed Ismail Shah, former member Telecom at the Ministry of Information Technology and Telecommunication brings with him rich experience of both private and government

sector. He is known for his honesty, professionalism and has a vast experience in the ICT industry and a lifetime member of Pakistan Engineering Council, Senior Member IEEE USA and Member of the Institute of Electronics Information and Communication Engineers in Japan. He also served as the Extinctive Director of Central Asian Cellular Forum, which is a premier forum for development of 3G/4G Technologies in Central Asia including Afghanistan and Pakistan.

He also provides consultancy services to several companies working providing services based on 3G/4G Technologies. His research interests are in the area of Multiple user detection in CDMA, OFDM, Jammer incision using time-frequency analysis and MIMO-OFDM based systems.

Dr. Shah completed his doctorate in electrical engineering from University of Pittsburgh, US; supervised six PhD students and has more than 90 publications to his credit. He has been an adjunct faculty member at

the Southern Illinois University Carbondale, Illinois, US. He has also worked with Qualcomm as a consultant on 3G and 4G technologies and has conducted technical trainings for operators on 3G and 4G in the United States, CIS, Egypt, Morocco, Dubai, Thailand and other countries.

Appointment of Dr. Ismail Shah as Chairman of PTA will bring good fortune for IT & Telecom sector in Pakistan. A lot of developments have taken place since his appointment regarding Spectrum Auction for 3g/4G Mobile Services in Pakistan as Pakistan Telecommunication Authority has taken its first step forward and has requested for proposals (RFP) for consultants of international repute to facilitate the auction process.

It is expected that Dr. Ismail Shah will play a very important and positive role in devising a comprehensive strategy not only for the upcoming auction of 3G/4G Spectrum Auction but also improve the efficiency of the regulatory body to enable healthy growth of the Telco sector.



By M. Mohsin Rehman



## QUALCOMM Toq

### First SmartWatch Charging Wirelessly



Qualcomm also joined the race of smartwatch by introducing the Qualcomm Toq smartwatch for Android smartphones with a revolutionary color touch screen that clearly displays your important information even in bright sunlight. The Qualcomm® Mirasol™ display is always on and active and was designed to efficiently use battery life for maximized time between charges. It is the world's first smartwatch to have a Qualcomm Mirasol

reflective display, a revolutionary technology that looks different from other smartwatches. Qualcomm Toq is also the First Smartwatch Charging Wirelessly.

Qualcomm Toq doesn't use a typical backlit display. It uses an interferometric modulator display, it leverages the light around which so you can see your screen anywhere, even in the bright sunlight. Designed to be as seamless as a traditional watch, the Qualcomm Toq has no on/off buttons just naturally glance down for a quick, simple view of your data.

They have also displayed Optional wireless Bluetooth® headsets that are designed for all day comfort. They are super lightweight and the speakers sit above your ear canal. Delivering stunning sound, they feature high quality stereo sound with dual speaker drivers with separate woofer, tweeter and crossover.

Qualcomm Toq is not yet available for purchase but you can join their social media pages on twitter and facebook with the name QualcommToq to discover more of its revolutionary technology and features.

With the built-in Qualcomm Mirasol display, the Qualcomm Toq offers crisp clarity in almost any environment

Designed with the future in mind, the Qualcomm Toq brings you closer to a more connected world that brings you what you need to know, when you need to know it



Wireless Bluetooth headsets delivering stunning sound, with dual speaker drivers with separate woofer, tweeter and crossover

Headsets are designed for all day comfort they are super lightweight and the speakers sit above your ear canal



# Humaima Malick

## 8th Most Fanciable Women in South Asia

*A face with a million dollar smile Humaima is the Brand Ambassador for Sunsilk, Samsung and Lux*



**H**umaima Malick is not only a famous face of the fashion industry but she is also one of the talented personalities of television and film industry. She was born in Quetta on November 1987 and completed her early education from Government Girls College Quetta. Humaima Malick, known as a face with million dollar smile, started her career with her first ramp walk at the age of 14, launching her into the world of lights and glamor.

After giving her debut ramp walk for the famous designer, Deepak Parwani, she has done numerous shows and has also appeared in many television adverts. In 2012 Beauty

Magazine named Humaima as the 8th Most Fanciable Women in South Asia.

She started her television career in 2009 with the famous drama serial Ishq Junoon Dewangi, and later on appeared in number of other successful dramas including Tanveer Fatima B.A, Barish ke Ansoo, Tair-e-Lahoti, Talluq and Akbari Asghari.

After making her mark in the television industry, she moved towards the big screen with her debut movie Bol that created instant waves of success both, nationally and internationally. For her spellbinding and outstanding acting in the movie, she won the Lux Style Award, London Asian Film Festival



Award, South Asian Rising Film Star Awards and Pakistan Media Award for Best Actress and was also nominated for Asian Pacific Screen Award. In 2013 she appeared in Shehzad Rafique's Directional Film Ishq Khuda for which she received critical and commercial success.

*She has won the Lux Style Award, London Asian Film Festival Award, South Asian Rising Film Star Award and Pakistan Media Award for Best Actress and was also nominated for Asian Pacific Screen Awards*

In addition to acting and modeling, Humaima was the brand ambassador for Sunsilk in 2010, and in 2013 she became the brand ambassador of Samsung and Lux.

All three are among the biggest brand names of Pakistan and Humaima is fortunate enough to be associated with all the three especially Samsung, which has given an unusual boost to her career.

The launch event of Samsung Galaxy S4 is considered as one of the largest events in Pakistan to date. Humaima is undoubtedly putting the best of her role of brand ambassador as never before has an ambassador carried out the responsibility on such a large scale and no brand has ever given an ambassador the protocol that they have given Humaima. This shows Humaima's ability and commitment to her work proving that she is more than capable to carry out the tasks required for her position.

She is currently working on her Bollywood project, Sher. Her future projects also include 3 Bollywood and a Lollywood film. She will also be seen in Abbas Hasan's next music video directed by Rishi Rich in late 2013.

Humaima Malick has been motivated and passionate about whatever work she does since her teenage, a quality that puts her above the rest. Phoneworld team was lucky enough to get a chance to meet this dynamic and stunning personality and conduct a quick and candid interview with her for its readers.







*My 01st Mobile was a Nokia 3310 at age 14 which Ali Azmat gave me as a prize in a coke concert to who was wearing all red and I was that lucky one*

## INTERVIEW QUESTIONNAIRE

**Q: When did you get your first mobile, which one was it?**  
It was a coke concert and I was only fourteen at that time when Ali Azmat gave free Nokia 3310 to that who was wearing all red and I was that lucky one (laughing).

**Q: Which mobile are you currently using and why?**  
I am using Samsung S4 and the reason I am using it because I am very tech Savvy and I enjoy technology with user friendly applications.

**Q: What is your favorite mobile app?**  
It's for sure whatsapp these days.

**Q: Which gadget do you wish to have?**  
Since, I love to buy new gadgets to whatever I wish for, it become a part of my bag (winks).

**Q: How important is your phone for you? How long do you think you can survive without it?**  
Phone is just like oxygen for me so now you can realize the importance of this gadget in my life.

**Q: Do you think it's a distraction for you or a helpful gadget?**  
For me it's not a distraction but a communicative tool through which I get closer to my friends and family who are living far away.

**Q: Everyone knows that your fame factor is Bol Movie, but you are also the brand ambassador of Samsung, what part do you think is more challenging?**  
I don't think any part is challenging I am enjoying every bit of it.

**Q: How active are you on social media? Any special comment which you read on social media and you still remember?**  
I am very active on social media and I really love to interact with my fans and reply them instantly as twitter is a must application on my cell. I enjoy every bit of it and really admire all the lovely messages of my fans in my inbox.

**Q: Smartphones have given a tremendous opportunity to connect with people through social media. What role do you think its playing in Celebrities' life in terms of fan following and popularity graph?**  
Nowadays it's very easy for us to interact with our fans. It never happened in the past and there was a major gap between the two but now things have become much easier than past.

**Q: If you wish to do another film than which subject will entice you?**  
I am not a stagnant person. Creative work always excites me and I really love to do something that is different and out of the box. Well I am already doing "Sher" which has been completed and Vidhu Vinodh Chopra movie 'Chittiyan'

**Q: What do you think, how smartphones can help a superstar like you to interact with your fans?**  
They have eradicated all the difference between fans and celebs unlike in past when it was very difficult to get to the fans and only media was either or electronic, now with one button you can interact with your fans anytime you want to.

**Q: There are many fake IDs and Pages of celebrities on social media; like Facebook, twitter instagram. Would you like to share you Official page links so that your fans could interact with you?**  
I have my official fan page on Facebook and thousands of fans are following me on twitter as well. You can search for me with the name Humaima Malik (Official Fan Page) and on twitter you can follow me at @humaimamalick.

**Q: Any message for our Phone World readers?**  
Pursue your passion.

By Kanwal Ayub



## 1 Brew Yourself a Cup of Coffee

Software designer Qualcomm has developed Alljoyn, "The internet of everything" that allows you to control multiple devices from your smartphone. Any brand of phone can be connected using Qualcomm's open source networking platform. Feel like brewing a fresh cup of coffee while lying in bed.



## 2 Instant Webcam

By downloading the app "Mobiola" you can turn a smartphone into a webcam to use in conjunction with messaging apps like Skype, Google+, etc.



## 4 Measure Things With Your Camera

There are 1000s of apps available that allows you to measure things simple by pointing your camera at it. Great for settling those "Who is taller?" debates.



## 6 Monitor your Heart Rate

Smartphones can be heart smart too! "Azumio's Instant Heart Rate" measures your heart rate after you place your finger on your smartphone screen for a few seconds.



## 8 The Power of Light

By downloading the app "Mobiola" you can turn a smartphone into a webcam to use in conjunction with messaging apps like Skype, Google+, etc.



## 9 Scanner

Your Smartphone can easily act as a personal scanner, several apps are available that will scan your papers using your smartphone camera. You can even scan in documents to quickly email as PDFs to get your work done on the go!



## 3 Start Your Car

The "Viper smart Start" app allows you to start your car remotely once the device has been installed in your car. You can warm the engine in a cold winter morning while finishing up breakfast in your kitchen.



## 5 Augmented Reality for Home Design

There are plenty of apps like "uDecore" that allow you to view a real room in your house through your smartphone camera and using augmented reality, visualize different pieces of furniture and design elements.



## 7 Toss the Remote

Searching deep into the couch cushions looking for a lost remote is a frustrating task; "ThinkFlood RedEye Mini" infrared device allows your smartphone to control multiple devices at once.



## 10 Unlock Your Phone

Unlocking your smartphone can serve unlimited purposes, such as; saving you money when you travel internationally, ability to use the phone of your choice, possibility of combining two phone numbers into one phone, increase in resale value, and countless other advantages

# 10 of the SMARTEST THINGS You can Do with your SMART PHONE



SONY BRINGS

Xperia Z Ultra

IN PAKISTAN

XPERIA



By M. Mohsin Rehman

Sony launched a grand event organized at Pearl Continental Hotel Lahore in which it announced its newest smartphone, Xperia Z Ultra. "Featuring 6.4" 1080 full HD revolutionary display, with quad-core Qualcomm Snapdragon 800 at 2.2 Ghz and 2 GB of RAM WiFi, NFC, Bluetooth 4.0, DLNA, certified with an IP58 rating, which means it is water and dust proof.

Sony also displayed its whole range of smartphones with their official prices including: Xperia Tx ( 35,600 PKR ) , Xperia go (24,00 PKR), Xperia L (25,800 PKR) , Xperia J (22,900 PKR), Xperia Z ( , Xperia SP, Xperia J, Xperia miro (19,900 PKR), Xperia tipo (13,900 PKR) and Xperia E (17,200 PKR).

The event started at 3 PM on Friday. The first half of the event was organized for the press and the media and the second half for the retailers and distributors invited from various parts of the country. Sony team gave separate presentations to brief the guests about the specs and features of the new member of Xperia family.

Koichiro Iwala, Country Head ( Pakistan) said, " Today, it gives me immense joy to introduce the SONY XPERIA Z ULTRA, a brand new addition to the Sony family with revolutionary features and a top-in-line design style to give a whole new dimension to this genre of technology. Xperia is now available with 1 year Official Warranty".

Xperia Z Ultra has a largest display in the world's slimmest Full HD smartphone. It is the first Android smartphone with a 6.4" Full HD Display and the first one ever to incorporate a TRILUMINOS™ Display with X-Reality for mobile.

The new Xperia Z Ultra comes up with a high IP55 & IP58 rating which makes it waterproof, and dust resistant and a super powerful Qualcomm® Snapdragon™ 800 processor. This advanced Quad-core processor is 75% faster than S4 Pro, gives you maximum power and speed with outstanding battery, time to run multiple apps simultaneously, surf the web with little loading time and stream videos without a break.







# Android Kitkat

## Prepare For A Sweet New Treat

*All Android versions are named after a dessert: Cupcake, Donut, Eclair, Froyo, Gingerbread, Honeycomb, Ice Cream Sandwich, and Jelly Bean, this is the reason why Google chose the name of one of the most popular and favorite chocolate, KitKat for their upcoming version of operating system and called it a "sweet Treat" for its users*

Android is the most loved operating system that powers over 1 billion smartphones and tablets. When Google and Nestle Company formed an unlikely alliance to change the name of the next version of Android to Android KitKat, everybody was left in sheer amazement. As Rumors for months suggested that the next version of Android, to follow Android Jelly Bean, would be Google's 'K' update, also thought to be called Key Lime Pie or Android 5.0 Key Lime Pie. It's a name that has been around for a while and that's why it was so surprising to see Google announce something completely different just a few short days ago.

All Android versions are named after a dessert: Cupcake, Donut, Eclair, Froyo, Gingerbread, Honeycomb, Ice Cream Sandwich, and Jelly Bean, this is the reason why Google chose the name of one of the most popular and favorite chocolate, KiKat for their upcoming version of operating system and called it a "sweet Treat" for its users.

Although the deal did not involve money changed hands but both sides are expecting some serious thanks to the vast amount of marketing cash that'll be blown on promoting the name change, the competitions, the future phone updates and more. In true marketing style, Google teamed up with Nestle to create 500 limited-editions Android shaped KitKat bars that were also sent to the media.

For Jelly Bean, Google sent people an Android figure full of Jelly Beans but this can be considered way cooler. Nestle is also offering Android Devices as prizes and so on.

Google has yet to give any real detail about what the Android update contain. The new version is still a bit of a mystery, but we can predict one or few things in the buildup of its release.

Predicting the release date of Android 4.4 KitKat is probably the easiest piece of the puzzle. In the past we have seen that Google released new Android updates with brand new pieces of Nexus hardware. We saw it with

Android 4.1 and the Nexus 7, with Android 4.2 and the Nexus 4 and with Android 4.3 and the Nexus 7 2. Unsurprisingly, Nexus 5 rumors point to a launch in October with Android 4.4 KitKat on board and at this point, this is exactly how we see this playing out.

Of course, not all devices will get Android 4.4 KitKat right off the bat. Nexus devices always get the software first which means that the Nexus 4, Nexus 7 and Nexus 10 will all likely get Android 4.4 KitKat right off the bat.

There is very little to go on in terms of Android 4.4 KitKat features as we haven't seen much of anything leaked out yet. Google says it wants to make Android 4.4 KitKat available to everybody so we can expect that it could be a piece of software that is focused on getting Android onto a host of different types of technology including wearable tech and game consoles, and, Google's tagline about Android 4.4 supports this.

The new name and software version are definitely signs that this will be more than what Android 4.3 and Android 4.2 were.

## Generation of Android

### Android 1.5, Cupcake



Right from the start, Android is an open OS that can run almost any app or widget so you can do what you want to do.

### Android 1.6, Donut



The world's information is at your fingertips- search the web, get driving directions...or watch cat videos.

### Android 2.0, Eclair



Make your home screen just how you want it. Arrange apps and widgets across multiple screens and in folders. Stunning live wallpapers respond to your touch.

### Android 2.2, Froyo



Voice Typing lets you input text, and Voice Actions let you control your phone, just by speaking.

### Android 2.3, Gingerbread



New sensors make Android great for gaming- so you can touch, tap, tilt, and play away.

### Android 3.0, Honeycomb



Optimized for tablets, this release opens up new horizons wherever you are.

### Android 4.0, Ice Cream Sandwich



Android comes of age with a new, refined design. Simple, beautiful and beyond smart.

### Android 4.1, Jelly Bean



Android is fast and smooth with buttery graphics. With Google Now, you get just the right information at the right time.

### Android 4.4, KitKat



It's our goal with Android KitKat to make an amazing Android experience available for everybody.

## Hints on what Google would feature in Android 4.4 based on the KitKat chocolate

- ✓ Beautifully immersive and multi-sensory experience similar to the KitKat bar perfection.
- ✓ Full improvements on battery, performance and security features which served by the near perfection of KitKat's symmetry.
- ✓ Definitely for everyone as with KitKat's unbeatable taste.
- ✓ Famous in the inside as the outside: KitKat's exceptional feel and taste.
- ✓ Possible tri-core CPU support just like KitKat's wafer design.
- ✓ Adjustable orientation which works perfectly in portrait or landscape for panoramic taste experience.
- ✓ TheCloud for unbelievable taste sensation.
- Wider global coverage so you can take it literally anywhere.
- ✓ No contracts, no small print. With our operating system, you're not tied down to just one KitKat.
- ✓ Perfect second screen companion and compatibility with all liquid accessories via Android 4.4 KitKat.
- ✓ Refined software, crisp hardware and unique unibody, just like KitKat.



# which 1 would YOU like to CHOOSE ?



## Sony Xperia Z Ultra

OS : Android OS, v4.2 (Jelly Bean)  
 Chipset : Qualcomm MSM8274 or MSM8974 Snapdragon 800  
 CPU : Quad-core 2.2 GHz Krait 400  
 Camera : 8 MP, 3264 x 2448 pixels, autofocus  
 Memory : Card slot microSD, up to 64 GB, Internal 16 GB, 2 GB RAM



## LG G2

OS : Android OS, v4.1.2 (Jelly Bean)  
 Chipset : Qualcomm MSM8974 Snapdragon 800  
 CPU : Quad-core 2.26 GHz Krait 400  
 Camera : 13 MP, autofocus, LED flash  
 Memory : Card slot No, Internal 32 GB (24GB user available), 2 GB RAM



## Nokia Lumia 1020

OS : Microsoft Windows Phone 8, upgradeable to WP8 Amber  
 Chipset : Qualcomm MSM8960 Snapdragon  
 CPU : Dual-core 1.5 GHz Krait  
 Camera : 41 MP, Xenon & LED flash  
 Memory : Card slot No, Internal 32 GB, 2 GB RAM / 64 GB



## Huawei Ascend G700

OS : Android OS, v4.2 (Jelly Bean)  
 CPU : Quad-core 1.2 GHz  
 Camera : 8 MP, 3264 x 2448 pixels, autofocus, LED flash  
 Memory : Card slot microSD, up to 32 GB  
 Internal 8 GB, 2 GB RAM



## Samsung I9190 Galaxy S4 mini

OS : Android OS, v4.2.2 (Jelly Bean)  
 Chipset: Qualcomm MSM8930 Snapdragon 400  
 CPU: Dual-core 1.7 GHz Krait  
 Camera: 8 MP, 3264 x 2448 pixels, autofocus, LED flash  
 Memory: Card slot microSD, up to 64 GB, Internal 8 GB (5 GB user available), 1.5 GB RAM



## HTC Butterfly S

OS : Android OS, v4.2.2 (Jelly Bean)  
 Chipset: Qualcomm APQ8064T Snapdragon 600  
 CPU: Quad-core 1.9 GHz Krait 300  
 Camera: 4 MP, 2688 x 1520 pixels, autofocus, LED flash  
 Memory: Card slot microSD, up to 64 GB Internal 16 GB, 2 GB RAM



## Motorola Moto X

OS : Android OS, v4.2.2 (Jelly Bean)  
 Chipset : Qualcomm MSM8960Pro Snapdragon  
 CPU : Quad-core 1.7 GHz Krait 300  
 Camera : 10 MP, autofocus, LED flash  
 Memory : Card slot No, Internal 16/32 GB, 2 GB RAM



# QUALCOMM & Ucell Organizes Training for App Designers in Uzbekistan

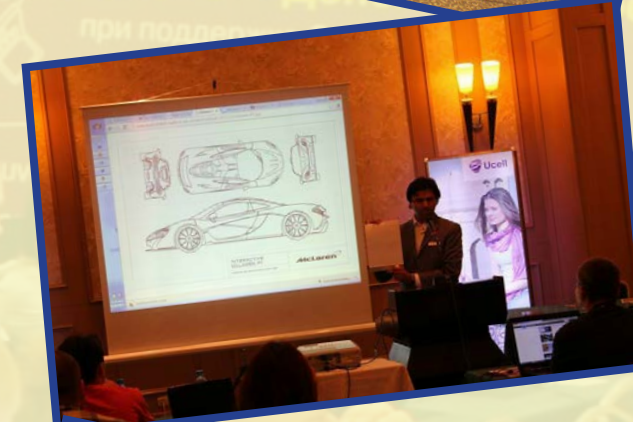
Qualcomm is a global wireless solution that designs, manufactures and markets digital wireless telecommunications products and services which aims to bring the best and the latest technology to the world. Qualcomm is very serious in fulfilling its commitment to technology and to achieve its goal it has arranged much training around the world. Recently in collaboration with mobile communication operator of Uzbekistan Ucell, Qualcomm held its first training in the country for young programmers "Development of mobile apps – augmented reality". Previously, same kind of training programme was also organized in Pakistan as well and after its great success in Pakistan, Qualcomm moved to its next destination.

One of the leading programming specialists of Qualcomm (represented in the region by Central Asian Cellular Forum) Mr. Adeel Siddiqui participated in the event. He said that education process was light and pretty interesting and he expressed satisfaction with its results. "I am sure that knowledge received at the training will be useful in developing interesting and useful apps."

The main goal of the training was to teach young developers with practical skills of developing apps with use of augmented reality technologies. The event was attended by students and graduates of IT departments of universities, as well as specialists of mobile app developers. In the first half of the event, the participants developed app for Android and the second half was dedicated to multiplatform game platform Unity 3D.

Manager of additional services section of Ucell Shavkat Huseynov said that Ucell was happy to be partner of Qualcomm to organize training, which helped young developers to improve their knowledge in app development with popular technologies.

The event was held at Dedeman Silk Road Tashkent. At the end of the training, the participants received certificates and gifts from the Ucell.







## The future looks Bleak for SMS

### Social Messaging Apps Taking over Traditional SMS

The means of communication in world have undergone a revolution in the last decade, which resulted in the constant development in new technologies. These latest technologies have totally changed the way of communication in our daily life.

Smartphone apps have taken over the traditional SMS neck and crop. There was a time when a majority of mobile users couldn't survive without subscribing to SMS packages offered by operators. But with the passage of time, telecom industry has experienced a wave of change in the form of evolving technologies and messaging apps like Whatsapp, Viber,

LINE, wechat, skype, Nimbuzz and many more! .

*Users of messaging apps are found to be 6X more sociable than texters - sending around 32 messages on average every day, compared to just five texts*

Social messaging apps are cheap and effective, other than sending messages these apps also allow users to share photos, music and videos. Reducing the effort from your side to transfer these to computers and use emails with attachments.

These messaging apps also allow users to communicate all around the globe and the cost is far from roaming costs and fee for International services. Plus cross-platform apps are far more polished and feature-packed then a traditional SMS for instance it allows you to customize the interface by setting a profile picture/status (like Facebook), share photos and videos. It also allows users to make back-ups of their conversations and send/save their chat history.

From the entire current trends one may assume that the SMS Era is aged and out of date but traditional SMS still has an edge on the social messaging apps, there are more feature phone users in Pakistan as compared to smartphones.

Messaging apps are earmarked for smartphones, plus it relies on a mobile data connection or a Wi-Fi, which will eventually create problem for users once they are out of internet connectivity range. Whereas SMS are quite convenient, one doesn't have to look for Wi-Fi or a data connection to send a message or to make a call - Users just need coverage to send SMS or call.

A 2011 survey revealed that mobile operators in Europe, Africa, and the Middle East estimated that voice revenues would decline 21%, on average, by 2014, as users increasingly turn to a slew of social messaging apps.

*A 2011 survey revealed that mobile operators in Europe, Africa, and the Middle East estimated that voice revenues would decline 21%, on average, by 2014, as users increasingly turn to a slew of social messaging apps.*

There is no doubt that these cross-platform apps are on rise but mobile operators are fighting

back hard to retain their market by providing data access and data subscription packages. It's all about the data packages, as telecoms work to stay ahead of the curve by getting users hooked on data bundles.

So now the smartphone users in Pakistan have a variety of limited/unlimited packages offered by operators, depending on the need and facilities of the users. This will keep people connected to their social network 24/7!



Do you Know ?

**Mobile phone texting** was first introduced 21 years ago. Neil Papworth, a 22-year-old software programmer from Reading, sent the first message when he wished his friend Richard Jarvis of Vodafone: "Merry Christmas". At the time mobile phones didn't have keyboards so it was sent via personal computer



# A PICTURE IS WORTH A THOUSAND WORDS

## Punjab Police uses CCTV app for crime control

*Punjab government has allocated Rs1.3billion for CCTVs, SPs were asked to suggest crime pockets in their remit with the help of smartphone applications*

Smartphone now is not a medium of communication and entertainment alone, but it also serves as an assistant in fighting crimes. Increased penetration of smartphone in society has enabled people to use it in multi-dimensional ways, fighting against crime being one of them.

The past decade has seen the emergence of a distinct technology within the large and developing security industry i.e closed circuit television (CCTV) technology, which has become the crucial ingredient in the overall security system.

Just as the proverb 'a picture is worth a thousand words' applies in everyday life, so does the CCTV picture provide the essential ingredient to the successful security system.

Punjab government sought full utilization of modern technology for curbing crimes and for

ridding the people of 'thana culture' by using an actuarial technique - Smartphone app for CCTVs backup. This is one of the modern features that sets it apart from the traditional crime control tools being used in Pakistan.

*The police system is being reformed in order to provide prompt and inexpensive justice to people that would also reduce the crime rate says CM Shahbaz Sharif*

The orientation about the smartphone mapping application and the installation of CCTV cameras was given to the divisional SPs at the Qilla Gujjar Singh Investigation Police Headquarters on 2nd Sept, 2013. More than 700 crime hot pockets

in the provincial capital have been identified by Police with the help of this ongoing crime mapping project.

The core task of the police is to uphold law and order and to tackle crime and disorder effectively, it is the reason that Punjab government had allocated Rs1.3billion for CCTVs, SPs were asked to suggest crime pockets in their remit with the help of smartphone applications.

They said rising crime patterns and the absence of proper police patrolling and vigilance had pushed the Lahore police to come up with smartphone mapping to prevent crime with place-based policing rather than going for capturing criminals.

Android phones are in the use of investigators of as many police stations for record keeping such as latitude and longitude of crime scenes, timings, FIRs, dates of occurrences, descriptions and areas of crimes and photographs of crime scenes.



Phones are linked with the Police Record Office & Management Information System (PROMIS).

The idea was floated by the Lahore University of Management and Sciences' (LUMS's) Technology for People's Initiative which made an android application on testing basis connecting four police stations with android phones to identify cluster-based crimes and maintaining its details.

The successful results of Thana, Shahdara, Iqbal Town and Factory Area (which appeared to be most-troubled police stations in terms of crimes), the project was taken in consideration for further implementation.

The Punjab Information Technology Board (PBIT) made a smart phone application for Lahore police and provided 80 android phones to police officers and the PBIT software was also installed in Urdu language for the convenience of field police.

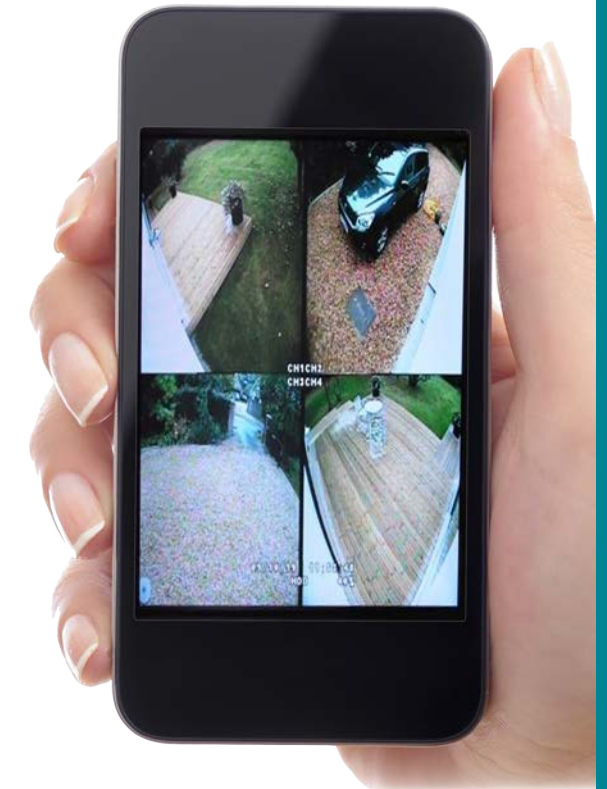
The data on FIRs of police stations had been linked with androids and authorities were planning to install crime maps at all police stations for the force fighting and preventing crimes.

*The Punjab IT Board made a smartphone application for Lahore police and provided 80 android phones to police officers and the software installed in Urdu language for the convenience of field police force*

Giving police a faster way to get images of those accused of committing crimes is certainly a good thing, since it means they can do their jobs more efficiently and reduce the chance of mistakes being made. The identification of hot crime spots and clusters with the help of cell phone technology vis-à-vis crime strategies was widely practiced

in the USA, the UK, Brazil and Turkey.

It will be interesting to see how smartphones apps and CCTV services become even more closely aligned in the future, since it seems like these technologies are ideal companions and present a powerful crime prevention tool.





# LOCAL BRANDS

## Arrivals of the Month



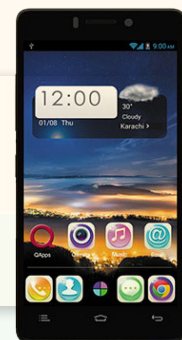
### Phicomm i700

**OS :** Android 4.0  
**Display:** Size 4.5-inch  
**CPU:** Qualcomm MSM8225 1.2GHz dual-core  
**Camera:** 5 mega-pixel  
**Memory:** RAM:512MB +ROM: 512MB



### Voice Xtreme V70

**OS :** Android OS, Jelly Bean 4.2.1  
**Display:** 540 x 960 pixels, 5 inches  
**CPU:** Quad-Core 1.2GHz Cortex-A7  
**Camera:** 12 MP, autofocus, LED flash, Video, 2ndary (3MP)  
**Memory:** 4GB built-in, 1GB RAM, microSD card

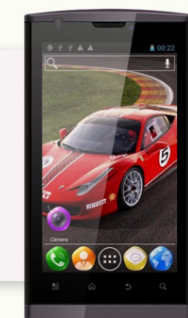
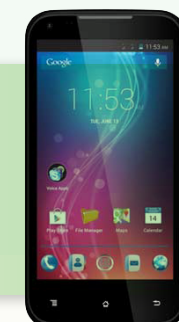


### Qmobile Noir Quatro Z3

**OS :** Android 4.0  
**Display:** 4.8 HD Super AMOLED Display  
**CPU:** 1.5GHz Quad Core  
**Camera:** 8 Mega Pixel  
**Memory:** 16GB ROM/1GB RAM

### Voice Xtreme V60

**OS :** Android OS, Jelly Bean 4.2.1  
**Display:** 540 x 960 pixels, 4.5 inches  
**CPU:** Quad-Core 1.2GHz Cortex-A7  
**Camera:** 12 MP, autofocus, LED flash, Video, 2ndary (3MP)  
**Memory:** 4GB built-in, 1GB RAM



### GFive A78 Ferrari

**OS :** Android v 4.01  
**Display:** 480 x 800 Pixels  
**CPU:** 1GHz, Dual Core  
**Camera:** 8MP, Autofocus  
**Memory:** 512MB built-in, 512MB RAM

### B.Elite

**OS :** Android ICS 4.0  
**Display:** 4.63" Screen  
**CPU:** 1.2 GHz Dual Core  
**Camera:** 5.0 MP Rear Camera)



# Mobilink Brings

Pakistan Idol

**M**obilink sponsors the television's biggest 'Star' maker reality show to Pakistan – Pakistan Idol. Idol series started from 'American Idol', continued with 'Indian Idol' and now after hypnotizing millions of viewers in over 150 countries worldwide, it has started the talent hunt in Pakistan.

'Idol' show has started its journey in bringing out the hidden talent of Pakistan by offering an exceptional opportunity to the voices.

Pakistan Idol will be hosted by actor Mohib Mirza, and the three judges are Ali Azmat, Bushra Ansari and Hadiqa Kiani. Auditions started on 19th Sept for Pakistan Idol are in progress in several major cities of Pakistan and it will continue until 25th Oct, 2013.

Mobilink is the official telecom partner for Pakistan Idol and the other major sponsors include Unilever Pakistan's Clear shampoo, QMobile and Pepsi





# Battery Preservation

## Make Your Cell Phone Battery Last Longer

*This diversity of capabilities and multi-functionality has made the smartphones bigger, faster and stronger but it has also increased the demand for battery juice even greater, it's no wonder that battery life has always been a concern for developers, manufacturers and the users themselves*



All the smartphone brands have come up with phones that are equipped with powerful mobile operating systems such as Google's Android, Nokia's Lumia, Apple's iOS, etc, that allows users to play games, listen to mp3s, snap pictures, have access to the internet and even stream videos. This diversity of capabilities and multi-functionality has made the smartphones bigger, faster and stronger but it has also increased the demand for battery juice even greater, it's no wonder that battery life has always been a concern for developers, manufacturers and the users themselves.

Poor battery life is probably the biggest concern for everyone today but while we wait for the

hardware development to catch up, there are number of things that can be done to improve battery life no matter which phone you carry.

### Turn Off Vibrations

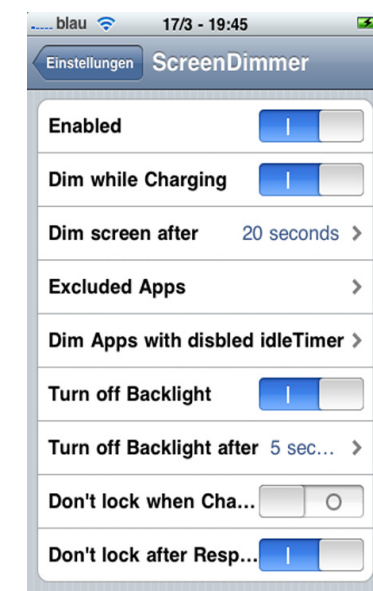
Vibrations are great way for notifying about incoming calls and messages but they actually use more power than ringtones as they require more power to shake up the whole device, the same applies for using vibration for tactile feedback. If you don't think it's necessary, then disable vibrations or at the very least, lessen the magnitude of the vibrations.



### Dim Your Phone Screen

The most crucial factor in battery consumption of smartphone is its screen.

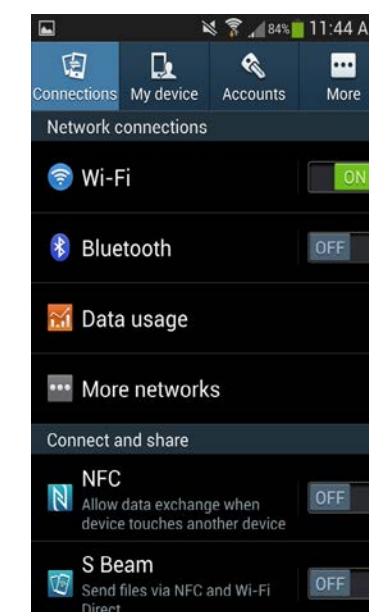
It's obvious that dimming your screen will reduce your smartphone's power consumption since we all have to activate the



screen whenever we use our phones. Auto-brightness setting enables the smartphone to adjust the brightness to its optimal level for reading while conserving battery life. Shortening the screen timeout is another way to conserve the phone battery.

### Turn off the features you don't need

There are many features in smartphones that are quite beneficial but are not used all the time like Bluetooth, WiFi, GPS, but they also kill the battery faster. Therefore it is better to turn it off when not in use.



### Update your phone's software and apps

Make sure your apps are always up-to-date is one of the easiest ways to save on battery life as they are often updated to use less energy.



### Minimize Notifications

Almost everyone today is constantly connected with internet and getting non-stop notifications about Updates, latest news, emails, high scores from games, add-ons for apps etc. It is not only annoying to receive irrelevant notifications all the time but it is also a power sucker as every incoming notification will light up your screen, make a sound alert or vibrate. Manage your settings well and disable unnecessary notifications to save a little battery power.



### Close Unnecessary Apps

Multi-tasking capability is a very common feature of smartphones but it also drains away the battery. Most of the people do not close apps after they no longer need to use them which leave the battery at half-bar in no time. Kill your apps if you are not using them and for that there are many valuable task killing apps available in the app stores and markets.



There are also many applications that help in preserving the battery for a longer time period. The most popular option for Android is Juice Defender, for iOS, the free Battery Doctor app provides useful insights and reminder, for Windows Phone 8, app called Battery is quite popular whereas Battery Lover is a very similar app for BlackBerry 10.

### Maintain Cool Temperature

Believe it or not but our battery runs out faster when our smartphones are warm. So it is better to put your smartphone in a cooler environment for optimal functionality and try to avoid exposing your phone to excessive heat.



### Charge Your Battery Correctly

Different batteries respond to different charging schedules and they will all eventually degrade, it is better to know your battery type and charge it accordingly. Most smartphones have lithium-ion batteries in them. One thing that many people do which can degrade the battery's health is to leave it plugged in after it is fully charged. It's also best not to let your battery fully discharge too often, but in general you want to charge it before it drops too low.





## پاکستان کی بہترین موبائل فون بینک

# Battery A.T-Master

Business center First Floor Hall Road Lahore • www.atalfa.net • 042-37210216





# Hassan Minhas

A dedicated person who believes more in action than words

Following are his views on the industry and his business:

**How do you differentiate Huawei from its competitors?**

It's an international brand serving 140 countries and offer Value for money. Huawei has the honor of launching the World's slimmest smart phone and puts great emphasis on quality which is its distinctive point in my opinion.

**People now-a-days are more conscious in cellphone selection than before, what in your point of view are the major concerns of today's consumer?**

People nowadays are conscious and aware because they have so many choices available in the market not in brands alone but also in operating systems and various other factors. Media is playing a very important role in creating awareness which is a good thing because it has not only increased the competition but has also improved the quality.

**Grey market has affected the mobile industry especially Pakistan's mobile market, How do you plan to tackle this particular area?**

Increase in grey market does not concern me because I believe that Airlink communication gives best services to the customer at their door step, whereas grey market products have no warranty or backup support. I also believe that customer today is more quality conscious rather than price conscious.

**What impact does advertising has on brand promotion in Pakistan? Where do you place social media in promoting your business in Pakistan? What impact does advertising has on brand promotion in Pakistan? Where do you place social media in promoting your business in Pakistan?**

Advertising plays a very important role in the brand promotion and social media has become one of the major mediums. Social networking sites like Facebook and Twitter have become a part of daily life of almost all individuals.

**In your view which Huawei handset topped the sales' list till now and what are the reasons?**

Three Huawei models have been the most successful handsets upto now that includes Ascend Y201, Ascend G510 and Ascend P 6. All these handsets have the best quality and very affordable price rates. Ascend P6 is the World's Slimmest Smart Phone with 6.18 mm stunningly designed beautiful body.

**How do you see the future of this industry?**

I am seeing a big change in the industry as 3G is on the way.

**What message you want to give to the youngsters?**

"Learn to think outside the Box"

**Any message that you would like to convey to our readers?**

In telecom there is a product within a product so keep on

# Hassan Minhas

*Hassan was part of several successful projects like PTCL's Vfone launch, scratch card billing, Wateen WiMAX, PTCL EVO, EVO Tab & EVO Droid*



**H**assan Minhas is the National Sales Manager at Airlink Communication, a leading service provider of Pakistan. He started off his career from Warid in 2005 and later on worked in several telecom organizations like Mobilink, PTCL and Chimera. Hassan was part of several successful projects launched by these organizations like PTCL's Vfone launch and introduction of billing scratch cards, Wateen WiMAX, PTCL EVO, EVO Tab & EVO Droid ( Pakistan's first 3G enabled tablet and handset) etc.

Hassan Minhas is associated with Airlink for the past 3 years now, and is currently the National Sales Manager. Minhas is a very dedicated and keen person and believes more in action than words.

He is a staunch believer of team work, leading his team to success for past many years. Hassan Minhas and his energetic team undoubtedly have played an important role in Airlink Communication's success being lead by Enterprnuer duo Muzzaffar & Moazzam Paracha. Airlink communication is not only the national

By Rizwana Khan  
Adnan Khan



distributor of PTCL but it is also the exclusive distributor of Huawei GSM handsets and Tablets in Pakistan. The key highlights of Airlink Communication on the road of success also include the launch of first 3G enabled Tabs and Handsets (EVO Droid) in Pakistan with PTCL and the launch of first Dual sim Android Phone (IVIO D-38) in Pakistan.

***My major achievement is the successfull launch of 3G enabled devices and smartphones, We are proud to work with a professional company like Huawei in building its brand in Pakistan***



In an exclusive interview with Hassan Minhas we got the chance to know more about the aspirations and experiences of the great entrepreneur.

## Rapid Fire Questions

**Favorite color:** Black

**Favorite food:** Continental

**Favorite dress:** Formal Dress

**Favorite Car:** Porsche

**Favorite pastime:** Spending time with my pets

**Hobbies:** Music, Travelling, Riding, Hunting

**Favorite political personality:** Zulfikar Ali Bhutto

**What makes you happy:** When I achieve my goals

**All-time favorite movie:** Band of Brothers

**Favorite type of music:** Depends on mood



By Khalid Khan

# Mobile Data Tariff Benchmarking



*The bench marketing exercise for Data packages came out to be much difficult than the voice based packages specially when we only have GPRS/Edge enabled services that have limited capabilities for Data Enablement in the absence of 3G Services*

In the previous issue of the Phone-world magazine, we did some benchmarking of the voice packages and were contacted by our readers to provide similar benchmarking for the data packages being offered currently by the Mobile operators. The bench marketing exercise for Data packages came out to be much difficult than the voice based as normalization of Monthly, Weekly and Daily packages are quite different for each operator. In each case these are GPRS/Edge data packages so please don't get disappointed, if data coming through is really frustrating for any kind downloads including simple text.

Anyhow, the PhoneWorld team tried to do its best on proving some level of comparison to provide its readers and the consumers an idea of each company's data tariffs competitiveness.

Again, we would like to stress that benchmarking is very important to ensure that you are getting the best deal you can! Without having this intellectual insight of data, how can you effectively decide which package to take and at times negotiate terms when only one party has the answer, and it's not you, it's your telecom provider?

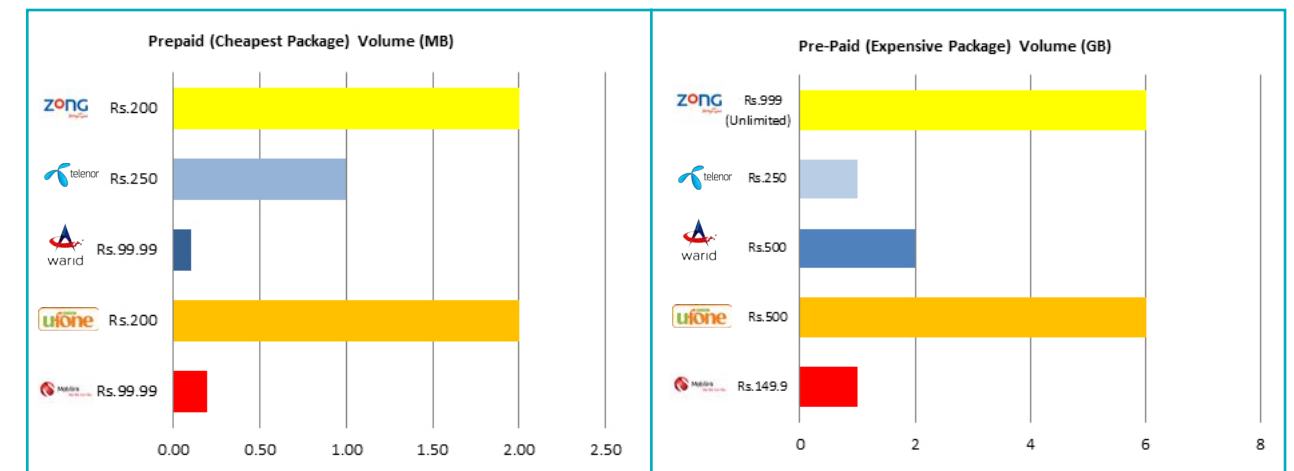
Again, PhoneoWorld team has tried to study the various data (GPRS/EDGE) packages

available in the market by all the five mobile operators and tried to make a comparison of these tariffs in a simple format that can be understood by not only a retailer but ordinary consumer. While, we have provided comparison based on a few packages a more exhaustive comparison can be found on the Phoneworld website [www.phoneworld.com.pk](http://www.phoneworld.com.pk)

As with the voice packages, the Data tariff in Pakistan by mobile operators is also categorized into pre-paid and post-paid. Because of the scarcity of space we have taken monthly, weekly and daily data tariff of each that are generally of interest to the consumers

## Monthly Data Packages

**Prepaid** : from the packages available that are provided by the operators on their web site, Warid's Mobile Internet at Rs. 99.99 is the cheapest in cost but has limitation of only 100 MB limitation followed by Mobilink with 200 MB limitation whereas Ufone & Zong lowest cost packages are double in price i.e. each with Rs.200 but it provides almost 10 times more data for just double the price. So just be aware that Zong & Ufone packages may look expensive but if the amount of data download is considered it would be atleast 5 times more cheaper for a Data savvy consumer. Telenor offers a standard Rs. 250 package for 1 GB data download.

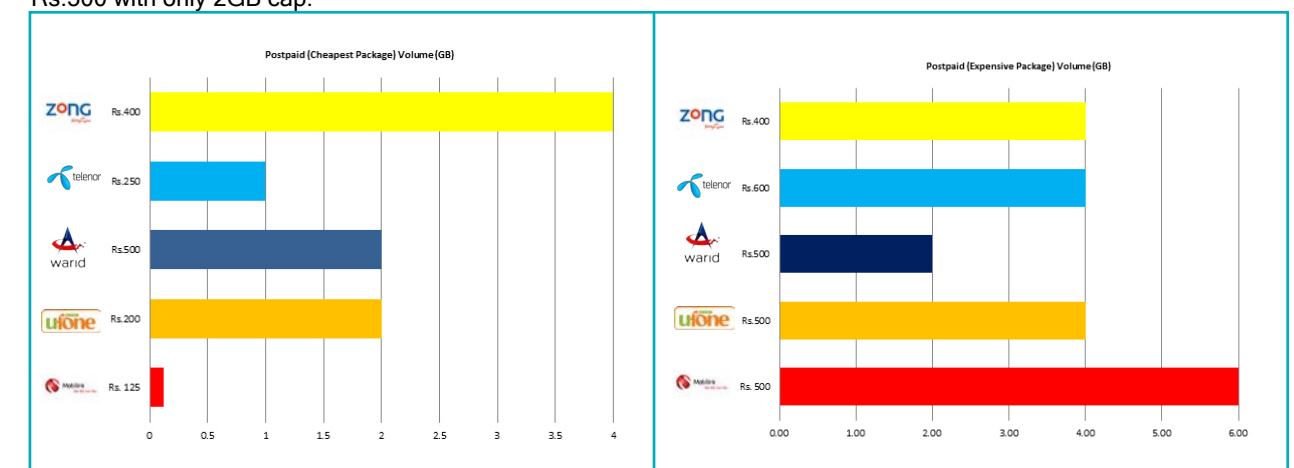


As seen Telenor has a standard package of Rs. 250 with 1 Mb download which if exceeded will results in addition of the default internet package of Rs. 1.13/KB. Mobilink Bundle 2 of Rs. 149 is also quite attractive for low usage consumers.

Zong Rs. 999 and Ufone Rs. 500 offers the most data in terms of volume as they offer unlimited download data. It is interesting to note that Zong package description for its package is a bit confusing, where on one side it says truly unlimited but have indicated below that after 2GB the additional data will be charged at default rate, which probably is a typo by the web admin. Ufone Rs. 500 with 6 GB is quite a good package for executives. Warid probably has the most un-attractive Rs. 500 package (applicable for both pre & post paid) with only 2 GB download. Their marketing should come up with more realistic package, when it comes to designing data packages.

**Postpaid** : In terms of price, Mobilink has the cheapest data package of Rs. 125 whereas Warid's with a standard post pay package of Rs. 500 is the costlier in the cheapest available package. However, it is very important to note that Mobilink package of Rs. 125, only has 125 MB of download available. If a rationalization of the packages is done, Mobilink package would turn out to be the most expensive if you are a heavy data user. Zong has a standard Rs. 400 package in both categories with fair usage 4GB download. Ufone Rs. 200 definitely turns out to be the best in value (someone with limited budget) post pay data package with 2G download for low end user.

While, Telenor Rs. 600 is the most costly of the postpaid packages, Mobilink offers unlimited download date for Rs. 500. Mobilink probably want's to have the best of both world's by offering a low cost low data and also the unlimited data download package. Mobilink Rs. 500 unlimited download does not have any fair usage asterisk, so it is assumed that they do not have any restriction. In this category Warid seems to have the most unattractive Data Package of Rs.500 with only 2GB cap.

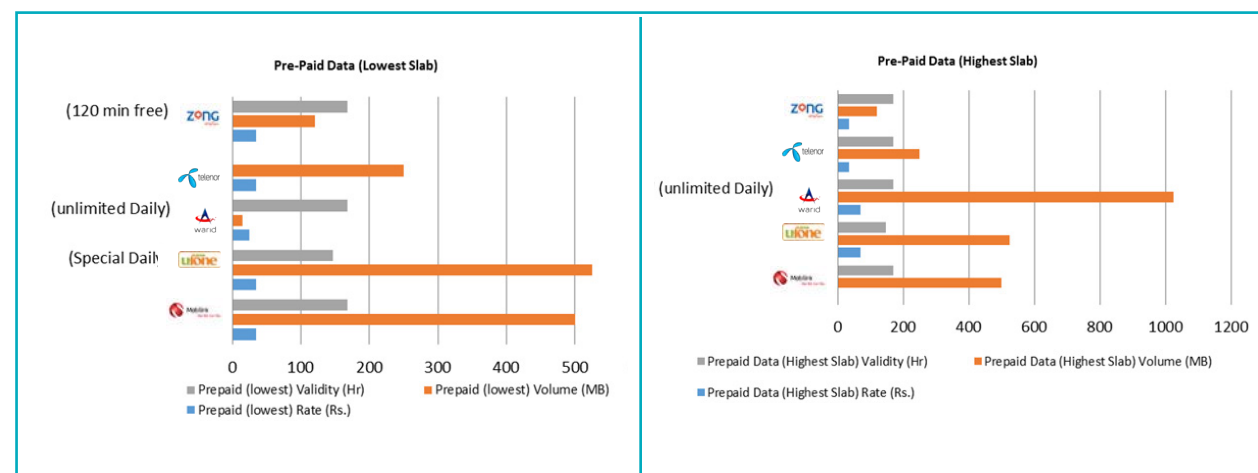




## Weekly Data Packages

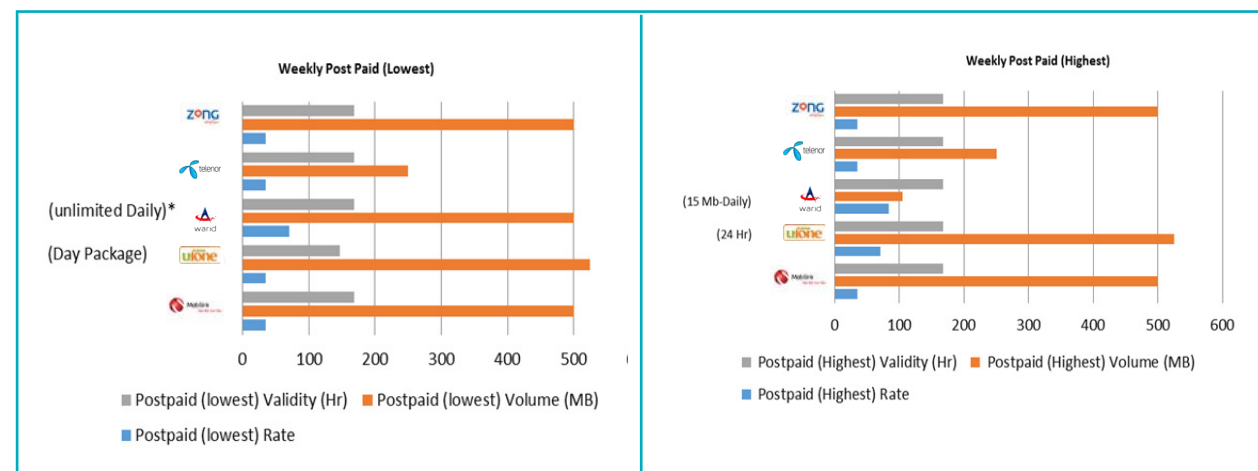
**Prepaid:** Generally consumers are also interested who have fixed or limited income or usage prefer to use Weekly packages instead of monthly packages. We compared the most cheapest and expensive weekly packages. Certain operators such as Ufone and Warid did not have any specific weekly package therefore data was rationalized from their daily & 15 day package to arrive at probable cost of weekly service. It is therefore recommended that consumer should visit the specific web operator's site for details on the weekly cost of data tariff.

All weekly packages are in the Rs.35 range from cost standpoint except probably Warid's Rs. 24.5 which has been extended from its unlimited daily of Rs. 3.5/day but the daily cap is just 2 MB and for a week to have 14 MB is almost negligible data. So for a fair comparison one must also take into account the download data available and rationalize it with the cost. Ufone (extended tariff) & Mobilink both with Rs. 35 offers 500 MB for data download. Zong has very intelligently made differentiation that its weekly tariff is not based on download data but on time bases. It has offered 02 hrs of daily download with free download all day on weekend.



**Postpaid:** In terms of price, all weekly packages hover around Rs. 35 as most prepaid packages are either kept in line with the weekly pre-paid packages or they do not have a postpaid package at all therefore for pricing comparison alone we took an average of their daily & half monthly package. For most weekly packages one should be very careful as some of them are either time bound or have data caps (with daily download). The most unusual package come out to be Warid's who's daily unlimited 24 hr is cheaper than a time and data bound package-The same is the case when this was expanded for the weekly package as they did not have any weekly specific package. In terms volume and price Mobilink, Ufone and Zong have similar packages for the lowest cost packages.

For a weekly package Warid again has the highest cost data package (extended from it daily 15MB). This is probably the most unattractive data package if one is to use a weekly data package, infact if a consumer has to take Warid Data package for a week, it is more appropriate choose the Daily Unlimited package instead otherwise all the other four operators have much attractive offers with low cost of around Rs. 35/- with unlimited data download.



## Daily Data Packages

Pakistan is a low ARPU (Average Revenue Per User) market of around Rs. 250/= which is the benchmark globally to see how lucrative or affluent is the mobile subscriber. In advance market it is over Rs. 5000, where global average is somewhere around Rs. 10,000.

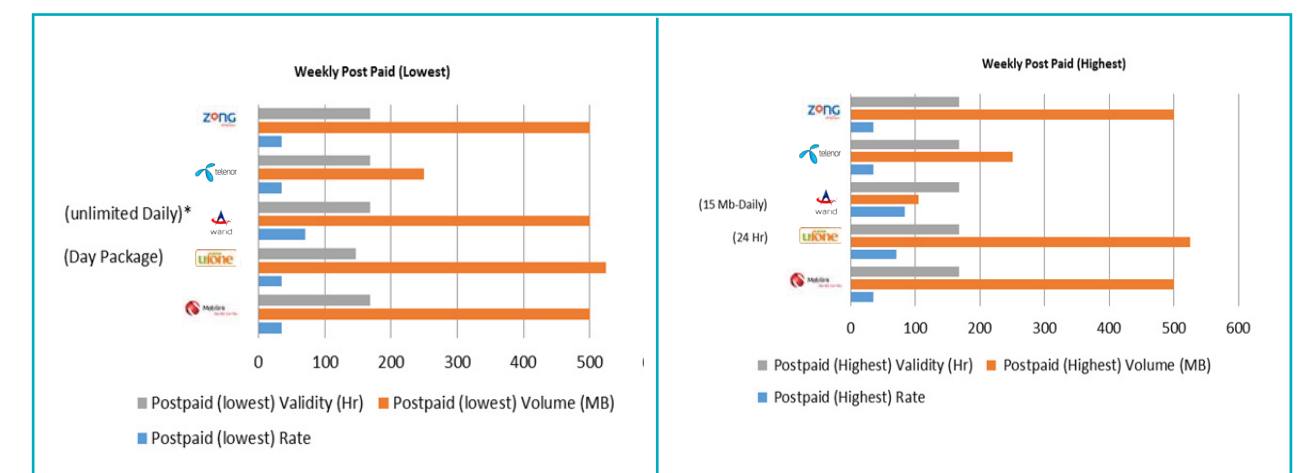
The Data ARPU could generally be 4-6 times that of the voice ARPU and therefore a lot of emphasis is paid on getting additional Data customers weather daily or monthly. Also, in Pakistan operators are now a days very aggressively marketing their data package and the consumer for these packages are the student who have very limited budgets therefore we see a lot mobile operators doing extensive advertising and other marketing activities to promote their daily GPRS/EDGE packages.

The daily packages are usually pre-paid as daily post packages are not offered therefore we have categories them as just daily packages and not as pre or post-paid tariff (although some weekly post packages have been arrived based on these daily packages)

Zong, Warid and Telenor have a daily data offering of as low as Rs. 3.5 to Rs. 5. Whereas, Ufone & Mobilink have their lowest daily packages at Rs. 10. However, the earlier three operators have data and time limitation that makes their daily packages quite unattractive. Mobilink and Ufone data cap is 75 MB & 100 MB respectively making it a very attractive package for daily data users. For the same amount of data download as Ufone & Mobilink Telenor has priced it at Rs. 12 (for 50 MB). Zong has a time bound package of for its lowest segment and a daily unlimited at Rs. 10 offer that they say is for limited period.

There are other daily data bundle packages from the operators a s well and therefore is highly recommended that consumer should visit the specific web operator's site for details on the daily data tariff.

The mobile data tariff benchmarking as said earlier even more difficult process than benchmarking the voice tariff packages. We have tried to provide our readers with some basic comparison, whereas a more detail comparison is provided on our web site ([www.phoneworld.com.pk](http://www.phoneworld.com.pk)) and we shall strive to continue providing our readers with regular update on these comparison.



**Do You Know**

The use of a mobile phone charger is one of the biggest environmental impacts of a mobile phone. Only five percent of the power consumed by phone chargers is used to actually charge the phone; the other 95 percent is wasted as the charger still draws energy when plugged in.







By Kanwal Ayub

Samsung Electronics, a market leader and an award-winning innovator in the electronics industry, has announced its Smart Summer Mega and Grand Prize winners in an event held on last month at Lahore.

Samsung Smart Summer 2013" campaign which continued for five consecutive weeks, gave an unprecedented chance of winning loads of prizes on the purchase of Samsung Galaxy device.

At the event, weekly prize winners were interviewed and the Grand Prize Winners were called on-stage for interaction and were handed over the prizes. Further, a lucky draw for the Mega Prize, a family cruise for 5 to Singapore, Malaysia and Thailand, was held on stage by Humaima Malick, brand ambassador for Samsung Galaxy Series. It was a perfect treat not only for the winners, but for all those who participated in the campaign, which kept the excitement alive till the last minute of the lucky draw results.



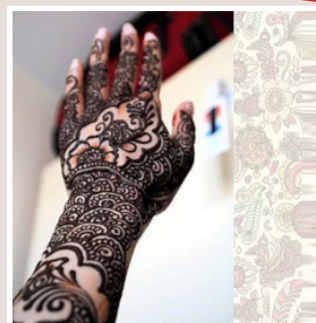


# TOP MUST HAVE APPLICATIONS & GAMES FOR YOUR SMARTPHONE

**Rating : 4+**  
**Price: Free**

## Eid Mehndi Henna Designs

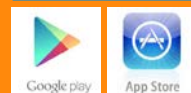
This app contains original, never before seen Mehndi/Henna Designs. Embrace yourself with a collection of 75+ genuine designs for festivals such as Eid, Wedding, Birthdays or other occasion.



## Candy Crush Saga

**Rating : 4+**  
**Price: Free**

Switch and match your way through more than 100 levels in this delicious and addictive puzzle adventure. Ain't it the sweetest game ever? Please note Candy Crush Saga is completely free to play but some in-game items such as extra moves or lives will require payment. You can turn-off the payment feature by disabling in-app purchases in your device's settings.



**Rating : 4.5**  
**Price: Free**

## Magnetometer - Magnet

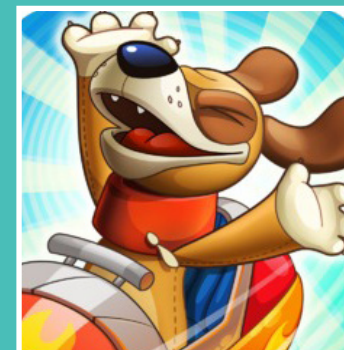
Magnet Detector is a powerful tool to detect ferrous metals and magnets. This application detects and measures magnetic field values using the in-built sensor of your phone. This application can also detect electrical flux. Hidden live electrical wires weather underground or inside the walls.



**Rating : 4+**  
**Price: Free**

## Nutty Fluffies Rollercoaster

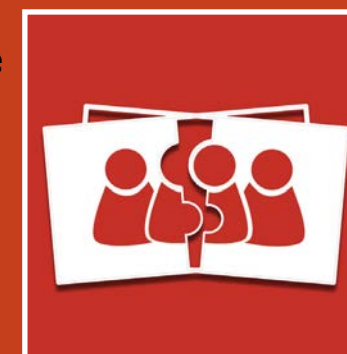
Drive wild rollercoaster rides using a unique, swipe-based control system. Let the tightly tuned physics engine create the most thrilling rides of your life! Perfect your skills in over 30 tricky rides, from classic wooden coasters to steel speed demons! Use rockets, Jump jets and magnets, earn hearts and coins, run huge loops, massive jumps and stomach-turning, upside-down tracks!



**Rating : 4+**  
**Price: \$ 0.99**

## Groopic: This Pakistani Startup's New iPhone App Puts The Photographer Back in the Picture

With Groopic, you take one photo of someone or a group of people, and then another person takes control of the camera to take another photo of the same scene. As the demo video below shows, the app will stitch together the people in the images so that the original snapper will be in the final photo.



**Rating : 4+**  
**Price: Free**

## Toddler Kids Sports Bike Toy

An interesting Sports bike simulator for your kids with real vibration and sound effects for more fun. Keep your kids busy for a while. Kids can interact with the sports bike by rotating its wheels manually or by accelerating it through an accelerator, apply hard brakes, play horn and much more. Reveal the secrets inside the app... fun for you and fun for kids.



**Rating : 4+**  
**Price: Free**

## Arm 3D Workout Sets for Girls

Only for Females!!  
First time on Google Play store. Complete arm workout for ladies in 3D!!  
This Application is a „Female“ version of workout 3D series.





**SELL N SELL**

MOBILE PHONES ACCESSORIE, CONNECTIONS &amp; REPAIR

**Khurram Rafiq**  
**0300-8482600**3-Ground Floor, Ha-  
feez Centre,  
Mian Boulevard,  
Gulberg III,  
Lahore Pakistan**BM MART**

The Mobile Trading Company

**Sh Usman**  
**0321-8842222**  
**0300-8430881****G-16 Hafeez Center**  
**Lahore.****MOHSIN MOBILE**

WHOLE SALE DEALER OF ALL BRANDS

**SIKANDER MEHMOOD**  
**0321-4141711**SHOP#30-G, ROYAL ARCADE,  
FEROZE PUR ROAD QAINCHI,  
LAHORE**G M COMMUNICATION**DEALS IN ALL KIND OF MOBILE PHONES & IMPORTER OF  
BRANDED SMARTPHONE**TAYYAB MUSTAFA** 20-MAIN HALL ROAD  
**0321-4221945** LAHORE**Uni-3 (The Mobile Power)**

Nokia Best Seller From 2003

Wholesale Dealer of all Brands &amp; Importer of Chines Phones

**Kamran Yousaf : 0311-0311544**Saddar Shop # 1, Akhtar Plaza,  
Police Station Road, Saddar Rwp**Younus : 0321-2476509**Raja Bazar Shop # 1.2, 1st Floor  
Imperial Mobile Market, Rwp**club mobile™**

THINGS WITH CLUB lookin' great

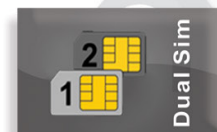
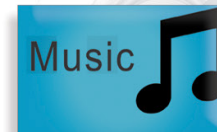
**S2**

• ڈبل سیم • لمبی بیٹری

• آٹو کال ریکارڈر • ایف ایم ریکارڈر

• بلیک لسٹ کالز • mp3/mp4 پلیئر

• بلند آواز





**G'FIVE**  
SMART PHONE

First Time Introducing  
**Quad Core**  
In Pakistan

# President Quad Core G9

With  Technology  
G-CLOUD



FREE **6** MONTHS INSURANCE

**SMASHING OFFER**  
IN  
JUST **RS.17,999/-**

- 1.2 GHz Quad Core Processor for Multitasking
- 5.7 Inches HD Sensitive Touch Screen
- 8 mega Pixel Auto Focus Camera
- Support Video Calling (Skype)
- Android 4.2.1 Jelly Bean
- 3G Ready

**1.2GHz**  
QUAD CORE PROCESSOR

 **SIM+**  
DUAL SIM ACTIVE

**DUAL**  
CAMERA

 **G-CLOUD**

 **android**

**skype**

www.gfivemobile.pk | UAN: 03-111-888-000