

# Villain on Screen Hero in Real Life

A Hafiz and a Family man  
**Shafqat Cheema**  
Cheema Mobiles



## Quad-Core

Marketing Hype or  
Mainstream Killer !!!



**Amir Shah**  
the long haul  
player



**Mobilink  
Rebranding**  
is it worth  
the change?



**M-Policing**  
Panjab Police  
takes Lead

# NASAKI®

## M9



IMEI Number Registered  
By "BABT"



QQ



Facebook



Wechat



Dual camera



Wifi



Skype



**Ammar Shafiq**  
Managing Editor

Dear Readers,

We hope you had a very blessed Ramazan and have a joyous Eid. We at PhoneWorld wish you all a very happy Eid.

This time we peeped deeper into the life of Pakistan's most celebrated and talented villain- our very own "Shafqaat Cheema" who is a real life hero, a hafiz-e-Quran and a committed family man. Mobile phone business is what he started few years back with deep understanding of the mobile phone industry.

The Supreme Court has again come to the rescue of the Telecom Consumers in Pakistan and has rightly instructed that it is time now to act and the MoITT shall ensure a speedy and transparent 3G Auction, so that the fruits of technology can reach everyone.

Mobilink has re-branded itself and painted the town red. However, the industry, consumers and the company probably is still looking for answers if the entire effort is worth the change. Punjab Police at last brings some good news-they have taken the lead amongst all in automating their processes to the extent that use of mobile is being embraced. Digital Media and ban on YouTube remains and under limelight, but are we following the right path? Perhaps there is a need to re-think and take lessons on the approach that needs to be adopted by no less than our great Prophet Muhammad (Peace Be Upon Him).

On the technology front Qualcomm leads the industry and its new fast blazing Snapdragon processor providing increased system performance, exceptionally low power consumption and platform upgrades that further enhance user experience.

FBR has lived up to its reputation by slapping a further 5% tax on the mobile consumers. Pakistan at least can now claim as the most heavily taxed country when it comes to mobile usage. One should not get surprised when almost half of the credit is washed up immediately.

New mobile apps that should amaze young, old and the very sweet toddlers and that also from Pakistani developers are free to download. Don't miss out on the fighting dengue app. New mobile phone brands have also hit the market for both international and local brands. Last, but not the least let's make some sense from the hundreds of tariff bundles available from the operators.

This month PhoneWorld will cover and reach over 250 cities and town in Pakistan. We strive to serve all.

Thank you,  
*Ammar Shafiq*  
Managing Editor

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

PHONE WORLD

**Khalid Khan**  
Publisher & Editor in Chief

**Ammar Shafiq**  
Managing Editor

**Aimal Ali Khan**  
Associate Editor

**Fakiha Hassan Rizvi, Kanwal Ayub,  
Rizwana Khan**  
Sub Editors

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PHONE WORLD

For Advertisement / Article Contact

**Marketing Department**

Ammar Shafiq (0302-5556666) Agha Mehdi (0322-8433364)

Adnan Khan (0345-5957155) Waheed Qamar (0321-2323890)

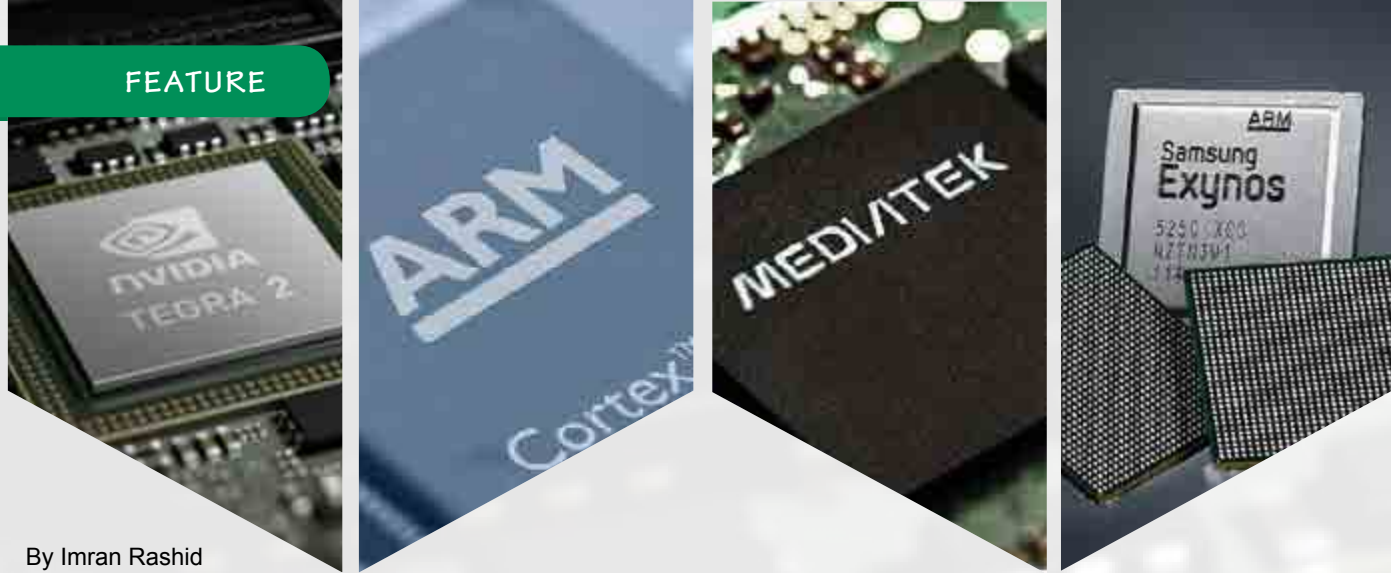
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By Imran Rashid

# Quad-Core Marketing Hype or Mainstream Killer !!!

“

*In Pakistan it doesn't make sense to invest in a Quad-core phone, right now.. It's more of a marketing hype, than anything else*

”

These days one sees a lot of marketing and advertisement is done around quad-core smartphones. G-Five and Q-Mobile are major local brands which are in the race with international players to promote their quad-core phones. Both of them have announced almost 7 Quad-core models in the market. The consumers and retailers are enticed with the advertisement galore but before one make to decide which phone to take let's look at the merit of having a quad-core smartphone especially from a Pakistani market standpoint.

Ask any gadget freak these days about one feature they are most looking forward to in their next mobile phone and you'll most definitely hear "quad-core". Having more cores is certainly not a bad thing. Everyone wants a faster phone that they can do a lot more with, but I don't think quad-core is the answer, especially for mobile phones, right now.

Having cutting edge hardware is

of no use until the software or OS (Operating System) can utilize it optimally and right now, hardware seems to be developing at a much faster rate, while software plays catch up. There's a lot of buzz about how Jelly Bean (JB) is the game changer but as it turns out, it's not that different from Ice Cream Sandwich (ICS), just better optimized, but whether it is able to utilize more than

two cores optimally, is yet to be seen.

Let's not forget the elephant in the room, though, the battery life. More processing power automatically translates into more power hungry devices, which impacts battery life quite badly. Even if the new quad-core SoCs have the ability to put their cores in idle mode, it's still



Massive Marketing Campaign by local brands for Quad-Core

consuming a small amount of power all the time, even if you aren't using them. Android users struggle, as it is to get a full day's worth of heavy usage on single-core phones, so don't get me started on quad-cores. Another issue we shouldn't ignore is

“

*Quad-core phone with 4 GB or 8 GB of memory may not be able to handle as many simultaneous complex, data-intensive tasks*

”

apps. About 90 percent of the apps, you'll ever use on a smartphone work absolutely fine on a 1GHz single-core CPU. It's just a handful of games or specialized apps that actually take advantage of four cores. Realistically, you will very seldom be using these apps when you're travelling, since these drain the battery like crazy, so your only option is to not use it, which defeats the whole purpose of having a multi-core phone.

The number of cores shouldn't be your only consideration, however. The amount of memory the phone



has is also important. Nowadays smartphones come with 16 GB of memory, which is plenty to handle all the data that a quad-core chip can process. A quad-core phones with, say, 4 GB or 8 GB of memory may not be able to handle as many simultaneous complex, data-intensive tasks. Similarly, RAM is a very important part a smartphone, just like computers, multi-tasking on mobile phones is also dependent on the amount of RAM it contains. It is also responsible for the smooth transition of operating

“

*Quad-core will take some time to replace dual-core until then dual-core will rule the Pakistani market*

”

system. Lower end smartphones usually have around 512MB of RAM which meet the average needs of a person like texting, making calls, browsing and few gaming apps, whereas heavy users need 1GB or more as their minimum RAM figure.

A phone with a dual-core processor may be the perfect choice for you if you're a

relatively "light" smartphone user. But consider turning to a quad-core smartphone if you often make video calls or use multiple apps at the same time—or if you think you'll need these capabilities in the near future.

Until the software and apps are optimized for multi-core devices, it doesn't make sense for the average one to invest in a quad-core phone, right now. Perhaps a couple of years down the line, it would, but right now, it's more of a marketing hype, than anything else. Give me a quad-core tablet and I'll be a happy camper, but not a phone, at least not yet. The bottom line here is, don't be in a hurry to chuck out your old phone (unless it's like, really, really old) for quad-core beasts arriving just yet. If you have to, then keep an eye out on existing dual-core phones that are sure to get some nasty price cuts in the coming weeks.

Quad-core handsets haven't affected the market of dual-core; both handsets are available in the market with a very slight variation. The reason behind this is that quad-core devices are demanded by heavy users only which are fewer in number, so quad-core will take some time to replace dual-core until then dual-core will rule the Pakistani market.



# Mobile Tariff Benchmarking

In the fast-paced telecoms market, a major concern for mobile companies is that its company's tariffs are competitive. More importantly, as a consumer when you have multiple operators with multiple packages the choice of package to get and have an apple to apple comparison is equally a challenging and some-what difficult task. The answer to this question is benchmarking, to ensure that you are getting the best deal you can! Without having this intellectual insight of this data, how can you effectively decide which package to take and at time negotiate terms when only one party has the answer, and it's not you, it's your telecom provider?

Phoneoworld team has tried to study the various 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 package a more exhaustive comparison can be found on the Phoneworld website [www.phoneworld.com.pk](http://www.phoneworld.com.pk).

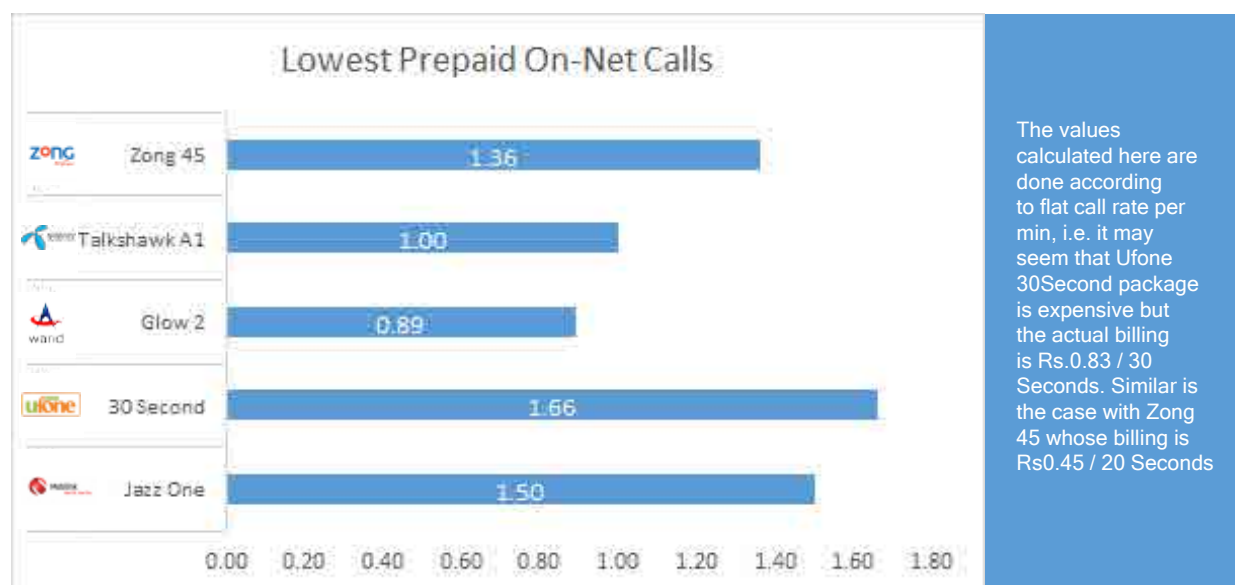
Please note that the comparison is done by interpolating call rates to a standard flat rate of per min call. The day and night offers slab rates have not been included in this comparison along with other perks offered by different operators. For detail view on your required selected package please visit their respective website before finalizing your decision.

Generally, the tariff in Pakistan by mobile operators is categorized into pre-paid and post-paid. Because of the scarcity of space we have taken on-net (within the mobile network) and off-net (outside of the mobile network) of each per minute tariff that are of interest to the consumers.

## Pre-Paid Tariffs

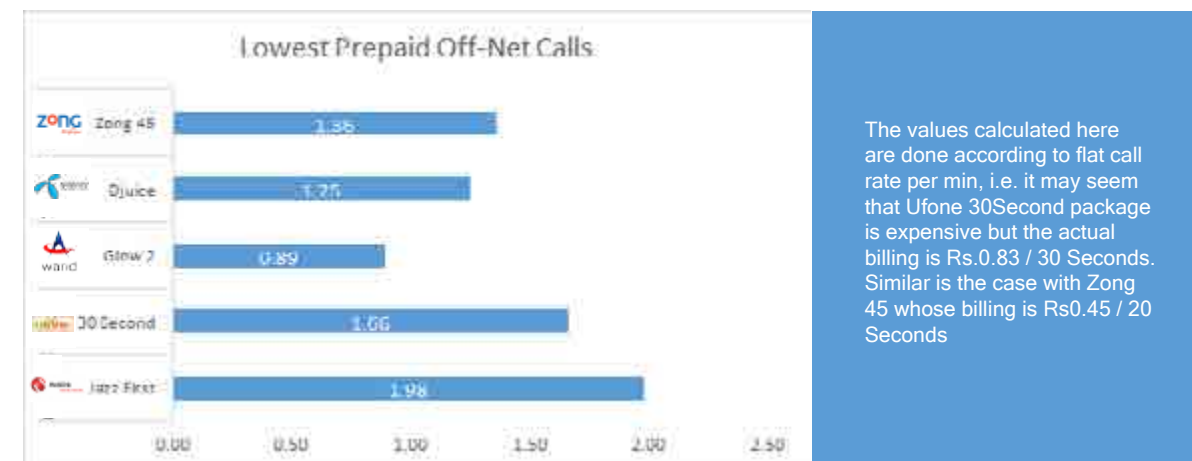
### Lowest On-net Calls Per Min

from the packages available that are provided by the operators on their web site, Warid's Glow 2 has the lowest on-net tariff followed by Telenor Talkshowk A1, whereas Ufone 30 Sec has the highest on-net tariff with Mobilink Jazz and Zong closely following as number 2 & 3 respectively. The difference is quite substantial of almost 40% between the highest and the lowest packages being offered by Ufone & Warid respectively.



### Lowest Off-net Calls Per Min

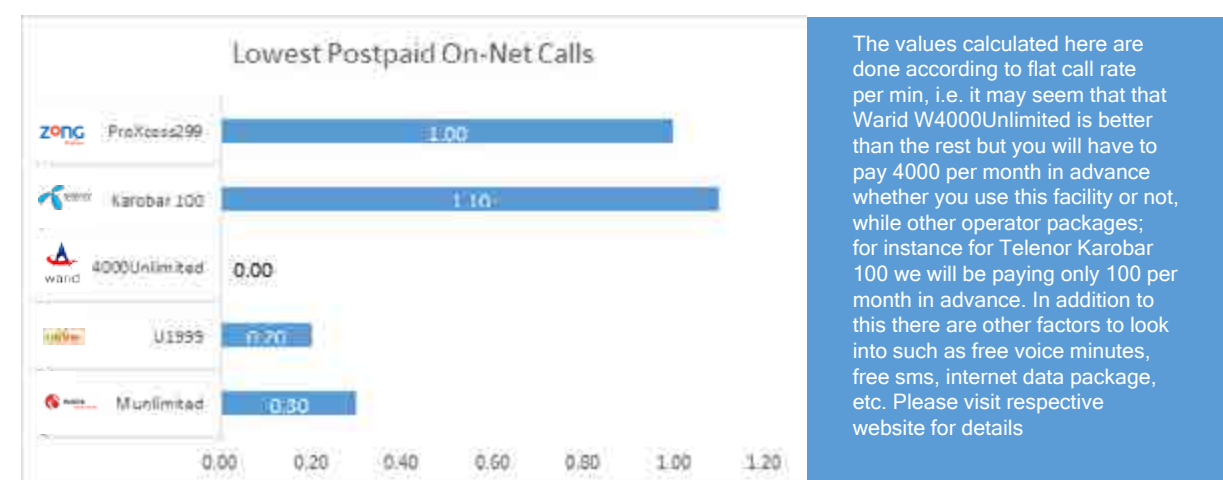
Warid's Glow 2 again has the lowest off-net tariff followed by Telenor Dejuice and Zong 45, whereas Jazz First has the highest off-net tariff with Ufone 30 Sec closely following as number 2. The difference is again quite substantial of almost more than 50% between the highest and the lowest packages being offered by Mobilink & Warid respectively.



## Post-Paid Tariffs

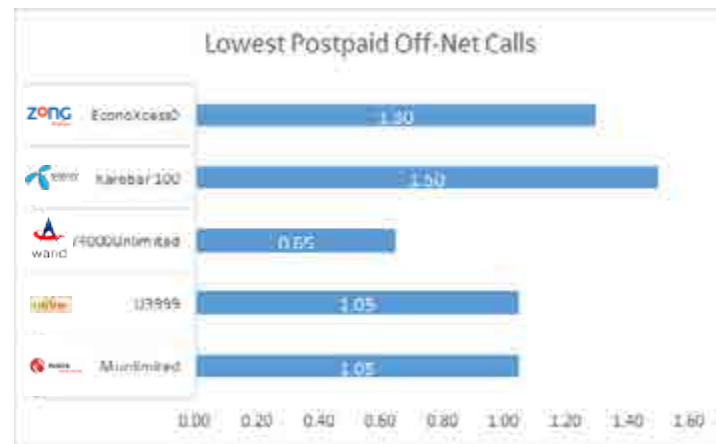
### Lowest On-net Calls Per Min

Warid's W4000 has zero tariff for On-net calls. The 02nd and 3rd lowest tariff are from Ufone U1999 and Mobilink Munlimited. Whereas as, Telenor Karobar 100 and Zong's has the highest and 02nd highest tariff for On-Net calls in the lowest Postpaid category. The highest postpaid tariff for the lowest on net call is around 1.1 Rs/min. However, the it is important to note that Warid has Rs. 4000 fixed fee/month to avail this package whereas Ufone has Rs. 1999/month fixed charges for the tariff shown. The consumer needs to check his consumption for availing the best possible package



### Lowest Off-net Calls Per Min

Warid's W4000 with 0.62/min is the lowest tariff for Off-net calls. The 2nd and 3rd lowest tariff are from Ufone U3999 and Mobilink Munlimited. Whereas as, Telenor Karobar 100 and Zong's EconoXcess0 has the highest and 02nd highest tariff for Off Net calls in the lowest Postpaid category. The highest postpaid tariff for the lowest off net call is around 1.5 Rs/min.across operators.

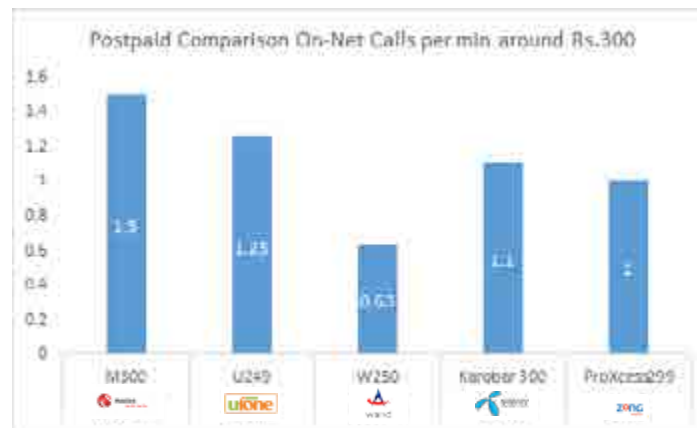


The values calculated here are done according to flat call rate per min, i.e. it may seem that that Warid W4000Unlimited is better than the rest but you will have to pay 4000 per month in advance whether you use this facility or not, while other operator packages; for instance for Telenor Karobar 100 we will be paying only 100 per month in advance. In addition to this there are other factors to look into such as free voice minutes, free sms, internet data package, etc. Please visit respective website for details

### 3 Postpaid Comparison On-Net Calls per Minute

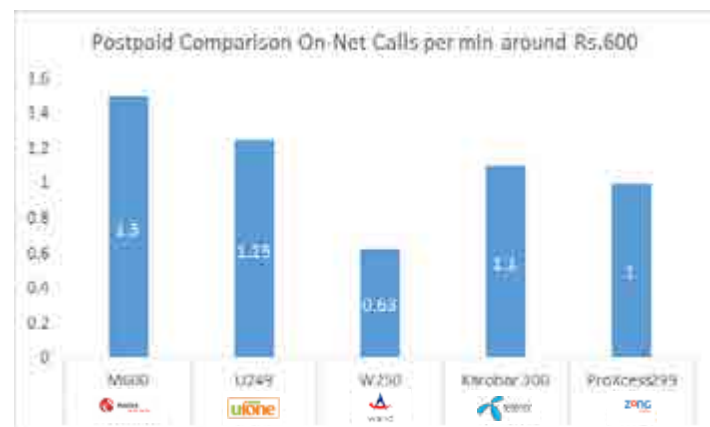
The graph below facilitates the end user in choosing a suitable postpaid plan in accordance to On-Net calls i.e. if most of the usage is within the same network. The chart shows how much a call cost per minute within the same network across different operators in their respective postpaid package. This might help the end user to choose an operator and under that a package suitable enough within a specific price range. The following graph for consumers with Rs. 300 and Rs.600 price range. For other price bracket it may vary, please visit our web site for the other price brackets.

Warid's W250 has the lowest On-net tariff of Rs. 0.6/min with 02nd and 3rd lowest tariff from Zong ProXcess299 and Telenor Karobar 300. Whereas as, Mobilink M300 and Ufone U249 has the highest and 02nd highest tariff respectively for On-Net calls in this price bracket. The highest postpaid tariff for this slab is around 1.5 Rs/min.



The values calculated here are done according to flat call rate per min, i.e. it may seem that that Warid W4000Unlimited is better than the rest but you will have to pay 4000 per month in advance whether you use this facility or not, while other operator packages; for instance for Telenor Karobar 100 we will be paying only 100 per month in advance. In addition to this there are other factors to look into such as free voice minutes, free sms, internet data package, etc. Please visit respective website for details

Warid's W750 has the lowest On-net tariff of Rs. 0.5/min with 02nd from Zong ProXcess699 and Ufone U549 and 3rd lowest tariff Karobar 600. Whereas as, Mobilink M600 has the highest and 02nd highest tariff respectively for On-Net calls in this price bracket. The highest postpaid tariff for this slab is around 1.5 Rs/min.

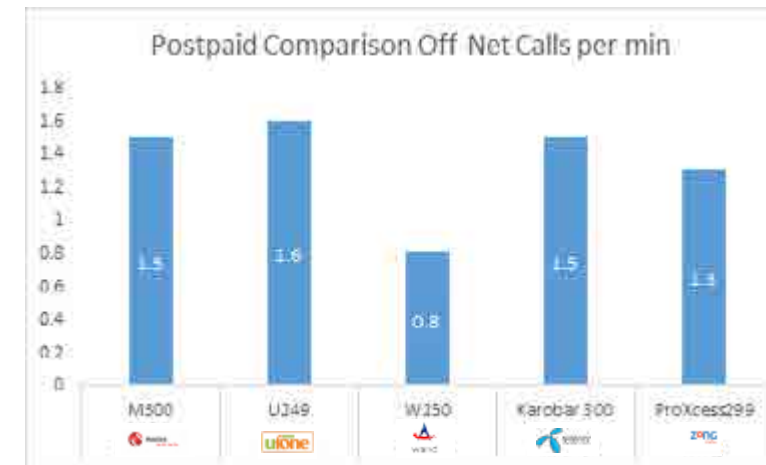


The values calculated here are done according to flat call rate per min, i.e. it may seem that that Warid W750 is better than the rest but in addition to this there are other factors to look into such as free voice minutes, free sms, internet data package, etc. Please visit respective website for details

### 4 Postpaid Comparison Off-Net Calls per Minute

The graph below facilitates the end user in choosing a suitable postpaid plan in accordance to Off-Net calls i.e. if most of the usage is outside the network. The chart shows how much a call cost per minute across different operators in their respective postpaid package. This might help the end user to choose an operator and under that a package suitable enough within a specific price range. The following graph is again for consumers with Rs. 300 and Rs.600 price range. For other price bracket it may vary, please visit our web site for the other price brackets.

Warid's W250 has the lowest Off-net tariff of Rs. 0.8/min with 02nd from Zong ProXcess299 and 3rd lowest tariff from both Telenor Karobar 300 and Mobilink M300 which are equal. Ufone U249 has the highest tariff for Off-Net calls in this price bracket. The highest postpaid tariff for this slab is around 1.6 Rs/min.



The values calculated here are done according to flat call rate per min, i.e. it may seem that that Warid W250 is better than the rest but in addition to this there are other factors to look into such as free voice minutes, free sms, internet data package, etc. Please visit respective website for details

The mobile tariff benchmarking is a very difficult process specially with so many tariff packages but 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.





# Drop in Mobile Imports of Pakistan

“ **Mobile handsets import, only, dropped on monthly basis by 19 percent to \$31.5 million during May 2013 as against \$38.84 million in April 2013** ”

The Federal Board of Revenue (FBR) imposed sales tax on mobile imports back in April 2013. The outcomes are shown in the form of decline in mobile imports. The import of mobile handsets has declined by 46 percent to \$69.82 million in April and May 2013. In February and March 2013 it stood at \$128.58 million. As a whole, the Telecom sector imports observed 9.46 percent monthly decline to value of \$81.3 million, contrary to \$89.8 million in April 2013. In general the Telecom sector also retained the downward trend.

Mobile handsets import, in monthly basis alone dropped by 19 percent to \$31.5 million during May 2013 as against \$38.84 million in April 2013.

This is mainly due to the import duty of Rs 500 to Rs 1,000 per set collected by the FBR in May 2013. On year on year graph of mobile handsets imports, a steep decline by

50 percent versus \$63.24 million in the corresponding month of last year (2012). In May 2013, alone, the import of mobile handsets declined by 60 percent to \$30.98 million as against \$77.5 million in March 2013. On the same lines, import in April fell to \$38.84 million against \$51.08 million in February, registering a decline of 23.96 percent.

During the first 11 months of current financial year (FY) from July 2012 to May 2013 the aggregate import value stood at \$1.366 billion for the overall Telecom sector import bill while it was \$1.171 billion in the same period of last FY. This clearly depicted an increase of 16.65 percent.

To endure the burden of these sales taxes, mobile phone prices have been increased by Rs 1,000 to Rs 1,500 in the local markets. Importers were again reluctant to import the mobile phones. On the other hand, mobile phone

dealers and sellers witnessed 50 percent decline in the sales of imported mobile phones during May and June 2013.

Looking and this sharp adverse impact on the Telecom sector, FBR has reduced sales tax on the import of mobile phones on May 30, 2013, including smart cellular phones or satellite phones.

The persistent requests of representatives from the mobile industry, forced FBR to amend the SRO 280(I)/2013. According to the new arrangement, the FBR decided to create three slabs of sales tax for different types of mobile phones. However, it has imposed Rs 250 as SIM Activation Tax, which cellular operators will be paying now.



Qualcomm is a world-leading provider of wireless technology and services that does not need any introductions. In only few years in chipset and processor manufacturing. Qualcomm has broadened its portfolio by introducing latest generation of processors, where Snapdragon 600 is already showing up on various flagship devices like the HTC One, Galaxy S 4, and Optimus G Pro while Qualcomm 800 is lined up at the end of his year.

The target of new industry leading processors is the premium mobile and computing devices that are designed to deliver overall outstanding user experience by expanding endless possibilities of seamless connected computing and visually stunning experience.

Qualcomm Snapdragon 800 processors include the new quad core Krait 400 CPU, Adreno 330 GPU, Hexagon v5 DSP and Qualcomm's latest 4G LTE Cat 4 modem and deliver increased system performance and platform upgrades that further enhance user experience. These processors will deliver up to 75 percent better performance than the Qualcomm Snapdragon S4 Pro processor and the move to 28nm High Performance for mobile (HPM) technology node ensures exceptionally low power.

**New Krait 400 CPU in quad configuration**, with speeds of up to 2.3 GHz per core offers best-in-class performance per watt, so processor performance can hold up to the more demanding processing and communication requirements of premium mobile devices. Additionally, asynchronous SMP architecture provides dynamic power sensing and control for peak performance per core, while extending battery life without the

use of specialized cores

**2x32bit LP-DDR3** at 800MHz with industry-leading memory bandwidth of 12.8GBps. New Hexagon DSP V5 delivers floating point support, dynamic multithreading and expanded multimedia instructions for enhanced low power performance

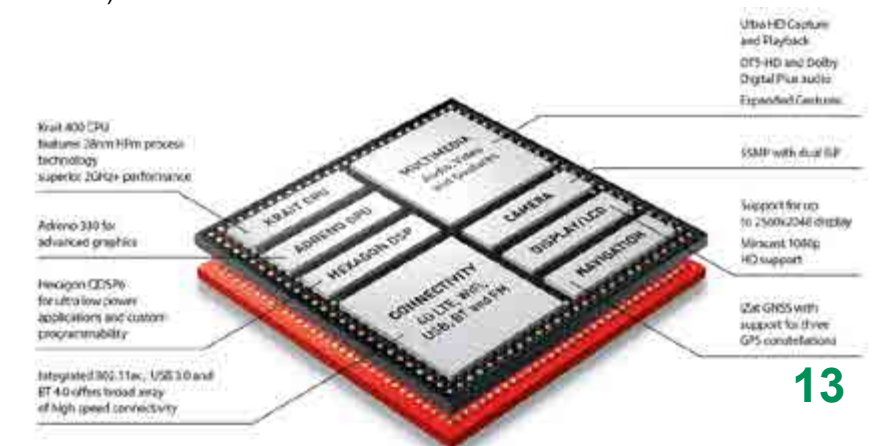
**New IZat™ location technology** combines multiple tracking systems into a single high performance, highly accurate navigation platform for auto and pedestrian applications

**Third generation 4G LTE modem** with data rates up to 150 Mbps (Category 4), fully integrated in the new Qualcomm Snapdragon 800 processors

**4G LTE Advanced Carrier Aggregation** feature to maximize radio frequency bandwidth World multimode and multi-band support using wafer level package (WTR1605)

**Integrated newest generation mobile Wi-Fi** connectivity, 802.11ac and broad connectivity support with integrated USB 3.0, Bluetooth and FM.

**Breakthrough multimedia experiences:** The Qualcomm Snapdragon 800 processors also introduce the very latest mobile experiences. Capture, playback and display in UltraHD video (with four times 1080p pixel density). Dual Image Signal Processors (ISP) for Qualcomm Snapdragon Camera with support for computational camera.







# Re-branding Mobilink

## Is it worth the change?

“Generally, re-branding is done when poor brand is to be replaced or something drastically change in the company such as ownership, service or tariff but interestingly nothing happened specially for the customers, i.e. tariffs, plans, QoS etc. all remain the same”

**M**obilink has painted the town red after their recent re-branding campaign. We could see on every pole, billboard and probably some of the tress as well mobilink displaying its new brand probably convincing everyone that something really great has happened to them and to their consumers. If you are a mobilink consumer, it cannot escape your mind like I did being a mobilink customer for the past almost over 12 years on what difference has it made for me. Being the mobilink users for past 12 years I was wondering the same thing, so tried to search the answers from broader, corporate view point, the

points why and the worth of all the efforts.

Generally, such re-branding occurs when something drastically change in the company such as **ownership** (in the case of Paktel- although Vimpelcom has bought over from Orascom-but the brand does not represent the new group nor the old brands represented any other Orascom logo or tagline), **service** (the company is still 2G & haven't announced anything of the sort) or **Tariff** but no such change has



happened for the customers, i.e. tariffs, plans, bundles all remain the same.

The company still finds it hard to explain the core philosophy-apart from some usual oxford dictionary bookish terms, new vision, fresh promise, core values etc etc. So the question is, is the change worth it..? Let's look at some of the fundamentals of the Mobilink re-branding initiatives

### Cost of Brand Change

It takes money, time and resources to build a brand. Mobilink has certainly build over time its various brand alias Jazz, Jazba and Indigo. Synergyzer in its annual 2012 issue placed Mobilink Jazz at number 2 on the list of



brands that spend the most on TV advertising.

The amount was staggering over Rs. 2.5 billion in one year behind Ufone 4.2 billion.

It ranked as the N. 01 advertiser on Radio, as well. If these are the kind of figures than by any conservative estimate its last five year brand cost would easily cross 15 billion ( taking Rs. 3 Bn annual all put together i.e. TV, Radio, Outdoor, Digital and Internal).

This obviously is a high cost to build a brand in country like Pakistan with a competition we see in the Telco industry.

However, what is not understood and justified

“Instead of cashing on the Jazz, Jazba & Indigo brands all investment and resources that went into building these brands seems wasted - same amount of money, time & resources will be required to rebrand”

probably is that instead of cashing on the brand, it seems that all investment and resources that went into building the brand has seen an abrupt stop.

Most importantly, if the new brands is to achieve the status and strength of the existing brands Mobilink will have to invest a substantial amount of money if not the same as before.

The only good thing that Mobilink could claim is that they now have to invest and focus on

one brand. Previously, their Indigo and Jazba brand sort of got ignored as the company focused more on its Jazz brand, which has the major junk of the subscribers.

### Value to consumers

While 3G still is in the pipeline and the government clueless about the PTA status, in place little an operator can offer in terms of service differentiation.

However, when Ufone recently launched its Uth Pack it offered consumer incredible value, the company came up with a new and vibrant look and the whole

“Mobilink should have waited for 3G to happen as they would have something of value to offer its consumer”

advertising campaign consolidating Ufone- package focused on the younger consumers.

Perhaps, Mobilink should have waited for the 3G Spectrum auction to happen, if they had nothing to offer in terms of service before re-launching and consolidating (or differentiating further) the Brands.

The only service launched recently was SMART Push-a push adv service, which failed a decade back even in the burgeoning market like India next door that created nuisance for the consumers.

**Colour & Logo** The red colour identified by Mobilink is



taken from it Jazz branding as it has maximum customer.

While, from a familiarity and somewhat continuity standpoint (Indigo has more continuity

“Resemblance to Jazz colour of red is taken as downgrading whereas use of Indigo could have meant upgradation of large consumer base”

and affinity with Mobilink) therefore, it would have been more appropriate it Mobilink had rather taken Indigo as the colour for its logo and other corporate messages going forward.

This for a large customer base of Jazz & Jazba would have meant an up-gradation for the consumer and would still had continuity link.

Secondly and more importantly while red gives more prominence and generally represent emotions. Unfortunately our dear country had over the past few years has been a victim of violent activities, where innocent people lost their lives.



Mobilink in their communication strategy has used a spinning red ribbon that could easily be mistaken to resemble blood trail or symbolizes violence.

The Indigo colour would have looked more elegant with a better symbolic value. The other option





they could have used is grey which is part of their Indigo logo, but it would have been a bit dull than the indigo colour.

### Market Differentiation

While simplicity is the best strategy to avoid confusion for the consumers but the three Brands developed were differentiating the consumers distinctly i.e. Idigo- a package more oriented towards the business and higher affluent class, Jazz for the prepaid low end customer and Jazba for the youth.

Now, the consumer is either confused or probably will have to look more thoroughly for the kind of package, he needs to get.

The indigo customer probably may not feel as exclusive now that

*“Each market segment is confused, now that market differentiation does not exist”*

everyone is considered same.

If Mobilink wants to focus on youth it will have to bring something new. A good example will be something that Telenor did for their youth brand “djuice”.



### Message

The tag line of “Har Dil Har Din” is good in terms of messaging that the company is bringing newer things and reaching every heart every day-

probably better than the earlier one of “Reshaping Communication”, which seems to have somehow gone out of fashion and its meaning as well.

Secondly, it is in urdu does matter

*“Lack of any substantial improvement or innovation could hurt Har Dil har Din tag line even more”*

and should be appreciated. However, as said if the company doesn’t bring any substantial improvement or innovation in it’s offering the Tag Line could even hurt more making it the laughing stock within the industry and moreso with its own consumers.

Importantly, it would be better that Mobilink do away with other similar tag lines that they have put up as it create confusion on its main tagline. Some of them are quite weird though. The signboards that they have put across all the main highways some of them right under the nose of the Mobilink Headquarters t, one of them the main logo upside down making it look like a “W” than “M” showing how poorly the whole re-branding has been handled.

While, it may seem that the re-branding is a bit early, not well thought through and at the same time wasting a lot of resources specially with conditions on ground not to mention that dumping of the previous brand assets, but change should always be welcomed.

I tried to look at the digital media for some balance and thought through analysis but



*“Main logo shown upside down at prominent places reflects poorly on the entire strategy”*

after reading them it seems unfortunately most blogs have taken Mobilink official press release with little or no change to the contents or doing an objective assessment of the mobilink re-branding exercise.

A few that didnot, have a very positive tilt toward latest change.

We hope that going forward Mobilink re-branding does make significant difference specially for its consumers.



Huawei Sales Training for Retailers

## Huawei

### Arranges Sales Training for Retailers

Huawei, a leading global information and communications technology (ICT) solutions provider launched its newest smartphone, Huawei Ascend P6 in an Iftar Diner event organized at Pearl Continental Hotel.

The exuberant event was attended by many retailers and wholesalers of Karachi city. Huawei’s Country Manager Sales (Device) Muzammil Ather, Air Link Communications’ General Manager Asad Akram, Huawei’s Sales Manager Sindh Adil Zeeshan were also present at the occasion.

Muzammil Ather while giving the introduction of Ascend P6 said that it is the world’s slimmest Smartphone which features both style and performance. He also informed the guests that the phone got readily acceptance in London market and 16 lacs, 76 thousand pre-orders were placed before the launch, which is a record.

A documentary film about the making of Ascend P6 was also shown at the event. At the end, all the guests signed Huawei’s pena flex to show their appreciation and trust in Huawei company and its products.



A memorable moment of Ascend P6 activation at Xinhua Mall with Mr. Bruce (Director Huawei)



Captured moment of Mr. Bruce with Huawei & Air link Team at product sales training



Session of Sales Training for Retailers





# Punjab Government takes lead in Police Automation Goes Mobile



**“Punjab police automation has a much bigger positive impact than the much publicized Metro bus service on the society”**

**S**habbaz Sharif, the Punjab strongman has been widely hailed (and sometime criticized) for his widely publicized and expensive Metro Bus service. The fact that the bus service is visible and seen by millions gets ready attention, while other projects that he pushed (although reforms started a bit earlier) have a much wider and extensive impact that



the Jangla bus has on the society—one such initiative is the Punjab Police Automation. Punjab Police was famous for its brutality and corruption needed someone like SS

to bring them under a transparent system that could guarantee safety of life and more importantly ensure citizens a respectful life.

On the broader national level Pakistan is always associated with ‘terrorism’—one reason for this is because of the instability in law & order situation in the country and the other is the poor performance of the police in the country. In terms of performance, Transparency International had already ranked Police as the most corrupt institution in Pakistan in its three consecutive surveys. Police has been criticized by the general public and media for a very long time now. This required, as said, a dire need to bring massive changes in the

police department itself and the age old techniques used for registering and follow-up of policing functions, Punjab government did certainly well. One thing that Punjab police learnt from the situation was that the criminal and delinquent behavior of today’s era is entirely different from the past and the old manual techniques were not enough to cope up with the situation.

Considering modern technology need of the hour, Punjab Government took the initiative to transform the Punjab police by introducing special training and new methods of policing. This initiative not only is helping to eradicate the negative culture in policing but also is improving the

professional skills of the policemen. It had its own set of problems such as the organizational friction to accept change initially and bad publicity with some media reports of exorbitant expenses but even if it is half true it is worth the change.

Previously, the police record was maintained manually but now Punjab police has taken the lead in converting the old system, from manual to electronic. This has helped to control law & order and bring transparency in the processes of the police department providing better services and safety to citizens.

An automated system that was designed in Pakistan serves as a Police Re reform Re-engineering Solution. The system includes use of smartphones and internet which is the latest and the greatest techniques being used by police. The increasing use of smartphone and tablets provides mobility to the police force during normal policing. The solution being put in place also gives consumers the opportunity to register their complaints through SMS and WEB. Consumer in Punjab can easily approach Police officers and can view status of their cases online.

This introduction of automation

also enable to bring opportunities for women— not only are they employed in the police force to manage the system but more importantly women can now also register online complaints within the comforts of their homes. This will specifically help in controlling domestic violence and crime against women in general.

Some of the major improvements that have been seen in Punjab police working so far are:

**“An automated system that was designed in Pakistan serves as a Police reform Re-engineering solution. The system includes use of smartphones and internet which is the latest and the greatest techniques being used by police”**

Electronic FIR, Roznamcha and Other Police Station Record

Criminal Record management with Biometric Identification

Record of Stolen & Recovered Vehicles

Foreigners Registration

Crime Diary & Reporting System

Citizens Complaint Management Cell

Police data access on mobile

Centralized access control system

Officers can view crime details in just a single click.

Feedback on each complaint provides citizens to give their response of police working.

Punjab police that was once known for its brutality and corruption is on its way to reforms by using technology and has set an example for other provinces to adopt a modern system that will help in providing security to the province.

The good part is that since the PML (N) government has now also

at the Federal level it should not confine the better lessons that it implemented in Punjab but will plan to work in sharing the knowledge base and technology with other provinces (KPK has also launched pilot projects in some cities) so that much needed police reforms could be implemented across the country. This shall improve law & order, reduce crimes and enhance the trust of the people and image of the country. While, this possibly is a silent revolution now but could be a game changer if this gets accomplished.





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Bluetooth High Speed Profile



**ANEEQ W108**

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# Ufone Tower



Ufone is set to move into its new office. One cannot help notice the huge Ufone branding stretching from top to bottom of the building adjacent to the Islamabad Stock Exchange Tower that now seems to go into hiding behind the Ufone Tower.

The prized occupant of the Telecom Tower Islamabad Ufone has already started moving into the new building. Presently, Ufone offices are spread across the city. The new tower built by Pakistan Telecommunication Trust is a 113-metre-high office building built in 2011 and is located right near the famous blue area intersection where on one side we have the triplet Centuries Tower and the other is the Ufone Tower- probably renamed from PTET.

The building consists of 24 floors plus four basement levels and includes a parking facility for 400 cars. The building was designed by Nespak. While, Ufone has taken up the building as a whole but it is now looking for like minded tenants to occupy the floors that probably will be in great demand specially by tech companies in the twin city.



# Pakistan's Flawed Digital Media Strategy

## Shooting ourselves in the foot



“Over 50 dead, properties burnt & billions lost, humanity buried & religion humiliated- Do we still need to act like as an Ostrich”

With the recent formation of the PML (N) government the issue of banned social media websites specifically YouTube has once again come to the lime-light. YouTube was banned back in September, 2012 when a blasphemous video titled “Innocents of Muslims” was uploaded on it, and whole Muslim world showed strong reaction towards it. Protests were held around the world, some of the protests also resulted in violent incidents. In Karachi alone 23 people ended up dead when

the situation went out of hand. Whereas, in Peshawar, five people including a policeman were killed. Eight cinemas in Karachi and Peshawar, many banks and shops and a church in Mardan were attacked by the protestors resulting in closure of main cities and losses of business and property worth billions of Rupees.

Although some of us were saddened but no one probably cried except for the mothers, fathers, daughters and sisters of the poor people whose name didn't make it to the headlines but they were brushed off as dead by violence-no one was held responsible for the

carnage. If you Google, not even the names of people who died will show up today nor it did on the day it happened-it was just a number.



Across the continent in Libya where the law of the land was as weak, the protestors attacked American Consulate and beat US Ambassador to death- a father, husband and a son. His father said on CNN a few days after “A few dozen fanatics penetrated his compound but more than 30,000 people in Benghazi demonstrated in protest over his death”. While, his death may have made it to the headlines being a US citizen and he may have been from a different religion & sect but that day one thing happened that was common to both deaths that humanity got buried which all religion so dearly preaches. Their also seems to be

“Part-2 of the same movie is more derogatory and blasphemous in nature, more is yet to come - Let's fight back and use the same weapon”

a good nexus between the two i.e. those who commit heinous crime of uploading such blasphemous content and those who kill in the name of religion. These actions serves both sides well whereas we all sit & suffer.

Google is said to be working in 49 countries under their laws. In India, Egypt, Indonesia and these countries all the objectionable content has been blocked by Google but in Pakistan YouTube was straight away banned and even after 10 months nothing much has been achieved by Pakistan Telecommunication Authority (PTA) and the Ministry of IT & Telecom to address this issue.

Another serious problem that has raised due to the blockage of YouTube now is that many of us have found ways to unblock YouTube and other thousands of

blocked porn sites using different proxies that are causing data breach and identity theft. It is a common knowledge that proxy usage is one of the major reasons behind all cybercrimes.

Newly elected Minister of State for Information Technology and Telecommunication, Anushay Rehman has said that “we are looking for a solution”. The Minister while talking to a press conference said that government will do all its efforts to bring YouTube but only after the blasphemous content is removed. She also hinted that government can consider banning Google in the country if Pakistan's requests aren't entertained by the Google- well thinking it is not there doesn't make it disappear.

The important point to consider is that whether this is the only way to solve this issue...?? Perhaps, we need to rethink, specially our political leaders who have a very heavy responsibility to act and show us the right direction. They should rather lead us to a more balance and concentrated approach and instead of turning away from the problem should face the challenge and lead us all the way.

The first lesson is if you want others to respect your religion let them know what it really means instead



of engaging in violent activities or turning away completely. Killing your own people and burning down the houses of your fellow country mates did no favor to our religious

cause. Someone has uploaded Part-2 of the same movie on the site, which is more derogatory and blasphemous in nature.

The West claims to be the upholder of fundamental rights and respect for others' faith but in reality do things that undermine the basic concept of respect and tolerance. Protesting against the unfair acts is the right of every person but killing people specially your own Muslim brothers, destroying government property and taking livelihood from people is not the way. This has not done any good to the cause, in fact it has further worsen the situation. Muslims around the world are now dubbed as extremists and

“Prophet (Peace be Upon Him) in his lifetime showed us the right path by practising things known as Sunnah instead of getting the easy way out”

terrorists.

Non- Muslims don't know the true spirit of Islam but we Muslims do, so in reality it is us who are violating the sanctity of our religion by engaging in violent and un-Islamic activities. What we need today is not to show our back to the western propaganda but to stand our grounds and fight back using the same weapon of social media they are using against us. West is using electronic media to demonize Islam, Muslims can also use it to preach Islam to the masses and answer the accusations of non-Muslims in a sensible way, the way our Prophet (Peace Be Upon Him) has urged us to use. He the Sardar of the Prophets in his lifetime showed us the right path by practicing things that now are followed as Sunnah. All of us do know how the Holy



during his life was subjected to worst abuse; while he was praying near the Kaaba, Abu Lahab threw the entrails of a sacrificed camel over him, and Abu Lahab's wife Umm Jamil would regularly dump filth outside his door. His reaction to all this was a great lesson for us:

**Our great prophet** did not cut their throats, damaged or burnt their property or did anything else even when he conquered Mecca- instead he would prey to his Allah for showing them the right path and always would try to convey the message of Islam.

**No amount of filth could harm** what you believe in. No amount of filthy language, audio or video can damage the great religion of Islam as it resides inside us. When, Salman Rushdi wrote a cheap piece of article against Islam it never was able to damage Islam (nor anyone should have any doubts), but when our own men slaughtered their Muslim brothers, looted their properties and burned down their businesses they not only committed the biggest sin in Islam but put the great religion of Islam at risk- as the world saw us the Muslims as barbarians in the eyes of the civilized world. It also made a sinner like Salman Rushdi, a hero in the eyes of the west.

The enemies of Islam has now seen that this is the weakest point for us and every now and then someone comes up with sinister idea of something against the Holy prophet, the Quran and the religion. Digital Media now seems to be the favorite destination and breeding ground for these type of sinister ideas. So the important question is how should we react and what is the way for us to follow. I suppose our people at large and especially our leadership should take some lessons from the great Prophet in

this regard- we must control our feelings and instead of taking an irrational or ostrich like approach go head-on with this menace. The following are just a few points to ponder:

**Over 30 Mn Pakistanis using Internet is a force that could fight this Jihad even on their turf & shall surely win- the leadership need to lead from the front**

**In Pakistan, we have over 30 Million internet users.** Now, that is strength. In the world there are around 50% countries that do not even have population beyond 15 Million. So just think, if even half of the internet population in Pakistan i.e. 15 million gets onto YouTube, it may even collapse.

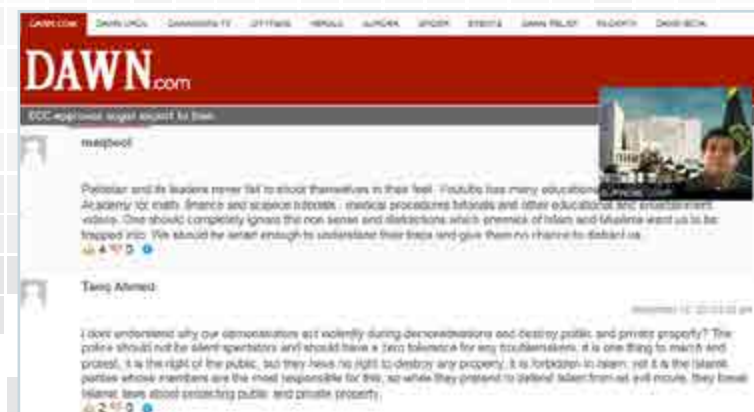
**What if our learned scholars start putting their videos** spreading the message of Islam, the true meaning and picture of the religion- it will drown all sinister messages you find now and then. There is a good chance that YouTube may come to the MoITT/PTA for blocking accounts.

**According to YouTube,** Over 6 billion hours of video are watched each month on YouTube—that's almost an hour for every person on Earth, and 50% more than last year. If only 01 Million

Pakistanis start generating content depicting the true spirit of our great religion that has the capacity to reach across contents, does it not serve the religion more and is an effective platform for tableegh?

So the bottom line, do we shy off by shutting our head in the sand like an Ostrich or fight it out on all fronts whether it is Google, YouTube, Facebook, twitter and all existing and coming digital media? It is time to make a rational and sensible decision and hold the bull by the horn. The previous government did not tackle the issue seriously and pulled a political stunt to get the public's pressure off of their back by banning the YouTube and taking the easy way out. Threatening Google to block it is also not the answer, as there will be other such social media sights coming.

There are more than 40 countries that have their own filtrations laws and domestic versions of YouTube. We should in parallel also work on these as well to at least have capacity and capability if we want to have some sights with objectionable material blocked. But the most important thing to do is make the people ready to stand up against these evil designs and fight this war. We have the strength and number to fight this Jihad even on their turf and shall surely win, if the leadership stand to lead from the front.



# Cut-throat Competition in Operators

**P**akistan has made tremendous progress in the telecom industry because of deregulation and privatization of the sector. Not only is this but the telecom sector in Pakistan considered as a major contributor to the government revenues.

Pakistan's mobile telecoms have become a highly competitive market, which is dominated by five operators - Mobilink, Ufone, Warid, Telenor and Zong. The operators strive harder to keep their position strong in market and for this they come up with amazing discounts/offers every month.

We can see the examples of this cut-throat competition in the packages and the promotional campaigns of operators. No one steps back if it comes to the hiring of any celebrity or introducing any bundle offer.

**Pakistan's mobile telecoms have become a highly competitive market, which is dominated by five operators - Mobilink, Ufone, Warid, Telenor and Zong. The operators strive harder to keep their position strong in market and for this they come up with amazing discounts/offers every month**

Ufone took the lead in introducing the discounted packages by its UTH PACK, Djice followed it by offering 50% Discounts at different Cafes, restaurants and retail stores. Similarly Zong sponsored the emerging talent at PFDC and Warid has sponsored Lux Style Awards 2013. However we can notice Warid hiring 'Azizi' for its promotions.

This is a never ending competition, which is quite healthy for our telecom market, economy as well as the customers. People of Pakistan are eagerly waiting to see how the 3G technologies will be offered by the operators and what benefits will they get.





By Agha Mehdi  
Rizwana Khan

# Shafqat Cheema

**Villian on Screen  
Hero in real life,  
A Hafiz and a Family man**

**See's bright future for  
his Mobile Business**

**A**n illustrious name in Pakistani film industry, popularly known as the star villain of "Pakistani Films" is real-time hero when it comes to the mobile market. Shafqat Cheema for lollywood is no doubt what Amrish Puri, Pran and Amjad Khan is to Bollywood. Shafqat has found his road to success through daunting and chill generating negative roles. However, only a few would know that Shafqat Cheema has a passion for mobiles. He owns a mobile store in the famous Hall Road market of Lahore by the name of 'Cheema Mobiles'. The Phone-world team was fortunate and excited to interview one of the living legends of the Silver screen in a role not many people has seen him before..

Some actors claim their fame by playing the roles of majestic heroes in the movies, while others rise to fame by donning more negative roles. Shafqat Cheema, an example of such an actor is a legendary performer of Pakistan film and Television industry who needs no introduction. His finest moment came when he played that famous role of an antagonist in the block buster movie "BOL".

Born in Lahore on December 20, 1958 Shafqat Cheema did his intermediate in Fine Arts from his home city. He got married in 1989 that was arranged by his elders and is blessed with 6 daughters and a son---who would believe that the great villain is such a family man-more, surprises are yet to come.

While talking about his personal life Shafqat told the phoneworld team that he belongs to a very religious family. His father, Sufi Muhammad Ramzan worked really hard in inculcating the true religious values in the family. He is a graduate of Jamia Naeemia (a very famous and renowned madrassa of Lahore) where he learned Quran from Mufti Muhammad Hussain Naeemi and Tajweed from Qadri Ghulam Rasool. So, the man you see on the screen doing all the evil work infact is a Hafiz-i-Quran, that lives a life that any father should be very proud of and Sufi Ramzan is certainly a proud father.

**“ Shafqat has found his road to success through daunting and chill generating negative roles, only a few would know that Shafqat Cheema also has his own mobile business in Lahore by the name of, Cheema Mobiles ”**

Although Shafqat' first movie was "Kalaka" but he gained popularity from his villainous role in the movie "Hathi meray Sathi" which was directed by Shamim Ara. After that there was no looking back and he gave one after another hit movies like "Tezaab", "Hum to Chalay Susral", "Mamla Garbar Hai", "Majajan" and "Churian".

Shafqat started his acting career at the age of 14 from stage dramas. He was fortunate to have legend directors like Shamshad Khan Chughtai as his teacher. He started working in films from 1974 as a stuntman and later on appeared in as actor in movie "Kalaka", co-stared with Punjabi film legend Sultan Rahi.





Today, he has taken the place that was once occupied by the legendary Mustafa Qureshi and he takes pride in himself for his acting abilities. "If you want to achieve something in life you have to have faith in Allah and in yourself", Says Cheema.

After the movie "Bol" shafqat got international recognition. His acting in "Bol" was something that viewers will remember for a long time. He shared his experiences saying, "The feedback that I got after the movie was remarkable, I even got offers from Indian movies, but my patriotism did not allow me to accept those offer."

**“ People know Shafqat the villain and a bad person due to the negative roles he played in movies. In reality he is completely the opposite. He is a very kind hearted and pious person. A Hafiz-ul-Quran who regularly attends Madrassa, a faithful husband & father to 6 loving daughters**

”

But Success did not come easy to Cheema, behind all the fame and accomplishments is the struggle of many years. Shafqat said: "During my film career I have faced many life threatening situations. I still remember when I was shooting a scene from the movie "Dil Sambhala na Jaye" and drowned in 900 feet deep Rawal Dam but somehow survived.

In other film, "Dhee Punjab Di" I was buried in a grave to make the scene more realistic, when the crew dug me out I was unconscious. All of these hardships never once pulled my spirits down rather it strengthened by faith. I strongly

Following are his views on the industry and his business:

**You are an actor which already is a 24/7 job, what inspired you to get into Mobile Business?**

Nadeem is my business partner but when it comes to industry, he acts as my manager. So whenever I used to go to foreign countries for shootings, Nadeem used to accompany me. In 2008, when we went to London for shooting we met a mutual friend there who used to run a mobile shop in London. During the shooting, whenever we had free time we used to go to his shop to hangout. This is where we learned about the mobile business and picked a lot of tricks of the trades. So we decided that we will start our own mobile business in Pakistan. Just after a year, in February 2009 we opened our own shop in Lahore by the name of "Cheema Mobile".

**What are your reading of the current situation of the Local mobile market? How is your business doing?**

Due to the government lack of interest and constant imposition of taxes, the overall mobile market is under a lot of pressure these days. The purchasing power of consumers has also decreased due to inflation and made them more price conscious. But despite all the problems our business is going quite well and in just a few year time we have established our name in the market. From our outlet on average we sell around 50-60 handsets per day which is a decent figure given the current situation of the market.

**How do you see the future of Mobile phones business?**

We see a bright future for the mobile business, when compared with others specially if the government supports the industry. It is primarily because new gadgets are launched every day and the competition has become very strong and intense. All manufacturers and service providers are working real hard to bring the unique and distinctive products in the market. Consumers all around the world have also become quite aware and knowledgeable; it has become impossible to satisfy them with anything less than perfect. Therefore I believe that any business related to cell phones have far greater chances of success than the others.

**What is your take on 3G Technology in Pakistan?**

People right now are unaware of the potential that the technology brings and spectacle about the slow pace of the government to introduce 3G technology. Once, 3G is introduced it is bound to revolutionaries the telecom sector and especially will change the dynamics of the mobile device business. I really hope that the new government will show more seriousness than the previous one and will take practical and quick measures to remove the hindrances if any in introduce 3G technology. In country like Afghanistan they have 3G whereas we don't have it, which is a shame.

**Has being a star helped your business in anyway?**

As I mentioned earlier that I researched a lot before entering We believe in honest and fair dealing and all our customers are valued equally. But being a star has definitely given extra perks in business. We not only have a very strong customer bank from film industry that know that I am in mobile phone business but some of my fans and people who see me as walk-in customers also get attracted which has highly benefited the business.

**Your future plans?**

We are currently planning to launch our own Mobile phone brand. The product is in designing process and we hope to introduce our own brand very soon.

**Is there any message that you would like to give to your fans and our reader?**

I would like to thank the Phone world Team for appreciating my work and giving me a chance to reconnect with my fans.



believe that whatever thy lived, shall die. This is the reason why I never got scared of doing difficult scenes and do all my stunts personally."

Shafqat attributes his success in life after Allah to his younger brother, Dr. Farooq Cheema for whom he has immense respect and love. He says, "Although Farooq is younger than me but he has guided me like an older brother, he supported me throughout my life and whatever success I have today, I owe it to him".

Shafqat Cheema besides his acting and mobile business is studying tafseer in Jamia Naeemia and also gives speeches to the new students. Ajmal Qadri his teacher from Jamia was also present during the interview and praised shafqat. "People know Shafqat as a villain and consider him a bad person due to the negative roles he played in movies, but in reality he is completely the opposite. He is a very kind-hearted and pious person whose heart is filled with the love for his Religion and his Prophet".

Shafqat Cheema is the only actor who is associated with the mobile phone business. His family specially his cousin Nadeem Cheema is helping him with the business. When shafqat is busy with his acting assignments Nadeem takes care of the business. "Nadeem is a very experienced entrepreneur, I wouldn't had been able to run a business if he wasn't there to support me", says Shafqat. Nadeem Cheema, his cousin and business partner was also present and was all praised for Shafqat Cheema personality.

**“ I really hope that the new government will show more seriousness than the previous one and will take practical and quick measures to introduce 3G technology, as even a country like Afghanistan also have 3G whereas we don't**

”





By Imran Rashid

# BATTLE OF BRANDS



## International vs Local Brands in Pakistan

Not long before when Android smartphones were not on the horizon and iPhone hadn't been released to anyone outside Apple conference rooms, Chinese feature phones with limited applications swooped down on the Pakistan market and caught everyone unaware. In those days people were going crazy for phones with loudspeakers, a TV antenna, dual SIM support and a very low price tag. These phones were normally blatant rip-offs of the Nokia and

Samsung handsets of that time.

How quickly the things have changed, today the smartphones are ubiquitous and many of them come from China - from the manufacturing floor to the showroom - in a matter of weeks. Almost all the big manufacturers are using Chinese manufacturing units to keep the cost low.

Initially Chinese phones were known low quality but with

the passage of time the negative perceptions have been changed. Now users categorize these handsets with the International brands. Extensive marketing techniques used by Chinese mobile brands have played a major role in branding their products.

Although Chinese handsets have improved majorly during the past time but there are still some issues that are creating

hurdles for them. Perhaps the most discouraging and unfavorable thing for Chinese handsets is the name tag itself.

Chinese products are perceived as unreliable and of low quality no matter how good they are. Chinese handsets are facing a situation where users think that like all other Chinese items, Chinese handsets are also of low quality and work only for some time.

**“Users have started to accept local companies as proper brands, major reasons of success is a fully- featured Chinese smartphone device at half the rate as compared to international brand handset”**

Another major issue that users are complaining about is the outdated flavors of Android operating system like Gingerbread or Ice Cream Sandwich, upgrades to these softwares is also not available on most of the Chinese handsets. OS is also not properly tested and if there is any bug in the device, you will have to live with it.

Websites of local brands are also not properly managed and stock firmwares are not available to download. If some issue occurs in the device software, you have to take it to customer service center for reinstallation.

As software is not properly tested in local Chinese handsets, sometimes the compatibility problem also surfaces. Sometimes even changing the default keyboard becomes problematic and the user is unable to select newly custom installed keyboard like Swype or Swiftkey.

Plus the quality of hardware used in loudspeakers, speakerphones and other accessories is also not up to the mark.

But despite the few glitches and bugs the market of Chinese phones is growing at a steady pace. Users have started to accept local companies as proper brands. One of the major reasons of success is the low price rates. Now users can buy a fully- featured Chinese smartphone device at half the rate as compared to international brand handset.

**“Chinese startups saw the opportunity to design good looking phones which are not entirely out of reach of the common man, but still bring desirable specs and features”**

Android operating system is currently the most widely used operating system in smartphones; same OS is used in Chinese smartphones as well. The design and overall look of the handsets is also inspired by the international brands like Samsung, HTC, iPhone etc, so in terms of functionalities Chinese handsets are almost equal to international brands.

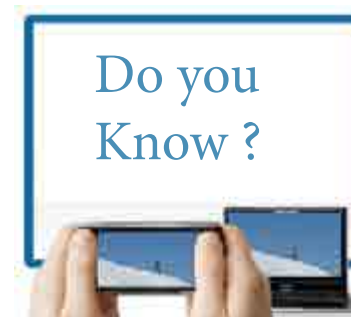
In order to cater the needs of the customers in better way customer centers of local brands are opened in all the major cities of Pakistan.

The most popular feature of Chinese handsets is the dual SIM options. Most of the users today have more than one SIM so having a one dual SIM mobile is a better option for them as compared to carrying two handsets.

**“Chinese startups saw the opportunity to design good looking phones which are not entirely out of reach of the common man, but still bring desirable specs and features”**

Buying a local Chinese handset has its pros and cons and it is up to the buyer what aspect is more important to him while making the final purchase. But it is no denying the fact that local Chinese brands are giving a tough competition to the international brands in Pakistani market. Q-mobile has secured a large amount of market share in few year times only and has become one of the favorite brands in Pakistan.

Other Chinese brands like Phicomm and G-Five also seem to have good future prospects. It is a matter of time when these brands will be head to head with international brands.



**“The first photo to be shared using a mobile phone was taken in 1997 by Philippe Kahn. He sent snaps from the maternity ward where his daughter Sophie was born. Kahn, an inventor from France, is credited with developing the world's first camera”**



By Adnan Khan

# Space 96 Envisioning a “Space Brand”

**Z**ubair Rasheed, the owner of “Space 96” is a young entrepreneur with DAE Electronics Degree. He is running his shop for the past 8 years and he is the authorized dealer of Q-Mobile, Phicomm, G-rite and G-Tide. Along with that he is also gearing up to launch his own mobile brand by the name of “Space”.

Zubair told us that most of his customers are price conscious; they want a less expensive phone with all the major specs. Therefore his main focus is on introducing cost effective handsets in the market, without compromising on the quality.

The product line of Space will included both smartphone and feature phone handsets.

While talking about his future aspirations Zubair told the Phone World team that he is very excited about launching “Space” in the market. He said that he has almost completed the initial market research and the results are quite encouraging. He said that mobile business has so much potential in it and he is very optimistic that he will succeed in making his mark.

Despite increased inflation and high taxes mobile industry on the boom as more and more people are stepping in the business. We wish Zubair all the best and hope that he succeeds in his future endeavors.



## Phone World Mohammad Naveed Butt

**P**hone World Team peeks into another Phone World Shop in Islamabad. Previously our team met Mubashar Hameed in F-11, whose shops name was Phone World and now our team again entered its namesake shop i-e Phone World in Jinnah Super, Islamabad.

Phone World in Jinnah super is owned by Mohammad Naveed Butt, the one who gives a tough competition to the mobile shops in Jinnah Super market.

While discussing the mobile industry he told us that youngsters are more interested in this business because they understand technology more than the elder people. He also informed us about the latest purchasing trends. According to him, 70% of people purchase while the other 30% are just interested in reviewing the handset.

Naveed told us that the majority of his clients are brand conscious and the favorite handsets among people are Samsung Galaxy series and iPhone. He said that he is eagerly waiting for 3G to be introduced because it will increase the demand of smartphones.

## Sajid Mobiles Sajid Hassan Butt



**T**his interview covers the story of Sajid Hassan Butt; the owner of Sajid Mobiles and the Chairman of Mobile Association Rawalpindi. Sajid is a dedicated person who devoted her services in solving the problems of the mobile market of Rawalpindi.

He started his business of cordless telephone in 1999 but stepped into into a new mobile business which at that time was a major risk with Hugh challenges.

It requires an investment, planning and patience to wait for the financial outcomes. He struggled hard to create a name in mobile market and now he is the owner of 5 shops engaged in wholesale business. We consider him as a role model for all the new comers in mobile industry, people should learn from him the art of business.

**“I believe if we work hard with complete honesty success will follow”**

Sajid is blessed with a charismatic personality and all the qualities of a Leader that is why today, he is the Chairman of Mobile Association Rawalpindi, senior Vice President of BARA market and he also serves as a Chairman of Rawalpindi Markazi Anjuman -i- Tajiran. He said that Allah has given him a chance to serve people and he considers it as his sole responsibility.

According to Sajid, the reason behind his success is the support of his family and his well-wishers; work hard with complete honesty and success will follow you.

**“If God gives me an opportunity, I will launch my own brand with an entirely different style”**

When Phone World Team asked him about his future plans, he said that he knows the real value of a business and that he likes and appreciates new trends in industry - “If God gave me chance, I would plan to launch my own brand but with an entirely different style”.



# Make Your Wishlist Double With Dual Sim Smartphones



Qualcomm  
snapdragon

## HTC One Dual Sim

**OS:** Android OS, v4.1.2 (Jelly Bean)

**Chipset:** Qualcomm APQ8064T Snapdragon 600

**CPU:** Quad-core 1.7 GHz Krait 300

**Camera:** 4 MP, 2688 x 1520 pixels, autofocus, LED flash

**Memory:** Card slot microSD, up to 64 GB  
Internal 32 GB, 2 GB RAM



## Samsung I9502 Galaxy S4

**OS:** Android OS, v4.2.2 (Jelly Bean)

**Chipset:** Exynos 5 Octa 5410

**CPU:** Quad-core 1.6 GHz Cortex-A15 & quad-core 1.2 GHz Cortex-A7

**Camera:** 13 MP, 4128 x 3096 pixels, autofocus, LED flash

**Memory:** Card slot microSD, up to 64 GB  
Internal 16/32/64 GB storage, 2 GB RAM



Qualcomm  
snapdragon

## LG Optimus L7 II Dual P715

**OS:** Android OS, v4.1.2 (Jelly Bean)

**Chipset:** Qualcomm MSM8225 Snapdragon

**CPU:** Dual-core 1 GHz Cortex-A5

**Camera:** 8 MP, 3264 x 2448 pixels, autofocus, LED flash

**Memory:** Card slot microSD, up to 32 GB  
Internal 4 GB, 768 MB RAM



## Nokia Asha 501

**OS:** Nokia Asha software platform 1.0

**Display:** 240 x 320 pixels, 3.0 inches

**Battery:** Li-Ion 1200 mAh battery (BL-4U)

**Camera:** 3.15 MP, 2048x1536 pixels

**Memory:** Card slot microSD, up to 32 GB, 4 GB card included  
Internal 128 MB, 64 MB RAM



Qualcomm  
snapdragon

## Huawei Ascend G510

**OS:** Android OS, v4.1 (Jelly Bean)

**Chipset:** Qualcomm MSM8225 Snapdragon

**CPU:** Dual-core 1.2 GHz Cortex-A5

**Camera:** 5 MP, 2592x1940 pixels, autofocus, LED flash

**Memory:** Card slot microSD, up to 32 GB  
Internal 4 GB, 512 MB RAM



## Sony Xperia C

**OS:** Android OS, v4.2.2 (Jelly Bean)

**Chipset:** MTK MT6589

**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 4 GB, 1 GB RAM

# Razer Edge Pro

## The most powerful Tablet in the world

**R**azer Edge is the first and the most powerful gaming tablet. It's like a dream come true for hardcore gamers. Now play Crysis 3, Max Payne or any PC game which required high specification machine, on the move without any problem.

The Razer Edge Pro is powered by Intel Core processors and NVIDIA® GeForce™ graphics powering a 10.1" high definition multi-touch display, and a rugged high-speed solid state drive that screams incredible performance in a portable form-factor.

## Tablet Mode

The Edge Pro is a full functioning Windows 8 tablet with the performance to run hardcore touch screen games and applications.

## Keyboard Mode

The Keyboard Dock for the Razer Edge is optimized for PC games and applications by converting the Edge to a notebook style PC.

## Mobile Console Mode

The Gamepad Controller for the Razer Edge makes it the only tablet in the world that allows for console style gaming on the go with full PC game support, immersive vibration-feedback and direct reflective acoustics. The Gamepad Controller features dual precision analog sticks and

“It's a Tablet, It's a PC, It's a Console”

backlit D-Pad & action buttons for accurate headshots day or night. With Xinput support, the Gamepad Controller is compatible with the hottest Games for Windows PC titles.



The new Razer Edge Pro features Intel's 3rd generation Intel Core i7 processor, ensuring your games and media playback run with the most powerful processing performance you'll ever experience on a tablet.



The Razer Edge Pro also features NVIDIA GeForce Series graphics with Optimus technology, so you can play games the way they were meant to be played.



## Home Console Mode

Docking Station makes the Razer Edge a home console mode. The Docking Station for the Razer Edge connects you to a desktop display with peripherals, or hooks up to the big screen with multiple gamepad controllers, it's the most versatile tablet ever. The Docking Station for the Razer Edge supports your favorite Razer gear for the unfair advantage or any USB peripheral device. Take advantage of the complete home console gaming experience. The Docking Station expands connectivity to 3x USB 2.0 ports, HDMI, and MIC in/Stereo out. One HDMI cable is all it takes to enjoy movies and TV shows from Netflix, surfing the web, and playing your favorite PC games with Steam's Big Picture, all in crystal-clear HD.



## Technical Specification

**Processor:** Intel Core i7 Dual core w/ Hyper Threading, Base 1.9GHz / Turbo 3.0GHz  
**Memory:** 8GB DDR3 (2x4GB 1600MHz)  
**Video:** Intel HD4000 (DX11), NVIDIA GT 640M LE (2GB DDR3, Optimus Technology)  
**Display:** 10.1" (IPS, 1366x768), Multi-touch HD display  
**Operating System:** Windows 8  
**Storage:** 128/256GB SSD (SATA-III)\*  
**Network:** Intel WLAN (802.11b/g/n + BT4)

Razer Edge Pro is not available in Pakistan but you can get Razer Edge from homeshopping.pk at 129,990 PKR only. There are also some attractive accessories available for the Razer Edge which is not coming with the tablet and you have to purchase separately. i.e Keyboard Dock, optional extended battery, Gamepad Controller and Docking Station.





## New Taxation By Government & Operators

# Consumers Gets the Brunt

**“ On a recharge of PKR 100/-, consumers will get an amount of PKR 78/- and additional 19.5% FED will be deducted when consumer will use the service ”**

**W**orld has turned into a global village and this is due to 'Fast, Easy & Accessible' communication throughout the world. Telecom sector has altered the nature of communication universally and this is a hot issue in Pakistan now a days.

In Pakistan telecommunication emerged as one of the fastest growing sectors of the country since its inception. In 2007 the sector grew by 80% and it has a huge potential of

productivity, investment and the most importantly, the capacity to generate revenue for the Government of Pakistan. Unfortunately, the performance and regulatory decisions of government remained a major disappointment for telecom industry. If we compare our economy to the regional economies, we'll get to know that the fastest growing sector of our country is the one that is heavily taxed. Telecom in

Pakistan is facing challenges like rising operational and maintenance cost, increasing tariff cost, cut throat competition and increase in government taxes.

Recently, all the Telecom operators in Pakistan have revised the maintenance fee and taxes on different packages, this is all because the government has increased the taxes on the already highly taxed Telecom sector.

The Finance Minister of Pakistan, Ishaq Dar announced that withholding tax will be increased to 15% from the previous 10% from 1st July 2013.

On a recharge of PKR 100/-, consumers will get an amount of PKR 78/- and additional 19.5% FED will be deducted when consumer will use the service.

**“ If we compare our economy to the regional economies, we'll get to know that the fastest growing sector of our country is the one that is heavily taxed ”**

Eventually the mobile phone users will now see an increase

in calling rates and taxes, which is quite disappointing as people were expecting that new government will bring some relief to their pain. The government should recognize the huge growth that telecom sector has brought in the country. It is the only industry which managed to survive until now and not only this but it has also created the employment opportunities for the people of Pakistan.

**“ In 2007 the telecommunication sector grew by 80% and it has a huge potential of productivity, investment and the most importantly, the capacity to generate revenue for the Government of Pakistan ”**

All in all, the telecom sector of Pakistan has immense potential. Instead of creating hurdles in progress, the need of the hour is to facilitate this sector.

### Warid:

Warid has revised maintenance fee up to 3% plus applicable taxes on all Warid prepaid & Glow recharges.

### Mobilink:

Mobilink has increased the operational fee of 5% will be applicable on every recharge. Effective from 1st July 2013.

### Ufone:

Ufone has increased maintenance charge on every recharge by 2% + tax. Effective from 4th July 2013.

### Telenor:

Telenor has announced an increase of 3% on prepaid service fee on recharge increased by 3%. Effective from 2nd July 2013.

### Zong:

Zong has increased the recharge and maintenance charges by 3% and balance enquiry charges by 20 paisas+tax. Effective from 13 June 2013.





By M. Mohsin Rehman

# Apple Announced iOS7

The mobile OS from a whole new perspective

“Apple has announced their new operating system iOS7 with the tagline” The mobile OS from a whole new perspective”

## DESIGN

Apple innovation and creativity approach is never just to look fancy or beautiful but their purpose is always to create an experience that is simpler, more useful, and more enjoyable – while building on the things people love about iOS. When a product is designed properly – when you don't have to adapt to the

technology because it's already designed around you – you develop a connection with it. It becomes more to you than just a device. iOS 7 invites that kind of connection. Interactions are dynamic. Animations are cinematic. And the experience is lively and spirited in so many unexpected yet perfectly natural ways.

**It creates a sense of dimension. Several, in fact** iOS 7 takes full advantage of technologies in iPhone, iPad, and iPod touch to push the iOS experience further. Distinct and functional layers help create depth and establish hierarchy and order. The use of translucency provides a sense of context and place. And new approaches to animation and motion make even the simplest tasks more engaging.

## FEATURES

iOS 7 introduces great new features like Control Center,

AirDrop, and smarter multitasking for iOS. It also makes the things you do every day even easier, faster, and more enjoyable. And while many of the apps look different, the way you do things feels perfectly familiar. So from day one, you know how to use the world's most advanced mobile OS. In its most advanced form.

## Control Center

Control Center gives you quick access to the controls and apps you always seem to need right this second. Just swipe up from any screen – including the Lock screen – to do things like switch to Airplane mode, turn Wi-Fi on or off, or adjust the brightness of your display. You can even shine a light on things with a new flashlight. Never has one swipe given you so much control.

### Do what you need to do. Quick.

Turn on or off Airplane mode, Wi-Fi, Bluetooth, and Do Not Disturb. Lock your screen's orientation or adjust its brightness. Play, pause, or skip a song. Connect to AirPlay-enabled devices. And quickly access your flashlight, timer, calculator, and camera.



## AirDrop

Sending a photo or a document to someone via text or email is fine. But if that someone is right next to you, a text or an email suddenly feels like too many steps. Enter AirDrop for iOS. It lets you quickly and easily share photos, videos, contacts – and anything else from any app with a Share button. Just tap Share, then select the person you want to share with. AirDrop does

the rest using Wi-Fi and Bluetooth. No setup required. And transfers are encrypted, so what you share is highly secure.



## Smarter Multitasking

Multitasking has always been a smart way to switch between apps. Now it's even smarter. Because iOS 7 learns when you like to use your apps and can update your content before you launch them. So if you tend to check your favorite social app at 9:00 a.m. every day, your feed will be ready and waiting for you. That's multitasking in iOS 7. It knows what you want to do before you do.



## Find My iPhone

Losing your iPhone feels lousy. Thankfully, Find My iPhone can help you get it back. But if it looks like

that's not going to happen, new security features in iOS 7 make it harder for anyone who's not you to use or sell your device. Now turning off Find My iPhone or erasing your device requires your Apple ID and password. Find My iPhone can also continue to display a custom message, even after your device is erased. And your Apple ID and password are required before anyone can reactivate it. Which means your iPhone is still your iPhone. No matter where it is.



iOS 7 will be compatible with





# Warid Sponsors the 12th Lux Style Awards

By Kanwal Ayub

**W**arid and the city of Lahore hosted its very first Lux Style Awards, a night full of razzmatazz, glamour, shocks, disappointments and high voltage. The show showcased the best that Pakistan's vibrant fashion and entertainment industry have to offer. Warid Telecom was the sole sponsor of Red Carpet segment of the awards show. CEO Warid Telecom handed out two prizes for the Best Dressed Male and Female at the

grand event.

Lux Style Award is one of the most respected and impartial award shows in Pakistani industry.

The event started off with the hosting of Ahmed Ali Butt, all the performances were entertaining & lively, where Sana outshone everyone with her dance moves, Atif Aslam, who paid a tribute to Nusrat Fateh Ali Khan, along

with Humaima Mallick and Amina Sheikh, were the star of the show.

Bringing LSA to Lahore, the city of Lollywood was a great idea - The Lollywood-centric performances included a total of five songs performed by four Lollywood actors, along with late-night talkshow host Besides Mathira, Sahiba, Sana, Noor and Meera Jee lit the stage with their performances.



Dazzling Performances from celebrities



Dazzling Performances from celebrities



The Hamsafar Team



Sara Bharwana & Atif Aslam at event



Glamorous Celebrity at Red Carpet



The Glamorous Humaima Malik



Other celebrities spotted at event



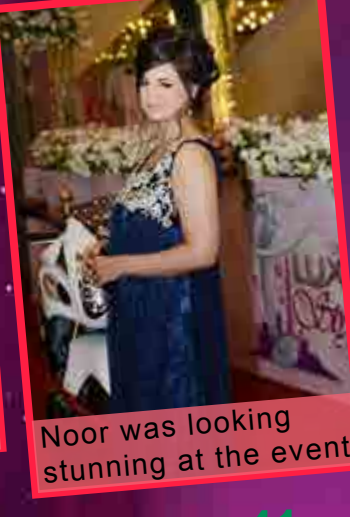
Rabia Butt at Red Carpet



Ahmad Ali Butt with his wife at event



Mehreen Syed with her husband



Noor was looking stunning at the event



# Smartphone Buyers Guide

Stepping in to a mobile shop is just like a visit to a candy shop, you fall in love with all most

all the gadgets and choosing just one out of all stunning options is quite an overwhelming decision. You'll find Android phones that range in size from tiny to massive, Windows Phone handsets that cover the rainbow in colors and, of course, the ever-present iPhone, which has a price point to suit every need. There's also the latest BlackBerry, which melds a familiar name with a brand-new operating system.

So to help you out to make that decision, here is an exclusive list of the features to look for in a smartphone before buying.

There are two ways to buy a smartphone. One is operator branded in which operators offer new phones with special packages like Mobilink introduced Nokia Lumia 920 with special internet bundle offer.

The other way is to buy the handset from open market. In open market some of the handsets are available with local warranty, these phones are also local market coded and are specially released for a specific market (country). One can also find handsets available in the markets that have international warranty. The software is designed according to the international needs.

If you want a smartphone, but don't want to break the bank, there are plenty of options. Many cheap, or mid-priced, smartphones have most of the features of the bigger names at a fraction of the price. Especially after the entry of Chinese phones in the market the competition on the bases of price has become even tougher.

Now you can buy a local brand smartphone which is as good as the international brands and only lesser in price. Local brands like Q-mobile and G-Five have captured the local phone market at a very fast pace.

The operating system and software in a smartphone are considered as a paramount, because they define the user experience. The OS also dictates the amount and quality of apps available. Therefore it is very important to pick the right OS.

Currently there are more than one operating systems ruling the market. The most famous and widely used is undoubtedly android. Several smartphone makers like Samsung, HTC, LG and Sony have adopted Google's Android platform and now offer a wide variety of devices in multiple sizes and at multiple price points.

Its OS is more customizable than other OS and the Google Play store stocks just about as many apps as does Apple's App Store, at more than 700,000 titles.

There are two reasons Apple's iOS is still so appealing: simplicity and apps. The latest upgrade to Apple's operating system, iOS7 has made it the talk of the town once again.

On the other hand, the new BlackBerry OS is tailor-made for multitasking on the move. One of the main highlight this OS is BlackBerry Hub, which aggregates everything from email and BBM to Facebook and Twitter. It also has a redesigned keyboard which predicts words and lets you flick up on suggestions to speed up typing.

A relatively new entrant in the OS market is Windows Phone 8 which offers a dynamic and user-friendly Live Tile interface that delivers updates right to your phone's Start screen.

On the other hand, Windows Phones tend to trail Android handsets when it comes to cutting edge specs while its app store is

also growing (more than 135,000 options).

According to the government 3G will be available in Pakistan in couple of months so it is advisable to buy a smartphone that is 3G enabled.

Smartphone screens keep getting bigger and anything smaller than 4 inches is considered unacceptable for a smartphone. The ideal screen size for smartphones is quickly becoming the 4.5 to 5-inch range, which is where you'll find such handsets as the Samsung Galaxy S4 and HTC One. Perfect and right Screen size is very subjective, so put that smartphone in your hands before you buy it.

A faster processor means a faster smartphone. All the features and specs of a smartphone will go down the drain if the processor is not up to the mark. Pick a smartphone that has a fast processor. Currently Qualcomm offers the best processors for smartphones so it

is better to go with a Qualcomm's quad core processor.

In a smartphone good memory is very important to run different applications. Therefore a phone should be selected that has good internal memory and also has SD card option.

RAM is a very important part a smartphone, just like computers, multi-tasking on mobile phones is also dependent on the amount of RAM it contains. It is also responsible for the smooth transition of operating system. Lower end smartphones usually have around 256MB of RAM which meet the average needs of a person like texting, making calls, browsing and few gaming apps, whereas heavy users need 512MB as their minimum RAM figure.

Cell phone battery life is measured in two ways: standby time and talk time, standby time is the duration when cell phone is idle and talk time is the duration when you're actually using the phone. It is better to pick a phone that has good talk-time capacity rather than stand-by time.

Just because a phone has high mega-pixel camera, it doesn't mean that it will take good photos as well. Most of the new release smartphones have 10MP camera but it is better to test the camera before buying.

Along with rear camera, front camera has also become a must for a smartphone as it helps in video chat apps.

Dual SIM option has become a much popularized feature of a smartphone in Pakistan. Mostly local branded handsets have the dual SIM option. So if you want a dual SIM phone, go for local branded or Chinese handsets.

Although the design of a smartphone has no part in its functionality but still it is considered a very important aspect of a smartphone. It is a totally subjective choice, everyone has his own preferences about the size, shape, color and weight of the smartphone. So it is up to each user to decide what he wants in his handset.

- >> FM Radio
- >> Maps
- >> Voice Recorder



# Smartphone Review

## G'Five President G9

Giving a first glance on G9 of G'Five will give you a look of Samsung's Galaxy Note II. But by giving a closer look you will know that President G9 has a larger screen (5.7") than Samsung's Galaxy Note II which is 5.5" and slightly heavier. It is 1080p HD ready phone, 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. We will

have to see how G'Five supports the updates for this device.

The camera is 8MP shooter with LED flash and BSI sensor which supports HDR picture capturing. The front camera introduces a powerful 3.7MP which stands out among all devices, which helps in better quality of video calls depending upon the network speed.

'President G9' is powered by 1.2GHz Quad-Core processor 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 1.2GB 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.

### Benchmarks

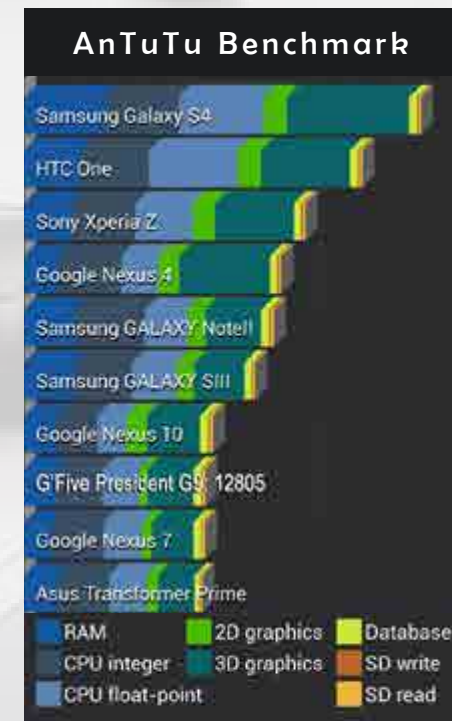
Few benchmarks were performed to calculate the performance of G9 among other devices. Geekbench 2 is a cross-platform benchmark according to which President G9 outdid all other handsets with the integrated score of 1350. Vellamo Benchmark gave 437 points to President G9.

Only Samsung S3 and Motorola RAZRi were ahead of President G9 in this benchmark. Moving on to compound benchmarks, AnTuTu positioned President G9 ahead of Google Nexus 7 and ASUS transformer Prime.



Appearance Comparison between President G9 & Samsung Galaxy S3

### Benchmarking on Performance Tool



### Inside the Box

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





## Technical Specifications



- Available in White and Black
- Quad band GSM and 3G support upto HSPA+ Rel 8 DL 42Mbps UL 11Mbps
- Dual Sim support (WCDMA+GSM)
- Screen Size 5.7" LCD IPS Capacitive Screen, 16M colors
- Android OS v4.2.1
- Processor 1.2GHz Quad-Core MediaTek MT6589 ARM v7
- GPU PowerVR Series 5XT
- Total Memory 3.5GB; microSD slot support upto 32GB
- Internal Memory 1.5GB (1.48 GB accesible)
- External/SD Memory 1.2GB
- RAM 1GB
- Primary Camera 8MP
- Secondary Camera 3.7 MP
- Connectivities: Bluetooth v4.0, WIFI 802.11 b/g/n, dual band support, WIFI Direct, Wifi Hotspot, DLNA, GPRS, EDGE, 3G, GPS
- Messaging SMS, MMS, Email
- FM Radio Support, MP3/WMA/WAV player, MP4/3GP/FLV/WMV player
- G'Five Applications: G-Cloud, G'Five after sale, G'Five Market
- Sensors: Accelerometer, Magnetometer, Orientation, Proximity and Light
- Battery 2500mAh : Talk Time upto 5Hrs, Standby time upto 550, Music Play upto 5 Hrs
- Measurement 157x80x6.9 mm Dimension
- Weight 192g

## Pros

1. Large screen facilitates contents easily readability
2. Quad core processor helps to do multitasking
3. 3G HSPA+ ready enabled Phone
4. Excessive internal memory 1.5 GB
5. G-Cloud gives 5.5GB
6. Front cam 3.7 MP better video call quality
7. Extra Flip on cover within Box
8. Dual SIM dual standby
9. Available in 2 colors

## Cons

1. Large size resists one hand operation
2. Too much weight makes it difficult to carry
3. No capacitive touch buttons
4. Missing dedicated camera button
5. Back cover is a little lose on various sides
6. Low speaker sound
7. Battery can be improved for a 5.7" screen device



## Irshad Communications

The Authorized Mobile Dealer

Irshad Communications is a very renowned name in mobile business in Karachi. In a very candid interview with Phone World Team Irshad Idrees, the owner of the shop shared his insight about mobile dealing business. He not only threw light on the ups and downs of the mobile business but also gave a fair comparison of local and international brands.

Irshad is in mobile wholesaling business for the past eight years. He deals in used and new handsets alike. According to Irshad, used handsets have more profit margins because one can set the price himself according to the condition of the phone. He said that Samsung has the biggest re-sale market. Next to that are iPhone, HTC and Blackberry, Nokia on the other hand has now a very small share in the market.

Nokia entered the smartphone market very late, which is the major reason of its lagging behind the other brands. Its operating system is also slower than its competitors'; limited number of application in Windows OS is also a problem. But Nokia's low price feature phones are doing a better business.

Irshad told our team that used phone retailing is a very strong business. There are hardly any factors that can affect this business. All companies launch at least one phone every month. So people sell their old phones in order to buy a new one.

# Ashraf Mobile

## A name of Quality and Trust..!!!

Ashraf is a very successful businessman. The distinctive feature of his business is the leasing facility Pakistan Secretariat is one of its major clients. Ashraf doesn't offer this facility to general people as the recovery process is not easily manageable.

Ashraf offers a very convenient and easy installments to his customers. they can pay the total amount in up to half year installments. Personal Relations play a huge rule in his business dealings.

Currently Pakistan Secretariat is his most valued business partner tight now but he is planning to approach other organizations in the future as well.

while explaining his business tactics, Ashraf told us said, „ right from the start of my business, I have held my teacher's advised very dearly who told me to work hard with full sincerity and leave the rest to Allah.“



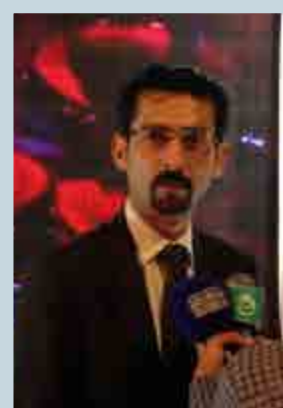


By Agha Mehdi  
Kanwal Ayub

# Amir Shah

## The Man who does not believe in short cuts

### Owner of Nasaki Mobiles and YESTEL



*“Amir believed that one should not follow the trend but he should set the trend, keeping this in mind he focused on launching his own brand in Pakistani market – Nasaki Mobiles”*

Amir Shah, a Hong Kong national runs his successful business in Pakistan by the names of 'Nasaki mobile' 'Yestel mobiles'. Amir was born in an educated and Syed family of Hafizabad. Both his parent were working professional, his father and Air Force Officer now retired and his mother still in the teaching profession. Amir

started his professional Journey immediately after he graduated. He is a Commerce graduate and after completing his Bcom he continued his studies in the form of different courses and certificates. He worked for several years before starting his own business to gain experience in a highly competitive industry. He started with general electronics, home appliances

and garments in Hong Kong.

When Phone World Team asked him about his mobile business experience, he said that he entered the mobile industry in 2008 as an representative of G'tide. After serving G'tide for a short period of 4-5months, he became their business partner. His partnership with G'tide lasted for about 3 years. After ending

this partnership he came to Pakistan and conducted a detailed research about the trends of Pakistani mobile market as he always wanted to have his own brand.

Amir is full of passion and energy - he shared his future plans with our team, which included the re-launching of 'Nasaki Mobile' with a select number of new sleek handsets. He also told us that Yestel mobile doesn't offer warranty, so the Nasaki Mobiles will come with warranty support. He is also planning to establish Nasaki Mobile Business Centers at convenient locations for the benefit of his partners and consumers.

*“one should never go for shortcuts. There is always a proper time for everything, sooner or later hard work will definitely lead you to success”*

While, Amir has Hong Kong nationality but his heart is always with Pakistan. True son of the soil, he says that a person should never forget his roots and therefore after having spent and worked so much time abroad he still would like to invest in his business in Pakistan. Amir Shah, is full of positive energies and passionate about his life and business that together with his commitment and confidence will take Nasaki Mobiles to new heights

The message Amir wanted to give to our readers was that he had learnt a lot from the experiences of his life and that one should never go for shortcuts. There is always a proper time for everything, sooner or later hard work will definitely lead to success!

#### Rapid Fire Questions

**Favorite Dish:** All Chicken Dishes

**Favorite Place:** Hong Kong and Pakistan

**Favorite Music:** A variety of music, it depends on my mood.

**Favorite Color:** Blue & White

**Favorite Flower:** Red Rose

#### What is the unique selling point of your business?

The USP of my business is our 'Attitude' - we are always in search of new things. We don't fear taking risks and this attitude leads one to success.

#### What do you think will be the impact of 3G Technologies on our society?

For business society, it is full of benefits and it will boost our economy by encouraging investors to invest in the telecom sector of Pakistan. To ensure that technology benefits reaches the common man on the street, we need to bring the cost down to affordable levels and ensure that proper mechanisms are in place to avoid the negative content that impact our youth.

#### How do you evaluate Pakistan's mobile market?

Currently, people in Pakistan are more price conscious than quality conscious. However, we foresee that this trends changing - where people will be more interested in the features/specs of cellphones- this is already happening to some extent. Consumer are now more evaluative about their handsets.

#### What is your motivational quote?

Stay positive and success will come to you itself!

#### What is your contribution to mobile market of Pakistan?

As mentioned earlier that we researched a lot before entering this market. This research enabled us to bring a number of new initiatives to this market such as we introduced the trend of local market event sponsorship in Lahore. This eventually helped others to follow and us in creating awareness among market forces.



# YESTEL™

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# 620





## A 2 Z Mobile The Trend Setters !!

**Z**ahid is one of the pioneers in mobile business in Peshawar. He has been in Mobile business from the time when colored screens and good batteries were the only main features of mobile handsets. He is currently running a mobile shop in Bilour Plaza, Peshawar and has also opened outlets in Mardan, Swabi, Swat, Kohat, Karak, Jehangira, Nowshera and Charssada regions. He started his business with Nokia Amps handsets when Insta One and Paktel were leading operators, currently he is an authorized dealer of G-Five and have full distribution for KPK region.

Zahid said that times have changed tremendously during his tenure in mobile business. He stated that people have become technologically more aware these days that is why the demand of smartphones has also increased

While explaining the positive aspects of G-Five Brand, Zahid told our Phone World team that G-Five offers the facility of G-Cloud software for data security; it has another special feature of location tracking. G-Five is also giving "G-Five Insurance" according to which in case of lost



just 25% will be paid by customer and 75% will be paid by company. G-Five also provides life insurance of 5lac. Inflation has increased dramatically in past couple of years which has affected the purchasing power of consumer. Therefore people prefer to buy a handset that has all the main specs but is of low price. Keeping in mind the price consciousness of customers, G-Five has introduced G-Five President which has a quad core processor but it is available at PKR 22000 only, as compared to other quad core devices.

## National Mobiles Falak Sair Plaza

**S**hakeel Ahmed brings a strong competition in Peshawar market by running an attractive mobile shop in Falak Sair plaza named National Mobiles. Shakeel is a successful mobile shop owner, who devoted 12 years of his life to mobile business and now his shop is ranked in top 5 Wholesale dealers of KPK (having proper distribution channels).

Phone World Team had an interesting conversation with Shakeel, where he shared his views about running a successful business, he told us that the first and most basic step in heading to success is 'our attitude' towards work. When we asked him about Windows phone, he said that Windows phone is a little complicated and that's the only reason an ordinary person is hesitant in purchasing it.

In the end he complained about the increase in mobile taxes by government and he told us that his business faced a 70% decrease in Afghanistan export. Future plans of Shakeel includes becoming an authorize dealer of multinational brands in KPK.



## Huawei launched Ascend P6 The World's Slimmest Smartphone



*ASCEND P6, the most awaited flagship model and the slimmest smart phone the world has talked about, which is in high demand, is to be available in Pakistan from August 1, 2013 in Pakistan*

**H**uawei, a leading global information and communications technology (ICT) solutions provider serving in 140 countries, has been reviewed to be the 'difference' by the world leading media channels and publications because of its HUAWEI ASCEND P6. This amazing handset is said to be the world's slimmest Smartphone which features both style and performance.

ASCEND P6, the most awaited flagship model and the slimmest smart phone the world has talked

*Huawei Pakistan is offering a special pre-order campaign that offers the phone at PKR 37,000/- and a chance to win return tickets to Dubai*

about, which is in high demand, is to be available in Pakistan from August 1, 2013 in Pakistan - Mr. Faraz Khan, Head of Marketing, Huawei

With Huawei's proprietary IMAGESmart software, the HUAWEI Ascend P6 turns even the most novice photographer into a professional, with contrast and color enhancement, auto scene recognition, object tracing focus, and instant facial beauty support..

### Features & Specifications

|                  |  |
|------------------|--|
| Operating system | Android Jelly Bean 4.2.2   |
| Processor        | 1.5GHz quad core processor   |
| Camera           | 8MP – dual-LED Flash & a Secondary cam of 5 MP                       |
| Display          | 4.7 inches, Emotion UI 1.6, Multitouch                               |
| Battery          | 2000 mAh battery, Wireless Charging supported via an accessory cover |
| Connectivity     | Bluetooth, USB, WLAN, GPRS & EDGE                                    |
| Memory           | 8GB built-in, 2GB RAM, microSD card (supports up to 32 GB)           |
| Weight           | 120g   |
| Color            | Black, White & Pink  |
| Price            | PKR 40,000/-   |





# TOP MUST HAVE APPLICATIONS & GAMES FOR YOUR SMARTPHONE

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

## Toddler Kids Car Toy Police

An interesting basic car 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 car 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.



## Angry Gran Run

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

Angry Gran Run is the best free 3D running game. Run, jump, dash and slide over and around tons of different and WACKY obstacles in this crazy new endless running game. Change your look by buying new costumes including 70's hippy gran, wonder gran, zombie gran and even a PENGUIN COSTUME! Forget the temple, jungles and subway stations - the cities of New York and Rome await you! Run 2

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

## Dengue Mosquito Repellent Pro

Advanced Anti Mosquito Repellent with Brute-Force-Attack. This application has the capability of producing multiple frequencies simultaneously to prevent vast range of mosquitoes and insects to come closer. Application will automatically adjust its volume for the desired frequency.



**Rating : 4+**  
**Price: \$ 3.57/ \$ 2.99**

## Prince of Persia Shadow & Flame

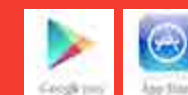
The rebirth of the legendary action-platformer, with brand-new visuals and controls redesigned to fit your device. Set after the events of Prince of Persia Classic, Prince of Persia The Shadow and the Flame continues the saga of the wanderer who was born a Prince. Now he must embark on an epic journey in search of his past that will redefine his future!



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

## Pepi Bath Lite

Pepi Bath is a role-play game where children learn about hygiene in a fun way. The app has two parts as different situations in which this cute character Pepi - a boy or a girl to choose - appears: at the sink and washing clothes.



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

## Despicable Me: Minion

Gru's loyal, yellow, gibberish-speaking Minions are ready for their toughest challenge in Despicable Me: Minion Rush. Play as a Minion and compete with others in hilarious, fast-paced challenges in order to impress your boss, super-villain Gru! Jump, fly, dodge obstacles, collect bananas, be mischievous, and defeat villains to earn the title of Minion of the Year!



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

## Clear Hear Lite for Deaf

Application for full/partial deafness. It supports you hearing either by using head phones. It also has a vibration mode which converts sound amplitudes to vibration pulses.





# LOCAL BRANDS

## Arrivals of the month



### PHICOMM i370

**OS :** Android 4.0  
**Chipset:** Qualcomm MSM8225A  
**CPU:** 1.2GHz dual-core  
**Camera:** 5 mega-pixel  
**Memory:** RAM:512MB +ROM: 512MB



### QMobile Noir A900

**OS :** Android 4.2 (Jelly Bean)  
**Display:** 20 x 1280 pixels, 4.7 inches  
**CPU:** 1.2GHz Quad Core  
**Camera:** 8 Mega Pixel Camera  
**Memory:** Support Micro SD upto 32GB, 4GB ROM/1GB



### QMobile Noir A600

**OS :** Android 4.2 (Jelly Bean)  
**Display:** 720 x 1280 pixels, 5.0 inches  
**CPU:** 1.2GHz Quad Core  
**Camera:** 8 Mega Pixel Camera  
**Memory:** Support Micro SD upto 32GB, 4GB ROM/1GB RAM



### G'Five Glory(A86)

**OS :** Android 4.0  
**Display:** 480 x 800 pixels, 4.0 inches  
**CPU:** CORTEX A9 1GHz  
**Camera:** 8MP, LED flash, Autofocus  
**Memory:** micro SD card (upto 32GB), 4GB ROM, 512MB RAM



# ZEE MOBILE

www.zeemobile.pk

## Z9600



TV. mobile phone  
 3.2 high definition LCD  
 dual sim dual standby  
 multi language  
 memory card support  
 digital camera / FM out  
 bluetooth / real mp3/mp4







## BM MART

The Mobile Trading Company

Sh Usman  
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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



## KHAN COMMUNICATION

DEALS IN SMARTPHONES NEW AND USED SALES & PURCHASE

Contact:  
0321-9265560  
0334-9265560

SHOP # 3-D, QUEENS COURT,  
STAR MARKET, ABDULLAH HAROON  
ROAD, SADDAR KARACHI



## PAKISTAN MOBILE

The Name of Trust

**SYED KHAQAN**  
0300-8408400

**SYED KASHIF**  
0300-8453558

52-G, HAFEEZ CENTRE, GULBERG-III, LAHORE

## QASIM MOBILES

DEALS IN ALL KIND OF MOBILES  
PHONES, MOBILE ACCESSORIES, MOBILE  
PARTS, WIRELESS SETS



HAJI MUHAMMAD AHMED  
0321-6949004  
0457- 352229

RAIL BAZAR, BIJLI CHOWK,  
PAKPATTAN SHARIF

## SELL N SELL

MOBILE PHONES ACCESSORIE,  
CONNECTIONS & REPAIR

Khurram Rafiq  
0300-8482600

3-Ground Floor, Hafeez  
Centre,  
Mian Boulevard,  
Gulberg III,  
Lahore Pakistan



## What Google Knows

Google compiles enough data to build comprehensive portfolios of most users—who they are, where they go and what they do—and the information is all available at [google.com/dashboard](http://google.com/dashboard). Here are just a few things WSJ reporter Tom Gara found out about himself.

**GOOGLE SEARCH**  
**64,019**

Google thinks Tom performs most of his searches around 8 a.m. ET, but this is probably skewed by years spent outside the U.S.

**ANDROID DEVICES**  
**3**

Google knows all of Tom's synched Android phones, including the old Nexus S phone that he gave to his mom.

**WALLET**  
**3**

Credit cards (two expired) saved in Google Wallet, plus two shipping addresses and 13 itemized purchases since June 2009.

**DOCS**  
**855**

Documents Tom has created, plus the 115 he has opened that belong to other people.

**EMAIL**  
**134,966**

All of Tom's emails since he first got a Gmail account in 2004. Google also stores his 6,147 chats.

**CONTACTS**  
**2,702**

Google knows the people that Tom emails the most. At the top is a friend in Egypt.

**YOUTUBE**  
**9,220**

Videos Tom has watched, listed in chronological order, including a series viewed in June about canoes.

**GOOGLE PLAY**  
**117**

That's how many apps Tom has downloaded from Google's store.

**PASSWORDS**  
**35**

Number of website passwords saved in Google's Chrome browser.

**LOCATION**  
**Willunga, South Australia**

Due to an unknown glitch, Google bases Tom's location from one of his old Android phones, which he gave to his mother in Australia.

Graphic by  
Alberto Cervantes/  
The Wall Street Journal





MAKE it  
**POSSIBLE**

Ultimate expression  
of thinness

## HUAWEI **Ascend P6**

Elegance with Edge

- ✓ **World's slimmest smart phone** only 6.18mm sleek metal frame.
- ✓ **5 MP front camera with Flash.**
- ✓ 8 MP Main Camera with 4cm Macro view.
- ✓ Android 4.2 OS.
- ✓ Burst Shot.
- ✓ 1.5 GHz quad-core processor.
- ✓ 4.7-inch in-cell display.
- ✓ 2000 mAh battery.

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