

**Consistent interruption of
mobile services in Pakistan**



**President KEDA at
Inauguration Ceremony**



**Hidayat Ullah: Grabs the
Presidential seat of Mobile
Traders Association**



Dr. Basit Riaz Sheikh
(Advisor - MoITT)
**assures transparency of
3G Auction, backs local
Assembly & Manufacturing**

**Indo-Pak Express heads
for a cellular linkage**

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 AIRLINK COMMUNICATION
Exclusive Distributor for
GSM Handsets & Tablets



Ammar Shafiq
Managing Editor

Dear Readers,

We warmly welcome you all with a Happy New Year and thank you to be part of the Phone World Magazine. It's been more than a year now interacting with our valued Distributors, Retailers, and Operators.

We are bringing the most happening News, Events, interviews and everything happening in Mobile industry. I would like to thank the Whole Phone World Team, Our Writers, Contributors, and Designers who together are churning out great ideas and great stuff with their passion and vision.

We have shown strong digital presence in year 2012 through our website www.phoneworld.com.pk and other social media like Twitter and Facebook. Daily updates and Blogging keeps you posted on all the important issues happening in Mobile Industry.

Overwhelming response of 2012 Editions was amazing and we are committed to bring more and more from the Mobile Phone Markets of Pakistan in year 2013.

Unfortunately, year 2012 was not the year of 3G for Pakistan, but good news is we are finally having 3G enabled Pakistan in year 2013.

Dr. Basit Riaz Shaikh, Advisor to IT and Telecom Ministry, is considered as a well versed technical figure and one of the highly qualified personalities of Pakistan.

Dr. Basit has devoted his services in bringing this much needed technology in Pakistan. PTA and Dr. Basit are working hard to give a better technology to the people of Pakistan. He is one of the pioneers in making the dream of 3G come true and he is very much positive about the benefits this technology will bring.

In this issue you will find a lot of informative topics like Mobile Banking in Pakistan and its comparison, increase in telecom imports of Pakistan in year 2012. Karachi Electronics Dealers Association had a great achievement of resuming their Secretariat in Karachi and having faith in Idrees Memon - President KEDA

2012 was a year of Bans and consistent interruption of mobile services in Pakistan with mobile signals lost on important days like Eid and Muharam UI haram. Lahore Government with its motive to eliminate Dengue Virus experimented and Used Smartphones for detection of Dengue larvae and water puddles in monsoon Season.

This edition of Phone World Magazine is enriched with information based on hard work and research of our bureau chiefs and content writers. Your feedback is always appreciated.

Keep Smiling and be positive!!

Thank you,

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Mobile Banking in Pakistan and its Comparison



Mobilink Flood Relief Services



Inauguration Ceremony of Smartel Communication



ZONG & Askari Bank announces the launch of Branchless Banking TIMEpey'



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MOBILE BANKING IN PAKISTAN AND ITS COMPARISON

By Kanwal Ayub

Pakistan is now one of the countries with incredible growth in the market of branch-less & mobile banking. The branch-less & mobile-banking is penetrating at quicker pace throughout the country and no doubt there is a lot of potential.

Major players of banking and cellular phone are entering into this financial sector. Some of the big names that have already entered into branch-less banking in Pakistan are:

“Easypaisa” by Tameer Microfinance Bank

“Mobicash” by the partnership of Mobilink & Waseela microfinance Bank

“Omni” by United Bank Limited

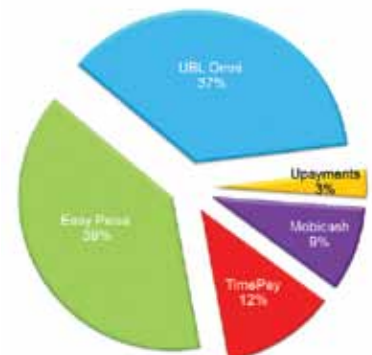
“Timepey Service” by Zong and Askari Bank

“Upayment” by Ufone & HBL, Summit Bank, Soneri Bank and Bank AL Habib

Customers are progressively utilizing the transaction services for money transfer, utility payments, bank accounts and home remittances through different companies led by banks or mobile operators.

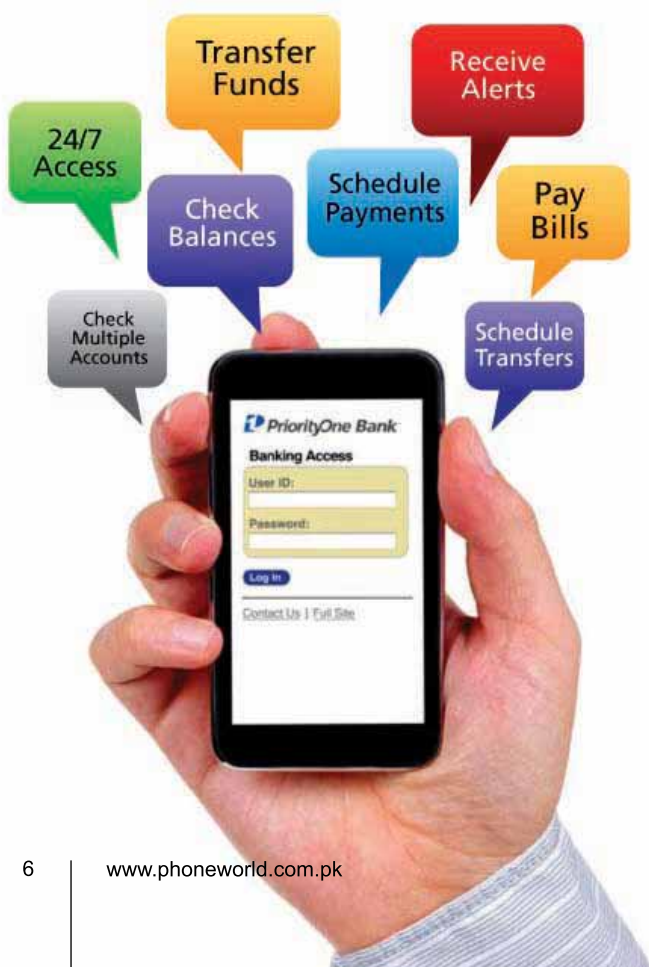
Mobile Banking	Services	Service Provider
Mobicash	Money Transfer Bill Payments	Mobilink
Upayments	Money Transfer Bill Payments ULoad recharge Mini bank statement	Ufone
Timepey	Money Transfer Bill Payment Mobile Phone TopUp Deposit/take out Cash into Timepey Account Salary Disbursement Solution for Corporate	Zong
Easy Paisa	Money Transfer Bill Payments Many other Telenor services	Telenor
Omni	Services on Omni dukaan, Internet and SMS. Free Bills Payment Instant Domestic Remittance Free Mobile Top Up (Warid, Ufone and Zong)	UBL

It is also expected that the percentage of Pakistan's adult population using mobile financial services could go up from the current 2% to 35% by 2020



“ Around 16 million branchless banking transactions, worth of Rs. 59 billion, have been conducted only in July-September period in Pakistan ”

- State Bank of Pakistan (SBP) statistics



Price comparison:

Transaction Slabs (PKR)	Mobicash	Timepey	Easy Paisa	Omni	Ufone
0 – 1,000	Rs. 60	Rs. 60	Rs. 60	Rs. 60	Charges: Rs. 5 + tax, on every transac- tion.
1,001 – 2,500	Rs. 120	Rs.120	Rs. 120	Rs. 100	
2,501 – 4,000	Rs. 180	Rs. 170	Rs. 180	Rs. 170	
4,001 – 6,000	Rs. 240	Rs. 230	Rs. 240	Rs. 240	
6,001 – 8,000	Rs. 300	Rs. 290	Rs. 300	Rs. 350	
8,001 – 10,000	Rs. 350	Rs. 350	Rs. 360	Rs. 350	
10,001 – 13,000	Rs. 400	Rs. 400	Rs. 420	Rs. 410	
13,001 – 15,000	Rs. 450	Rs. 450	Rs. 480	Rs. 460	

According to a recent study conducted by Telenor Group and Boston Consulting Group, the wider access to mobile financial services in Pakistan could lead to the creation of 1 million new jobs by 2020.

An estimated US\$2 billion could be added annually to government revenues, helping raise Pakistan's GDP growth by 3% by creating increased access to credit, hence prompting new business creation, and by formal remittances and increased savings.

The government is further encouraging innovation by encouraging the use of branchless banking to distribute government payments. For example, NADRA has

designed a distribution platform "e-Sahulat" to provide online payment and collection facility for the general public as well as for organizations.

Mobile banking can prove to be a game-changer in improving access to finance in Pakistan. The success of mobile Banking in Pakistan has a positive impact for the banking industry. Beside the benefits and convenience created for the consumers, commercial banks will witness reduced costs on branch maintenance and resources. It will also increase the profit margins of Banks and further encourage them for the development of innovative banking techniques in the industry.





Pakistan Telecom imports increased by 19.85%

By Khalid Khan

Telecom imports increased by 19.85 per cent during the first quarter of the 2012 fiscal year as

compared to the same period of last year. The overall imports of the telecom group were recorded at \$363.179 million in July-September (2012-13) against those of \$303.028 million in the first quarter in 2011-12, according to the data of Pakistan Bureau of Statistics (PBS). The imports of mobile phones witnessed an increase of 1.59 per cent from \$164.300 million during last year to \$166.913 million during the period under review.

The imports of other apparatus of telecom industry increased by 41.48 per cent, from \$138.728 million during last year to \$196.266 million, the PBS data revealed. In September 2012, the overall telecom imports increased by 9.52 per cent against September 2011 but decreased by 5.5 per cent when compared to the imports of August 2012.

The telecom imports in September 2012 were recorded at \$121.855 million against those of \$111.265 million in September 2011 and \$128.946 million in August 2012. During September 2012, the imports of mobile phones were recorded at \$58.147 million

against those of \$58.992 million in September 2011 and \$56.105 in August 2012, showing decrease of 1.43 per cent over September 2011 and increase of 3.64 per cent in August 2012. The imports of other telecom apparatus increased by 21.88 per cent in September 2012 against those of September 2011 while decreased by 12.54 per cent against those of August 2012.

The imports of telecom apparatus were recorded at \$63.708 million in September 2012 against those of \$52.273 million in September 2011 and \$72.841 in August 2012, the data revealed.

Indo-Pak Express heads for a cellular linkage

By Misbah Zafar

Diffusion of innovation and advancement in technology can transcend through national boundaries. The cellular phone helps to connect regions as much as it connects individuals. It can be interesting to study and analyze how this technology can work to improve inter-state relations other than the obvious enhancement of telecommunication sector.

Roaming services between the two countries have been banned since 2004 after Indian security agencies raised concerns around misuse by anti-social elements. While terrorism was one of the biggest issues, Indian agencies also raised cricket betting as another reason to ban roaming, as per the website of 3gca.

The international rules for telecom sector allow up to 500 metres of signal penetration inside the borders of neighbouring countries. Since, Pakistani mobile companies signals go beyond this permitted range, the Indian authorities are claiming that Pakistan stands in violation of the international

regulations. The Pakistani telecom companies whose signals are reaching India include Veridatel, Oasis Pak, Telenor, PKPL, Pak Pal Mobiling, Ufone, PT Soral and Hutch. Since the signals are of different frequency and network, hence Indian authorities say that they cannot even jam them. Now, Indian telecom authorities want to take up the matter to a higher level so that it can be looked into properly.

Authorities have agreed to allow mobile phone services between Pakistan and India though certain issues remain to be settled. In the month of November, Commerce Secretary Munir Qureshi said the "main hitch is technical linkages between the telecom companies of India and Pakistan as they too have to get approvals from parent companies or their boards". Several members of the parliamentary committee said security concerns in both countries too were an obvious issue.

Left to be seen is the implementation of this agreement and the settlement of various issues.

MolTT Pakistan Assures Transparency of 3G Auction

By Khalid Khan, Ammar Shafiq
Kanwal Ayub

Country's seemingly endless journey towards acquiring 3G cellphone technology appears to have taken many small steps forward to get the goal. PTA Estimated a license fee of 3G between \$220-\$300 million each for three licenses. PTA has prepared Information Memorandum (IM) for 3G auction.

In this critical situation where 3G was just a step away a negative propaganda and baseless allegations to 3G auction has completely baffled the situation.

Dr. Basit and MolTT have responded to this allegation in a very literate manner: In his interview with Phone World Team he said:



The Ministry of Information Technology has been facilitated by advisor MolTT, acting head for several months, in order to introduce 3G spectrum in the country. The seriousness about 3G auction of MolT has been viewed by his effort and struggle for the 3G auction.

Dr. Basit Riaz Sheikh, Advisor to IT and Telecom Ministry, is considered a well versed technical figure and one of the highly qualified personalities of Pakistan.

Dr. Basit has devoted his services in bringing this much needed technology to Pakistan. PTA and Dr. Basit are working hard to give a better technology to the people of Pakistan. He is one of the most vocal advocate for making the dream of 3G come true and he is very much positive about the benefits this technology will bring.

“Twice this year alone, the process of hiring of internationally reputed consultant(s) to assist PTA in bringing 3G mobile services to Pakistan had to be aborted prematurely as PTA failed to select a consulting firm. The opportunity cost of this delay translates into millions of rupees per day.”

To prevent further loss to the country, it was proposed in one of the meetings of Auction Supervisory Committee (ASC), formed for the purpose to supervise the auction process in line with MolTT policy directives, that PTA Should hire individual consultants of international repute,

for a period of three months, and form an Advisory Group for various tasks. Accordingly, PTA Chairman, by virtue of the administrative power vested in him by the PTA Act, initiated the hiring process of international individual consultants/Advisory Group. From a total of 51 applicants, PTA short-listing/evaluation & selection committee recommended three consultants, who were then hired by PTA Chairman by virtue of administrative powers vested in him under sections 3(8) and 10(2)(c) of the PTA Act and as per the provision of Regulation 115 of PTA Employees Service Regulations 2008.

What is your answer to allegations on Transparency of consultants hiring?

The hiring process of consultants was transparent, fair and as per rules and regulations. There was no violation of PPRA rules, as the process involved recruitment and not procurement. Moreover, at no point there was any interference by MoITT, its Advisor Dr. Basit Riaz Sheikh, Secretary Mr. Amir Tariq Zaman, or any of its Members in the process of consultant selection. It is unfortunate to note

the globe.

Mr. Dennis Ward as Senior Economist and Auctioneer designed and implemented auctions in Canada raising over \$6 Billion in license revenues.

As per PTA records, the all-inclusive fee of these consultants sums up to roughly 52 Million rupees as opposed to 700 Million rupees being repeatedly misquoted in various sections of print and electronic media. In dollar value, this is less than half of the amount paid in 2004 for soliciting consultancy services on drafting Pakistan IT policy.

A lot of Apprehensions and negative propaganda is going on 3G process, how are you so sure 3G will happen this time?

On Apprehensions, I do agree that the process got delayed many times due to one issue or the other but now we have finalised the Information Memorandum, consulted the key stakeholders and will soon flout the IM for all properspective



that at no point any attempt was made by the Newspapers and television channels reporting staff to seek opinion or clarification from MoITT on the utterly baseless allegations.

The consultants hired by PTA are highly reputed international experts in their field with enriched prior spectrum auction experience.

Dr. Rob Nicholls with over 30 years of experience has provided spectrum regulatory and valuation advice in auctions that have generated more than \$10 billion in licensee fees across Australia, Asia, Africa, Europe, and North America. Mr. Martin Sims has extensive experience in designing software for spectrum auctions and has been providing training to regulators and private clients across

buyers of the Spectrum, so yes I can positively say that 2013 is going to be "3G ENABLED PAKISTAN".

Tell us the main benefits of 3G technology?

Better speed, more services and connectivity, it is going to be Data Tsunami and Broadband services boom will happen. A lot of people do not use data because of the poor quality of Data but 3G is something that will do wonders in Data Services for consumers!! 3G Technology will not be the only thing on the Smartphones but it will encourage use of other devices such as Machine to Machine (M2M), Tablets, Dongles, Fablets and other innovations.



What opportunities 3G will bring to Pakistan?

The 3G auction is expected to generate valuable foreign exchange of over one billion dollars in licence fees for Pakistan. It would lead to approximately another one billion dollars in infrastructure development over the next couple of years and create over 40,000 jobs. The rollover effect on the Economy will be ten fold.

The President, the Prime Minister and the Finance Minister have asked PTA and Ministry of IT & Telecom to ensure maximum transparency. To meet these objectives, an Oversight Committee, comprising representatives from Academia, NAB, Media, and Civil society would be set up. Furthermore, PTA has inked an agreement with Transparency International to act an observer to the 3G auction.

What is your view on Local assembly and manufacturing in Pakistan?

We highly encourage the local distributor, retailer community to come forward and step into local assembly and manufacturing. We have been talking to people and I would like to take opportunity and invite all Distributors and Retailers in Pakistan to come, sit with us and lets start doing this in Pakistan.

Government is ready to fully support them and many facilities like Tax holidays, etc. can be given but we want all the interested people on board.

According to my point of view , if we start assembling smartphones locally , not only we can reduce the price but can also embed more and more features becuase of our software skills and ultimately increase number of devices.

What effect will 3G have on Economy of Pakistan?

First of all around USD 1 Billion will directly go to treasury of Pakistan which is a major chunk and will support Pakistan. The roll-out of 3G will support the infrastructure development, Human Resource development, jobs creation , technology transfer . It's a complete process that will surely uplift the economy of the country and will open new avenues for telecom & IT sector to grow. Current stagnation of the IT & Telecom sector will come to an end. With 3G comming, operators can set new goals, new demands will be created, new customers will come on board and the industry can make a lot of money for themselves as well as the country.

"We will ensure that 3G is not a monopoly, it will be open to all who wants to embrace this technology that is going to be a blessing for the country"

I still remember when I was studying years back in US and had never used 3G but once I was travelling from one city to another so I watched a complete match on 3G network with a friend on the bus that day till today I am a freak for mobile broadband services.

What will happen to current Devices when 3G comes?

Current 2G devices will still work the same, as the technology is backward compatible, however, approx over 12 million devices in Pakistan are 3G enabled and they will get upgraded services. Since, the 3G device cost is now affordable for common person this will increase manifold the demnad for Feature & Smartphones as a lot of people will demand 3G enabled phones. We, therefore want our local players to join us and start local manufacturing too which can result in great outputs.



Jazba Atif Aslam tour

For the first time in Pakistan, a 'rockumentary' is made, which is being filmed on a 10-city concert tour providing fans with an insight into Atif Aslam's passion for music.

Jazba Generation Tour 1st show – Sahiwal – 27th September 2012 at the Sahiwal Club.

CHAUDARY SHIRAZ

DISCUSSES ONLINE SHOPPING AS A DRAWBACK FOR MOBILE MARKET



After graduating Chaudhry Shiraz entered into the mobile business. It's his tenth year in this innovative business. Shiraz considers this business as different and the one with a lot of potential. He started mobile business from 1999, initially from Raja bazaar, that was the time when mobile industry was flourishing.

Shiraz now owns a shop, 'Cell Phone Collection', which deals in branded, Chinese and used handsets. Shiraz, in his interactive discussion with the Phone World Team said that customers are brand conscious and demand for smartphones is increasing day by day. "Customers mostly visit market and check different brands and spend time. They mostly want to know about features of different handsets as my shop is located in main market so we have to give time to customers and satisfy them. If customers wants a specific handset that is not available, we arrange it and the customer becomes permanent.

Chaudhry Shiraz said that during his student life, he used to think that business is a good option for achieving his desired goals. Today, Shiraz is satisfied with his choice and happy with the success of his business. Being a part of a Mobile Association Union, he is aware of all the shopkeepers. Shiraz didn't complain about the security issues of the market. Currently, two salespersons are employed at Cell Phone Collection. When we discussed rents, Shiraz explained that the rents in Saddar and other main markets of Karachi were high, the reason being that shops in the main market host so many customers.

While elaborating the general condition of the market, Shiraz commented, "market condition is okay and normal, but not that much good and the reason is that more people are involved in mobile business as well as customers have started online purchasing from different websites. Professional and educated people do online searching and purchase handsets online to save time and get delivery at home, on their doorstep."



Bell North NASIR ALI SHAH



Mobile phone market in Pakistan is growing day by day and so does the competition. Bell North is one of the tough competitions for Islamabad market. Phone World team had an interesting interview with Nasir Shah MD of Bell North.

WHEN HAVE YOU STARTED THIS BUSINESS?

I started this business in 2011 in Islamabad; previously we were operating in Peshawar. I wanted to expand this business because of my interest in upcoming technology related to mobiles.

WHAT WAS THE SITUATION OF MOBILE INDUSTRY WHEN YOU STARTED?

In 2011, customers were less aware of mobile technology and profit margin was high. When we were working in Peshawar (2005-2006) this business was at its peak. The market has declined not because of buying and selling of phones but due to competition.

WHY PEOPLE INVEST IN MOBILE BUSINESS?

Just because it is growing business and although profit margin is less but still chances of growth are expected.

WHAT ABOUT CUSTOMER'S CHOICE?

Now a day's customers are more aware of phone specifications and features. They know about all upcoming phones and brands. In Islamabad customers are more aware as compare to Peshawar.

WHERE DO YOU PLACE SMARTPHONES IN MARKET? WHAT ABOUT THEIR DEMAND?

Currently smart phones are more in market; people are demanding for smartphones, android phones because of different apps and features. Last year smart phones were not into demand but now they are more in demand. It is expected that they will be more successful in coming years.

WHAT ABOUT CUSTOMER PURCHASING POWER?

In Pakistan 90% of population is salary based so they are willing to pay for phones. People are more price conscious and concerned about the quality of handsets.

Other 10% are wealthy people who are not price conscious and they pay for new upcoming phones like iPhone / HTC and many others.

As compare to the 2nd half of the month, the business goes well in 1st half of the month.

WHICH BRAND IS MORE SUCCESSFUL?

Buying power of consumers is very important factor because in villages and towns. Qmobile is more successful because of low prices, but when it comes to Islamabad HTC, iPhone and Samsung are more in demand and because of their features and specification people want to buy these phones. That's why mostly we deal in buying and selling of HTC, iPhone and Samsung.

WHICH BRAND IS LACKING BEHIND DUE TO THIS COMPETITION?

Nokia is lacking behind because of this competition; their market share is decreasing day by day. They are not updated like android phones. So they need to change the strategy.

IF YOU GET CHANCE TO LAUNCH YOUR OWN BRAND, SO WHAT IS YOUR OWN PERCEPTION?

Right now we are not going to invest because competition is so tough and it is so updated. So it's very difficult to compete.

WHAT YOU SAY ABOUT 3G?

Delaying of 3G is not good because other countries are progressing like Afghanistan. People are also aware of 3G technologies; this is right time to invest in this business. 40% of people are waiting for this technology and it will help to create demand of smart phones. More profit is expected because of this technology.

WHAT ABOUT SONY XPERIA?

Sony also launched new series Xperia, slowly and gradually they are competing with other brands with less investment in advertisement. They are not giving any warranty but people are willing to buy these phones.

WHAT IS YOUR PLANNING FOR NEXT 5 YEARS?

We are planning to make hardware lab because we came across such complains. We are also taking some measures to improve security.



Mobilink Flood Relief Services

By Fakiha Hassan Rizvi

Mobilink starts a flood relief service to help the flood victims in Sindh, Mobilink Foundation is donating relief goods for flood victims. The goods have been handed over to the Pakistan Navy by the Mobilink Torchbearers and will be transported to the affected areas. Mobilink has created a shortcode for its subscribers, where they can donate and provide their support to the flood victims. Simply send a blank SMS to 616 (Rs. 10+tax/SMS) to donate to Mobilink's Flood Relief Fund. Subscribers may send multiple SMS to contribute to these donations.

Mobilink, in continuation of its efforts to reach out to flood affected areas across Pakistan, has partnered with the Pakistan Navy to provide relief to flood victims in Baluchistan. This effort follows Mobilink's initial phase of flood relief activation that had reached thousands of victims in Southern Punjab.

Mobilink's initial flood relief activity, organized in September 2012, had focused on victims in the vicinity of Rojhan, DG Khan and Rajanpur. As a result of this quick and coordinated action, the Mobilink Foundation was the first to provide relief through supplies of food and water to nearly 12,000 flood affected people in South Punjab.

Mobilink is now working with the Pakistan Navy to initiate flood-relief efforts to counter flood related devastation in Baluchistan. District Jaffarabad is one of the worst floods affected with access to the area being hindered by standing flood water, inundated road infrastructure and a precarious security situation.

Mobilink Foundation and Mobilink Torchbearers, Mobilink's employee volunteer force, will be engaged for physical distribution of food and water supplies for over 14,000 people occupying temporary shelters in the area. The Pakistan Navy will organize logistics, transportation and distribution, using both air and land transport.

The Mobilink Foundation is a reflection of the commitment of Mobilink and its employees to reshape lives of the community in which Mobilink operates. Established in 2007, the Mobilink Foundation is a non-profit organization, which provides support for the local community in the areas of health, education, environment and humanitarian assistance. Being a philanthropic organization, it is purely based on employee volunteerism that enables the Foundation to spend every penny directly towards the causes it is associated with.



ZONG & Askari Bank announces the launch of Branchless Banking 'TIMEpey'

The country's fastest growing cellular network and Askari Bank Limited announced the launch of 'Timepey', a technology-based branchless banking service that will make available a range of banking services to just about everyone, with remarkable convenience and efficiency. Aimed particularly at the over 90% Pakistanis who do not have bank accounts, Timepey is set to give a new meaning altogether to financial inclusion.

Timepey users will be able to pay utility bills, transfer money to specified recipients anywhere in the country, deposit and withdraw cash and carry out account transfers. User convenience has been kept as the foremost consideration in developing this new service. Users do not have to be ZONG customers or even be mobile phone subscribers. As such the service offers complete flexibility to anyone who wishes to avail essential financial services without the need to open a bank account.

Speaking at the launch event, the CEO of ZONG, Fan Yunjun said, "The launch of the Timepey branchless banking service is truly a major development that will benefit millions of people. This use of modern technology to provide efficient, secure and convenient financial services to the public also has a strong corporate social responsibility angle, as the service will result in several socio-economic benefits, particularly for the low and middle income segments, as for rural and peri-urban segments of society, who are generally not reached by traditional banking. This service is effectively a paradigm shift with far-reaching impact."

M. R. Mehkari, President & Chairman Askari Bank Limited said "We are proud to have partnered with ZONG, the first international venture of China Mobile, for Time Pey branchless banking program. By partnering with China Mobile Pakistan, Askari Bank has built a more scalable retail network of points at which people can conveniently pay into or cash out from their branchless banking accounts. It has been a true pleasure to work with ZONG, just as the Chinese people are great friends of Pakistani people, we have also found China Mobile Pakistan to be a dependable business partner of Askari Bank."

Usman Ishaq, Executive Director Commercial, ZONG said "There has been a significant rise of branchless banking in Pakistan as well but it is still not enough to meet the demand. ZONG's aim is to bridge this gap and bring banking services to our customer's finger tips. Our esteemed customers will be able to utilize various services right after the launch including cash in, cash out, person to person, fund transfers, utility bill payments, mobile top-up and mobile accounts. The portfolio of services later will be enhanced by introducing services like home remittance, salary disbursement, food chain transaction, school fees/ fee payments, transport and fuel payments and SMEs and MFIs transactions."

Core features of the Timepey service like convenience, simplicity and security combine with the functionality of instant and real-time transactions to create an unmatched public facility. With currently over 3,000 Timepay agents countrywide, Timepey users will have no difficulty in availing the service at a time and place most convenient for them.

By Shahzad Ali

Inauguration of KEDA SECRETARIAT

Karachi Electronics Dealer Association is the only platform where all Karachi Electronics Dealer are United. Idrees Memon Chairman KEDA and his team after a lot of efforts and hard work have successfully won the KEDA case and are devoted to work for Karachi Electronics Market.



Idrees Memon Chairman KEDA and his team.



Idrees Memon Chairman KEDA with Farooq Sattar, Chief Guest of Inauguration ceremony.



Idrees Memon Chairman KEDA delivering speech



Chairman KEDA with guests.



A group photo of KEDA.



KEDA guests at Inauguration .



Distribution of Shields among guests.



Guests at KEDA ceremony.



Chairman KEDA presenting Sindhi Shawl and cap to the chief Guest of Inauguration.



Distribution of Shields among guests.



Guests at KEDA ceremony.



Guests at KEDA ceremony.



Distribution of Shields among guests.



Guests at KEDA ceremony.

Shakeel Shahid

explains the function of Karachi Electronics Dealers Association

Working for more than 10 years now, in the union, Shakeel is the coordinator of CPLC affairs and mobile phone committee of KEDA Karachi Electronics union. The latest elections were held in 2009. Shakeel said that the significance of this union was just next to Karachi Chamber of Commerce with respect to the mobile market.

Spreading from Kimari to Gulshanazeez, all markets (numbering more than 200 hundred) function under the Karachi Electronics Union. There are 7000 members in this Union to look after the various issues of the market, including security. Shakeel said that actions speak louder than words, he doesn't need to tell the success of his Union. "The litmus test of our success will be our victory in the next elections start of the current Year" said Shakeel Shahid. He appreciated and praised the Phone World team, which in his opinion, is performing a worthy role in terms of awareness and enhancing the market potential.



Cell Gallery Communication



3G will drive positive potential in the Mobile Market

Prospering in the mobile business for the past 8 years, Muhammad Yousaf is dissatisfied with the present pace of mobile market, but he is not hopeless. Yousaf was also the member of a mobile Union in Karachi from 2005 till 2006. He claimed that Chinese brands are preferred as they are cost effective. Most of the brands have a constant sales rate.

3G technology, as per Yousaf, will surely increase the positive potential of the market. He suggested that small shops should be discouraged. For this, Yousaf wanted only proper authorized markets to be allowed to sell cellular phones.

Junaid Mobiles

Lends firm support to 3G technology

Discussing the affect of Karachi's general siutation on the mobile market of Pakistan, Junaid was disappointed at the progress of the market. He is in mobile business from past 9 years. Junaid Mobiles deals with Chinese brands, Q-Mobile and Nokia. He told the Phone World team that Chinese brands are in running due to low price range.

Everyone doesn't know about 3G, but those who know about it, demand for it. Junaid strongly supported the launch of 3G services in Pakistan in order to improve the general conditions of the market in Karachi. He isn't a part of any mobile union. According to him, mobile business can accelerate when there will be standardization of selling rates.

A-S Electronics

Asks Phone World to accelerate the promotion of 3G



The pace of the market is generally slow, but the malls are not a victim of it as stated by Shakeel in a discussion with the Phone World Team. The good parking and security condition of malls ensures the influx of customers. He deals in branded hand sets only and doesn't approve Chinese brands. The market demand was 40-50 for Chinese and branded handsets (respectively). As for the profit margin, according to Shakeel, is more or less the same.

He told the team that customers are brand conscious and know about the features of popular hand sets. Shakeel was of the view that customers aren't well aware with 3G technology. Therefore, he suggested the Phone World Team to promote 3G and elaborate the content of the magazine. "On the whole, the magazine is catering to he needs of the customers and is doing a great service for the mobile business of Pakistan," remarked Shakeel, during the discussion.





Android Boosts Smartphones to New Heights

By Kanwal Ayub

Mobile phone sales are continuing to take a hit in the sluggish economy worldwide. Android has been one of the primary growth engines of the smartphone market since it was launched in 2008.

Android has successfully surpassed the market and taken market share from the competition. In addition, there are many vendors, who are introducing their first Android-powered

smartphones to market.

The mobile operating system race continues to be a battle between Apple's iOS and Google's Android. Sales of Android units more than doubled from the same quarter last year, with 122.5 million units shipped. The system grabbed a 72.4 percent share of the market for all mobile devices – not just smartphones – during the quarter, up from the 52.5 percent share it had at the same time last year.

- In smartphones to market, Samsung & Apple grabbed the top positions, with RIM moving to No # 3 and HTC a close # 4.
- HTC and RIM have seen their sales declining. So both companies are working hard to raise their position in market.

- Windows Phone 8 is also a great wild card here. Nokia once again is backing the stage with multiple new handsets. We are hoping for some changes in graphs.
- HTC's Windows 8X is getting positive reviews then other Windows phone.

Majority part of the Android's success has been driven by Samsung, with its popular Galaxy series and other well-received cell phones made with Android in mind. The two owe each other a "Thanks" for their shared rise in smartphone and mobile operating system sales rankings.

Although Samsung has sells more handsets than Apple, but Apple remains the most powerful player in smartphones overall. And that that will take time to change.

By Fakiha Hassan Rizvi

In-flight entertainment flourishing via Technology

Imagine placing yourself in the seat of a Boeing plane and not viewing outside through the window. Gone are the days when you had to stretch your neck like a giraffe, just to view a 7-inch television far away. Boeing and Samsung have devised a solution to make the journey plane passengers comfortable. Yes! How about a Samsung tablet at your seat?

Samsung Electronics Co., Ltd., is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2011 consolidated sales of US\$143.1 billion. Employing approximately 206,000 people in 197 offices across 72 countries, the company operates two separate organizations to coordinate its nine independent business units: Digital Media & Communications, comprising Visual Display, Mobile Communications, Telecommunications Systems, Digital Appliances, IT Solutions, and Digital Imaging; and Device Solutions, consisting of Memory, System LSI and LED. Recognized for its industry-leading performance across a range of economic, environmental and social criteria, Samsung Electronics was named the world's most sustainable technology company in the 2011 Dow Jones Sustainability Index.

Boeing is the world's largest aerospace company and leading manufacturer of commercial jet-liners

and defense, space and security systems. A top U.S. exporter, the company supports airlines and U.S. and allied government customers in 150 countries. Boeing products and tailored services include commercial and military aircraft, satellites, weapons, electronic and defense systems, launch systems, advanced information and communication systems, and performance-based logistics and training. In Pakistan, out of 38 air crafts, 19 are the models of Boeing.

Boeing and Samsung Electronics Co., Ltd have collaborated in order to explore research and develop technologies that improve in-flight entertainment and communications. Both of them have indirectly aimed at enhancing travelling entertainment with the effective utilization of technology. The signed memorandum of understanding between the world's largest aerospace company and the global leader in digital media and digital convergence technologies will help to expand and deepen the Korean industrial ties to Boeing aircraft production.

Boeing and Samsung Electronics will initially start the development of advanced display and wireless networking technologies that offer more capabilities for passenger entertainment and ground-to-air communications, but are lighter and require less power. In addition

to this, the companies will explore opportunities to jointly work on projects involving productivity and enterprise mobility using Samsung's current and future devices and solutions in hand-held mobile devices and other IT products.

This step taken by Samsung Electronics, involving new research-and-development relationship with Boeing demonstrates its continued commitment to cement its leadership in enterprise information technology through superior products, software solutions and services, and building relationships with valued partners. It is expected that Samsung will be the exclusive supplier of the Boeing airborne display, Samsung TV, smart phones and tablet computers and other products of the business direction of the Boeing aircraft will not be a large number of applications, will serve only as a trial products. Samsung hopes to be able to enhance advertising effectiveness, increase the desire of customers to buy the products of Samsung Electronics.

Boeing Research and Technology, the company's advanced, central research and technology organization, will oversee the collaborative relationship for Boeing. The organization is focused on developing future aerospace solutions and improving the cycle time, cost, quality and performance of current aerospace systems.



Telenor internship graduation

Telenor Pakistan successfully concluded its Summer Internship Program in 2012 with a Certificate Awarding Ceremony at a local hotel here in Islamabad, on 11 Oct 2012.

62 students were selected from a pool of 9000 students through a recruitment process which included an online test, which was attempted for the first time by any employer.





Djuice Opportunity-Closing Event

djuice Pakistan held an award distribution ceremony in Karachi for winners of its Appportunity competition. The competition invited Pakistani students and software developers to create applications (apps) in various categories. Prizes were given to developers of the most downloaded apps.

Partners with djuice were Qualcomm, Nokia, Google and HTC also supported the event by sponsoring handsets. The partners helped djuice in conducting workshops across different universities in Lahore, Karachi and Islamabad which was open for students.





Inauguration Ceremony of Smartel Communication

Smartel Communication is a partnership business organization which was established in 2012 at its business premises at Mall 1, Main Boulevard Gulberg, Lahore. Under the Chief Executive Mr. Muhammad Zafar Iqbal. This is an organization which deals in telecom related product having its own import from other countries.

Smartel Communication has joined PTCL as a National Distributor for selling Wireline and Wireless Products and Services of PTCL establishing its office in Mall One Main

Boulevard Gulberg Lahore. The inauguration ceremony was carried out by Mr. Jamal Abdalla Salim Hussain Al Suwaidi (SEVP BZC) along with Mr. Awais Javid (GM Commercial Central) and other members of Commercial team.

Smartel Communication prides itself in looking the interest of its valued customer / client by developing / sustaining long lasting relationship with them while keeping in mind the globally recognized slogan KNOW YOUR CUSTOMER (KYU), which helped a great deal while discharging the professional obligations.





City Phones

in the lively city of Lahore

Emphasizing the success of Samsung, Abdul Wahab from City Phones at Hafeez Center Lahore had an interesting meeting with the Phone World Magazine team. He declared the success of Huawei Y201, Nokia Asha series and the outweighing of Samsung. Abdul Wahab said that market was a little slow after Eid.

He said that Hafeez Center is an excellent mobile market and learning platform for all those who want to make their mark in the mobile business.



Right opposite to Hafeez Center:
Echoes of Mobile Telecom from Hafeez Center



Hassan Tower is a new inclusion in the mobile market surrounding the huge Hafeez Center. Ali Raza, the owner of Mobile Telecom is working in Hassan Center for the past 7 years. He told the Phone World team that sales of Samsung were the best and Nokia was at second place. Ali Raza had shifted to Hassan Tower from Hafeez Center and is quite satisfied from his success the market.

Mobile Telecom doesn't deal in Chinese brands for the reasons of low customer demand at Hassan tower (for Chinese brands). According to Ali Raza, Hassan Tower has a better and large parking areas and the rest of mobile markets.



Al Hafeez Mobiles

Reveals Eid trends

Religious festivities spread happiness around Pakistan. At the same time the work pace slows down a bit due to interruption and holidays. In an interview with the owner of Al Hafeez Mobiles, Hafiz Taimur supported the view that Eid ul Azha slowed down the mobile market as expected. However, the evening sales were more as compared to morning sales.

Hafiz Taimur told the Phone World team that Samsung Galaxy has stolen the show, at least at his shop. The main reason for this, according to him, is the outstanding 'touch sensitivity' and Android OS has no limitations. Al Hafeez mobile deals with all brands except for G-FIVE. The Android phones of Chinese brands are being preferred by customers at Al Hafeez mobiles. Hafiz Taimur was of the opinion that Nokia Asha series, dual SIM handsets were enjoying popularity.

Euro Mobile discusses prominence at Fazal trade center

Despite being new and unfamiliar, plazas of Lahore do make rapid progress largely due to mobile shops. Euro Mobile is a good example to support this view. Adnan Khalid is in mobile business for the past 9 years. In a friendly discussion with the Phone World team, he said that Fazal Trade Center was prominent as all the shops were located in the front side. Front side shops helps to attract mobile brands.

Nokia was enjoying high sales at Euro Mobile shop among low end hand sets. Whereas, Samsung had high sales in both high and low end handsets. This difference in sales was due to Nokia's inability to accept Android technology and as per Adnan the LUMIA series was also a failure to some extent. He suggested Nokia to head towards Android OS in order to come back in the mobile market. Huawei is rapidly progressing in the market because of the specifications surpassing other major brands.

However, Adnan criticized the shop owners who never bother to learn about the specifications and brand-knowledge. The customers suffer when the shop keeper isn't aware of the brands. Adnan said that representatives of companies do elaborate about their brand, but the shop keepers are not interested in learning.



Sharing his 9 years of experience in the mobile market, he told the team that there is more competition in the market now. Rates are not similar. He suggested that some amount of 'rate regulation' should be introduced to ensure a smooth flow of the market!

Riaz Butt discusses political orientations of Mobile market

In an Exclusive discussion , Riaz Butt Discussed the ongoing elections campaign in the mobile market. He was of the opinion that the Lahore market is also politically segregated as Hall Road and Hafeez Center belongs to PML-N. Riaz Butt belongs to Khidmat group and presently his brother is serving it as President.

Talking about the mobile industry, he told the Phone World team that 201 of Huawei was popular in the market and it has gained an appreciable reputation. AirLink is looking after the after sales service of Huawei and there have been no complaints for this new brand so far.

He declared that brands like Megagate and Voice were declining in terms of sales and Q-Mobile was leading among all local brands. Riaz Butt said that it won't be wrong to say that the sales of Q-Mobile have exceeded those of Nokia. When asked about the reput of G-FIVE, he informed that it was more popular in periphery or less developed areas of Lahore. Q-Mobile's effective advertising and marketing strategies was acknowledged by Riaz Butt.



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Global Technologies (pvt) Ltd

H-2, Street 23, F7/2, Islamabad. Cell: 0333 9126065 (Mohsin), Cell: 0301 8540979 (Atif)

DENGUE under observation by cellular phones in Lahore

By Fakiha Hassan Rizvi

Last year the deadly Dengue mosquito-transmitted disease. The 'worst-affected' city was Lahore. Some 16,000 people were infected and 352 surrendered their lives. However, the situation in 2012 was quite different. Approximately, 234 cases of Dengue were confirmed and the number of deaths was very low. The impacts and reach of this disease varies from year to year and place to place. But we need to appreciate the technology as well, which had significantly helped in the prevention phase and then while combating with this nasty Dengue mosquito. In the previous issue of Phone World magazine, I had highlighted the use of smart phones for the detection of dengue larvae and water puddles in the monsoon season.

Dr Umar Saif, Faculty, Department of Computer Science at LUMS developed an early epidemic detection system which has been featured in the MIT Technology Review. This detection system was used to coordinate the colossal Dengue prevention efforts by Government of Punjab. The system used hundreds of android phones, logged 38718 prevention activities by several Government of Punjab

departments (notably Department of Health and CDGL) over a period of 5 months and accurately tracked both Aedes larva clusters and confirmed patients. Dr. Saif and his team also developed Flu Breaks, another detection system that uses Google Flu trends data for early epidemic detection.

"This year, because of the tracking system and the efforts of government employees on the ground, we could look at a map and tell if certain areas were going to develop into an epidemic," says Saif. "The key is to be able to localize and quarantine a disease like this and prevent it from developing into an epidemic," he says.

The dengue monitoring system relies on real-world field testing of mosquito larvae and reports from hospitals to predict where dengue outbreaks are starting. If a certain neighbourhood is suspected to be at the beginning of an outbreak, then government officials could search out mosquito-larvae reservoirs such as pools of water that are likely causing the problem.



LG AND GOOGLE ANNOUNCE NEXUS 4

Sleek, New Smartphone Combines LG's Best-in-Class Hardware with the Best of Google

Designed collaboratively by LG and Google, Nexus 4, the newest smartphone in the Nexus line-up from Google, was announced for availability in the markets. With a sophisticated hardware design from LG, your favorite Google Apps, and the latest version of Android™, Nexus 4 puts the best of Google in the palm of your hand.

"LG is proud and excited to play this role in helping build the latest Nexus smartphone," said Dr. Jong-seok Park, President and CEO of LG Electronics Mobile Communications Company. "Users will be delight-ed by the perfectly balanced combination of form and function with the latest generation of Android."

"This is the first time we collaborated with LG to build a Nexus device," said Andy Rubin, Senior Vice President of Mobile and Digital Content at Google. "They brought an extraordinary amount of talent to the project, and the result is a feature-packed device that feels great in your hand, and blazingly fast un-der the hood."

Capture and share your world

Nexus 4 comes with a high-performance 8MP camera and takes stunning Photo Sphere images, letting you capture every detail of the world around you. Up, down and all around you, it's like no camera you've ever seen; with Nexus 4, you can snap pictures in every direction that come together into incredi-ble, immersive Photo Spheres that put you right inside the scene. Plus, photos upload with Instant Upload so you'll never lose a shot.

All of this comes to life with stunning clarity and crisp, natural color on the vibrant 1280-by-768 4.7-inch True HD IPS Plus display supported by Zerogap Touch technology. Gently curved glass edges allow your finger to slide smoothly on and off the 320ppi screen, while cutting edge display technology means you feel like you're touching every pixel, protected by scratch resistant Corning® Gorilla® Glass 2.



Qualcomm
snapdragon

Built for speed

Nexus 4 comes with a cutting-edge Qualcomm Snapdragon™ S4 Pro processor, so you've got speed and power to spare. Zip around the web, experience rich 3D graphics and gameplay, and effortlessly switch between multiple apps without ever missing a beat. With 2GB of RAM and the fastest version of Android ever, Nexus 4 is the snappiest Nexus smartphone yet.

Information at your fingertips

Nexus 4 comes with the latest Google apps, putting the best of Google in the palm of your hand. The latest version of Google Now is built-in, which keeps you even more organized - get reminders about up-coming flights, restaurant reservations, hotel confirmations and even nearby photo opportunities - when and where you need them.

Get to the places you care about quickly and easily with Google Maps™ for Android. With turn-by-turn GPS navigation, live traffic info, and integrated driving, walking and public transit directions, getting from A to B has never been easier. 3D Maps and rich satellite imagery give you a more realistic sense of what's around you while features like Street View and Indoor Maps make sure you always know what's in front of you.

Nexus 4 is sold unlocked and is GSM/HSPA+ compatible so it will operate on more than 200 network providers worldwide. Just pop in a supported SIM card and be up and running in no time. It will be available to purchase in both an 8GB version and a 16GB version on Google Play™ starting November 13 in the US, UK, Canada, Germany, France, Spain and Australia. Offline availability in Europe, Central/South Americas, Asia, CIS and the Middle East will begin from the end of November.

Key specifications

- Chipset: Qualcomm Snapdragon™ S4 Pro processor with 1.5GHz Quad-Core Krait CPUs
- Operating System: Android 4.2, Jelly Bean
- Network: 3G (WCDMA), HSPA+
- Display: 4.7-inch WXGA True HD IPS Plus (1280 x 768 pixels)
- Memory: 8GB / 16GB
- RAM: 2GB
- Camera: 8.0MP rear / 1.3MP HD front
- Battery: 2,100mAh Li-Polymer (embedded) / Talk time: 15.3 hours / Standby: 390 hours
- Size: 133.9 x 68.7 x 9.1mm
- Weight: 139g
- Other: Wireless charging, NFC



Hidayat Ullah:

Grabs the Presidential seat of Mobile Traders Association

By Adnan Khan



The new President of the Mobile Traders, Hidayat Ullah expressed his gratitude towards all the those who placed their confidence on him as the President. He himself owns a shop in Falaksair Plaza Peshawar.

Hidayat told the Phone World team that till now he was only looking after his business, but now after taking charge as the President, he will look after the entire mobile market. He promised to try his best in order to give better opportunities to all those in the market. "We are here like a family and every family has one guardian, here I will play the role of a guardian. There are more senior people than I, but people are confident that I can help them out," said Hidayat during the discussion.

Hidayat told that he will support all shopkeepers and facilitate them in legal issues as well as security issues. He said that currently, there wasn't any legal problem and Khyber Phakhtunkhwan (KPK) government is also cooperative, therefore, he expects a good relation between the market and the government.

"I will prove my abilities and will try my best to bring more business to this mobile market and will make it a

business center that people from different regions will come to this market for purchasing cellular phones," Hidayat said on a high note during the discussion.

He is satisfied from his cabinet and all the team members cooperate with him. He defined all of them as experienced mobile businessmen.

As Falaksair plaza have wholesale dealers, customers from KPK and Afghanistan come here to purchase the desired products. Hidayat ullah was of the view that his union will work for increasing the number of customers.

This is what was registered by other authorities during the discussion:

Information Secretary: Adnan Khalil

"We will make Falaksair plaza a provincial business hub. I have the designation of 'Information Secretary' so I will keep in touch with media for the sake of promoting this business plaza and will try my best that different channels can visit us and promote our business hub," said Adnan Khalil

Adnan said that we appreciate Phone World team for starting such innovative magazine and this is a good source for spreading our message.

Finance Secretary: Zia ul Haq

Zia told the Phone World Team that union is made for protection and support of the mobile market. He expressed his desire to make this plaza a 'business friendly' business centre.

Zia said that Peshawar is famous for business and customers come here for shopping.

Member: Zahid Khan

"A cooperative and united union like Mobile Traders Association is likely to achieve its moto and advance in the market," said Zahid, an enthusiastic member of the union.

Mobile Traders Association Falaksair Plaza Peshawar Moto:

1. Providing Security to Falaksair Plaza shopkeepers.
2. Providing proper parking to customers.
3. Focus on Plaza dusting and sanitary system.
4. Construction on Mosque on top floor.
5. Providing water coolers to plaza on every floor.
6. Starting Customer complaint office.





Social Media and Pakistan Police

Social Media can be a modern platform for policing in Pakistan.

Police and other law enforcement agencies are the subject of considerable attention all over the world. Police departments are increasingly embracing the idea of using social media sites, such as Facebook, for everything from soliciting crime tips to sharing safety-related information and improving community relations.

Researchers claim; forces with strong social media presences have better relationships with the citizens they are policing.

Social media use is likely to continue to grow and, on balance in every field. We have read many reports that indicate the impact of social media in maintaining law and order situation and helping Police in developed countries.

Benefits of Social Media in Policing are:

Police need to engage with people via social media not just to chase investigation leads but for maintaining law and order in city.

The voice of the police on social media receives a high level of trust that supersedes bogus information distributed online.

As a result the public describes and welcomes the police as a human organization that can be trusted.

Social media is also more effective than traditional print media for communicating with young people. Because younger people do not subscribe to local newspapers and often get their news solely via social media.

Social media also enables the police to display a more "human side" because of the more informal tone adopted in networks like Twitter and Facebook.

Through Facebook/Twitter police can easily share crime-related pictures and videos and give the public a relatively simple way to provide feedback and tips.

It will also allow police officers to talk about positive news, emotions, police culture and experiences of daily life.

Police department can also controls what types of information the department itself places on social media sites.

Transformation in police culture is the need of time and this is the high time for change in the police culture, Social media is need of Pakistan's Police Culture because people see it as a negative system.

The prevailing "thana culture" in our country has greatly undermined the efforts to curb terrorism and to implement rule of law.

People prefer to settle their disputes without involving the relevant authority. This has caused reluctance in citizens to approach the police for co-operation. The institution of police is in a dire need for reforms.

In Pakistan, police officer should be no less than a graduate and policeman should have at least completed matriculation. Police officers should study and be trained for a minimum of two years before being made in charge of a police station. Similarly policemen should undergo at least year training.

Different techniques were used to change the police culture in different parts of the world which become successful. We believe that a positive approach and a combination of training ecology and working ecology helps in producing the desired result. This is the time for Pakistan's Police to accept the change.

To use such sites effectively and safely, experts say departments should craft strong social media policies. For example, departments should establish guidelines regarding what the public can post on their pages.



SAMSUNG TRUCK

In order to explore the Galaxy handsets, SAMSUNG showed different products in Islamabad with help of Samsung truck. It was a two day activity held at

Venue: F-11 Markaz, near Mezan Bank

Venue: Opposite Savor Foods, Blue Area Islamabad.



Fazil Karim:

Best selling dealer for Khyber Pakhtunkhwa (KPK)

G-FIVE's Outlet located in the northern province of Pakistan is owned by Fazil. He started the mobile business in 2006. Fazil is authorize dealer for KPK. Recently, the outlet being owned by Fazil got the best selling dealer award in the KPK province.

He discussed with the Phone World team about G-Five, which has a good market in KPK and demand for it is increasing day by day. He said that G-Five is also providing Insurance policy. If the phone is lost than half of the payment will be paid by customer and new set will be provided by the shopkeeper. Fazil said that Insurance is free, no additional amount will be paid for attaining the service. He said the lost or stolen handsets will be blocked through IMEI.



According to Fazil, the success of G FIVE was due to its long standby time. G-Five has also started smartphones that range from 7000/- to 15000/-. It was revealed by Fazil that 70% of customers ask for warranty and Chinese handsets have no warranty. G FIVE has customer care center , which solves all the issues and claims of customers. He said that a hardware and software lab is also present.

It's not only the brand that G FIVE promotes, rather in KPK shopkeepers are also being promoted who sell G FIVE. Low price, warranty, proper marketing, effective insurance are the key factors that have led to the success of G FIVE in Khyber Pakhtunkhwan (KPK).

Malik Saddam Hussain:

Marks Peshawar as a Tough mobile market

Malik hosts a diverse range of customers from Afghanistan, Mardan, Charssada and Nowshera. He is in the mobile business for the past decade (10 years). Mobile business is his field of interest and he is happy with the pace of business. He is currently dealing in Nokia, Qmobile and Samsung.

Malik said that profit margin is going down every day because of tough competition. Local customers at Peshawar are brand conscious and customers from nearby villages are price conscious. Qmobile has affected Nokia market. Demand in Nokia decreased and customers prefer to purchase Qmobile because of more features and less price. He said that in local brands Qmobile is on top and the reasons are advertisement and features in low price.

Malik said that Government should make a policy for fixed price because every shop has different prices for the same hand sets. The most prominently known for such discrimination are Chinese brands and they are the gaining popularity, according to Malik Saddam.

He opined about 3G by telling the Phone World team that most of the customers have knowledge of 3G and are aware of it. He said people have 3G handsets but they have no connectivity, in case it is launched, the market is likely to flourish due to high sale rates.



Yammar Mobile

Zahid is in mobile business from last 5 years.

Starting from PCOs, he is now an authorized dealer of GoCDMA. He claims that Peshawar region is covered by him. Yammar Mobile provides handsets as well as cards to PCO owners. Before, PCO business was on peak because mobile phones and their connections were expensive and an average citizen couldn't afford a luxury like cellular phone. Zahid told the Phone World team that GoCDMA company has achieved the desired sale targets. This is the reason that he is satisfied with his business.

Few years before Zahid launched his own brand "YAMAAR MOBLES". The handsets were manufactured in China and these phones were featured phones with cameras. Zahid said that he closed YAMMAR brand because of little profit margin. He said that his brand suffered tough competition, Chinese brands came to the market with high profit margins and it was difficult for him to change models and offers every time. Customers were more keen in buying the new models of Chinese brands that were introduced on daily basis.

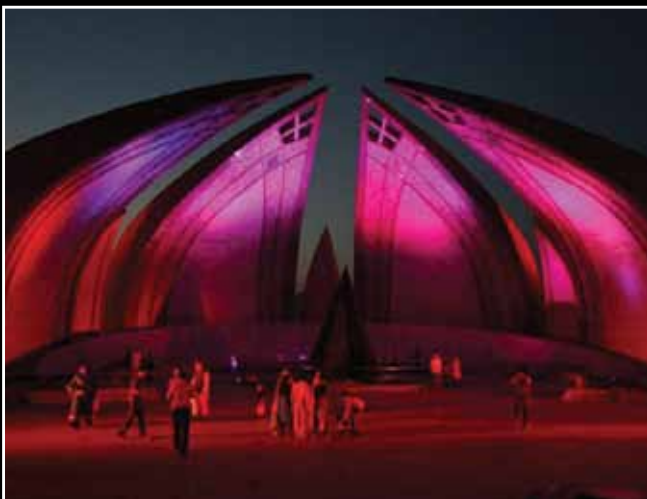
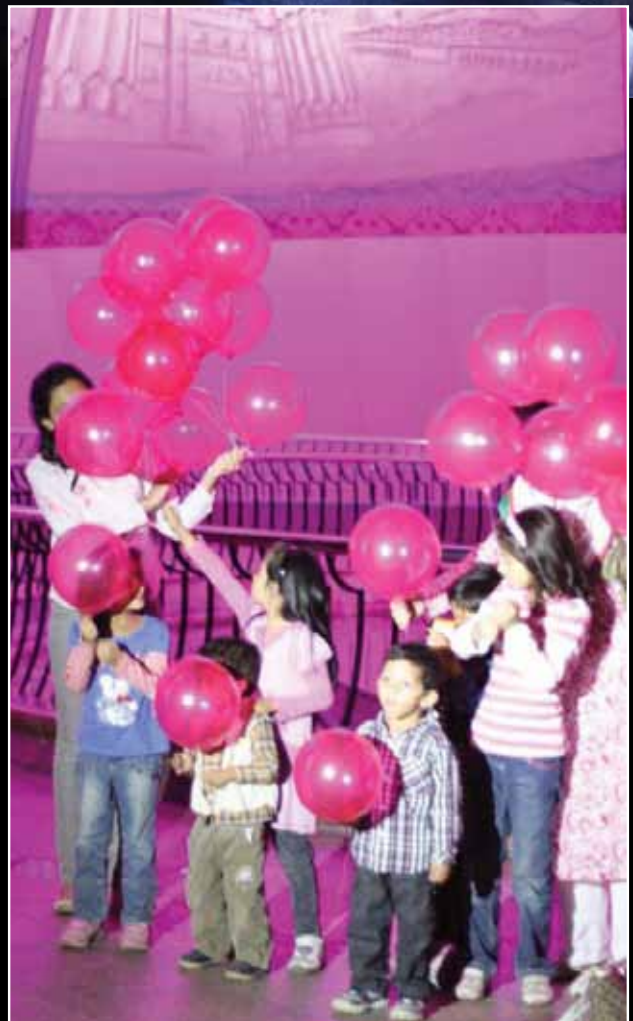
Zahid said that if we launch smartphones, the sales can increase up to 50%. Chinese brands don't provide warranty to their customers, but there are many others who do. "The main problem in Chinese phone is that they have no fix price, as branded phones have fix price so there is no problem for customer as well as shopkeepers," said Zahid while discussing the drawback of Chinese brands.



MOBILINK pink ribbon

October is marked as Pink Ribbon Month, Mobilink in collaboration with Pink Ribbon Campaign has highlighted its support for 'Pinktober - the Breast Cancer Awareness Month', by turning the Pakistan Monument pink with lighting effects on 24 and 25th of oct.

The campaign was conducted under the umbrella of Mobilink Foundation, which is the only registered non-profit organization in Pakistan's telecom sector and has joined hands with Pink Ribbon Campaign to help them achieve greater outreach for the noble cause.





Consistent interruption of mobile services in Pakistan

By Fakiha Hassan Rizvi

The penetration and easy access of cellular phones also raises the concern that it is available for every member of the society irrespective of how the consumer is using these communication tools. 'Terrorism' has been a matter of serious concern for Pakistan and now the impact of terror is resonating in the mobile business and telecommunications sector. It won't be wrong to call 2012 as a year of bans and jarred mobile signals for Pakistanis. 'Mobile freaks' grinded teeth as the Interior Ministry of Pakistan jammed mobile signals for some part of the day during religious festivities like Eid ul Fitar and Eid ul Azha.

A timeline of these frustration-arousing events is as follows:

August 19, 2012 - PTA had issued written directives to cellular operators to block mobile networks in major cities of Pakistan. The cities most affected were Karachi, Quetta, Multan, Peshawar and Lahore. People, especially those abroad, were finding it impossible to wish Eid greetings to their loved ones tonight.

September 21, 2012- Mobile phone services in 15 cities were suspended including Karachi, Lahore, Murree, Multan, Khanewal and Chakwal to avoid any untoward incident as the nation observed Yaum-i-Ishq-i-Rasool (SAWW).

October 31, 2012- Telecommunication service providers

lost Rs 100 million. The telecommunication service providers services were suspended in three major cities in Punjab and Sindh including Karachi, Rawalpindi, Multan, three areas in Islamabad and 20 cities of Balochistan, several parts of Khyber Pakhtunkhwa, Federally Administered Tribal Areas and Gilgit Baltistan.

Mobile Number Portability (MNP) Policy: On November 9, 2012, the government had banned mobile number portability (MNP), barring cellular phone subscribers from switching over to other networks while retaining the number issued by the first service provider.

ATA Bill tabled in the National Assembly: On November 13, 2012, according to new bill, law enforcement agencies would be authorized to take action against terrorists, cease their assets and confiscate their properties. Main object of amendment in the sections of ATA 1997 is to empower sections pertaining to criminal activities. According to section 8 of the bill, federal and provincial governments would be entitled to direct any official to cease assets or money of any criminal. Moreover, if anybody tries to refuse the government order, it would be considered a convicted in the view of law and such person would be liable to get five years jail with fine worth Rs 0.5 million or both.

If security concerns won't be dealt with a firm fist then it is likely that the telecommunications sector will have to bear the brunt of it.

Future of online gaming

By Misbah Zafar

Since the 90s computers and internet access has become more and more affordable and accessible with 80% of UK households now owning or having access to a computer in their home, a subscription list that is forever growing for the players which are playing online games worldwide.

All new games consoles now have internet access allowing you to play games with people from across the world whilst sitting in the comfort of your own living room. Online gaming is without doubt an advancing form of entertainment.

“We have been able to create games that deliver what people are looking for – the ability to immerse themselves and step into the game”

Why people like gaming than before? what about tomorrow gamers?

- **Today: a Mobile Reality**

Thanks to portable, connected devices like smartphones and tablets, gaming anywhere and anytime is now second nature to many people. As a result, people expect that “online” games will continue to move out of the traditional screen environment, blending seamlessly with the real world in new and engaging.

- **Tomorrow: Physical World as Platform**

Eager to get beyond their Smartphone screens, gamers are actively seeking new levels of interactivity, more intuitive interfaces (e.g., gestural or telepathic controls), and personalization of the

physical world that mirrors what’s possible online. Future games should register and respond to people as they exist in the offline world, which may mean using a player’s location, mood or stress level as metrics in a game, or allowing players to overlay virtual environments or information onto their actual surroundings, as with augmented reality.

Famous online games:

Fluid Football(iPhone and android)



The next evolution in tactical football games. Designed for tablets and phones.

“Fluid Football is like the perfect blend of New Star Soccer, Score Great Goals and Flick Kick” - T3

Requirements: Compatible with iPhone, iPod touch and iPad. Requires iOS 4.2 or later.. Android No 1 gameNo. 1 in All Apps in Portugal and No. 2 in UK, Italy and Argentina! in UK, Italy, Spain, Portugal, Argentina, Mexico, Poland and 11 other countries.

MARVEL War of Heroes(iPhone and android)

Requirements: Compatible with iPhone 3GS, iPhone 4, iPhone 4S, iPhone 5, iPod touch (3rd generation), iPod touch (4th generation), iPod touch (5th generation) and iPad. Requires iOS 4.3 or later.

Cards are assigned to either a Speed, Tactics or Bruiser category, which gives them an advantage against other cards in different categories and also allows them to be combined to form "combos" that further increase their effectiveness in PvP battles. Players can also earn "mastery" over cards by using them regularly, which boosts their power even further.



Carmageddon (iPhone)



Carmageddon is the original free form driving sensation, where pedestrians (and cows!) equal points, and your opponents are a bunch of crazies in a twisted mix of automotive killing machines. The game features anarchic drive-whenever-you-like game play and over-the-top surreal comedy violence. It's the racing game where racing is for wimps.

Fruit Ninja (iPhone)



Action game with squishy, splatty and satisfying fruit carnage! Become the ultimate bringer of sweet, tasty destruction with every slash. Swipe up to EIGHT fingers across the screen to deliciously slash fruit like a true ninja warrior, taking in all of the crisp detailed effects which have been radically improved from the iPhone version. With two games modes in single player and worldwide leaderboards using Game Center, the addictive gameplay will keep you coming back for even higher scores.

Sonic Jump(iPhone):



Sonic Jump's several-dozen stages and leader board-driven Endless modes are a great deal for \$1.99 at app store. Having HD graphics.

Players can spend collected coins each round on power-ups like Ring Magnets, Shields, Second Chances and more. But these items take far too long to earn through normal play. Impatient or extremely competitive players can buy these boosts and use them to set high scores, eliminating the truly competitive nature of Sonic Jump's leaderboards.

Super Fluid (iPhone and Android)



We're really excited to say that the game is now available to download on both iOS and Android and ready to play.

The colourful puzzle based game 'Super-Fluid' has been developed to work across Android and iOS devices and uses tilt-based controls for navigation through the levels as the character changes into three different states - solid, liquid and gas. The game's narrative follows 'Super-Fluid's' attempts to escape from its creators 'Dynamisplice', facing a variety of puzzles and challenges to navigate through each level, and get past enemies, including the Diabolical Jellies and Stalagbites.

Fighting Fantasy: Blood of the Zombies (iPhone)



"Insane megalomaniac Gingrich Yurr is preparing to unleash an army of monstrous zombies upon the world. He must be stopped and his undead horde defeated. In this life-or-death adventure the decisions YOU make will decide the fate of the world. Can YOU survive or will YOU become a zombie too?"

Rayman jungle run (Android)



Android game Each of Jungle Run's 40 levels is crafted to perfection and begging to be replayed in pursuit of that perfect run.

The simple joy of watching Rayman bounce and skip across your 'android's screen never grows old.

Emerging markets

While online gaming has taken off in Europe and holds potential for the U.S. should legal issues be resolved, other global markets also hold tremendous promise. A solid infrastructure of broadband Internet connectivity, easy access to mobile applications, and safe and secure payments through a native banking system are three of the key factors that could support this growth. Emerging regions such as India and Latin America are likely to be the next major markets to come into view for the industry.

EA's chief executive officer, John Riccitiello, said he believes the emerging online and mobile phone-based gaming business models will overtake traditional boxed products for video game consoles in the next coming years.

Pirated iOS app store Installous shutdown

By M. Mohsin Rehman

A most famous pirated versions of iOS apps went down for good today, but it's not the end of pirates applications for those with jailbroken iDevices.

A bad news for Apple's jailbreak community right on the first day of the New Year: Installous, a major source for pirated paid apps from Apple's App Store, won't be around anymore.

Hackulous, the company behind the popular (and controversial) app Installous which let people easily download pirated apps on jailbroken iOS devices, has shut down. As of today, the pirated app store no longer works, and only shows these errors: "Outdated version. Installous will now terminate" or "API Error. API unavailable."

For so many years, Installous offered complete access of almost every app available on official App Store for free for anyone with a jailbroken iPhone, iPad, and iPod Touch.

In my personal experiences with the app, I could often download the latest iOS applications and games for free from a variety of sources within mere seconds. After downloading, you could then install the app on your iDevice as if you purchased it from Apple's App Store. Additionally, during its prime, it wasn't unrealistic to expect expensive App Store apps hitting Installous mere hours after release.

Hackulous composed a short swan song on its Web site titled "Goodnight, sweet prince" about the closure of the pirate app store:

"We are very sad to announce that Hackulous is shutting down. After



many years, our community has become stagnant and our forums are a bit of a ghost town. It has become difficult to keep them online and well-moderated, despite the devotion of our staff. We're incredibly thankful for the support we've had over the years and hope that new, greater communities blossom out of our absence" - Hackulous Official Website

It seems odd for Installous to close on its own for such simplistic reasons, considering its large user base and a possible moderate revenue stream from built-in ads. Regardless of the reason for Installous shuttering, Apple can't breathe easy

"This is an incredibly good thing for iOS if you think as an application developer"

just yet – hackers can still download pirated apps quite easily through a number of methods and outlets (such as Appcake and App VV on Cydia).

This is an incredibly good thing for iOS if you think as an application developer. Their total value of paid applications stolen by pirates. I've heard all the arguments about "piracy is impossible to stop", "pirates wouldn't pay anyways", "it's good free advertising." Whatever. The Android ecosystem's utter lack of security, culture of piracy, and Google's failure to do anything serious about the problem is simply encouraging people to steal their hard work for free. Now application developers will prefer iOS more.



HTC DROID DNA

OS:	Android OS, v4.1 (Jelly Bean), upgradable to v4.2 (Jelly Bean)
Chipset:	Qualcomm MDM615m/APQ8064
CPU:	Quad-core 1.5 GHz Krait
Camera:	8 MP, 3264x2448 pixels, autofocus, LED flash
Memory:	16 GB (11 GB user available) storage, 2 GB RAM
RAM:	No



Nokia Lumia 620

OS:	Microsoft Windows Phone 8
Chipset:	Qualcomm Snapdragon S4
CPU:	Dual-core 1 GHz Krait
Camera:	5 MP, 2592x1936 pixels, autofocus, LED flash-
Memory:	microSD, up to 64 GB
RAM:	8 GB storage, 512 MB RAM



LG Nexus 4

OS:	Android OS, v4.2 (Jelly Bean), upgradable to v4.2.1
Chipset:	Qualcomm APQ8064 Snapdragon
CPU:	Quad-core 1.5 GHz Krait
Camera:	8 MP, 3264 x 2448 pixels, autofocus, LED flash
Memory:	8/16 GB storage, 2 GB RAM



by Mohsin Rehman



Qualcomm
snapdragon

Sony Xperia E dual

OS:	Android OS, v4.0.4 (Ice Cream Sandwich)
Chipset:	Qualcomm MSM7227A Snapdragon
CPU:	1 GHz Cortex-A5
Camera:	3.15 MP, 2048x1536 pixels
Memory:	microSD, up to 32 GB
RAM:	4 GB (2 GB user available), 512 MB RAM

Huawei Honor 2

OS:	Android OS, v4.0.x (Ice Cream Sandwich)
Chipset:	Huawei K3V2
CPU:	Quad-core 1.4 GHz
Camera:	8 MP, 3264x2448 pixels, autofocus, LED flash
Memory:	microSD, up to 32 GB
RAM:	8 GB, 2 GB RAM



Qmobile Noir A10

OS:	Android OS, v4.0.4 (Ice Cream Sandwich)
CPU:	Dual-core 1 GHz MediaTek MT6577 + PowerVR SGX531
Camera:	8MP, 3264x2448 pixels, autofocus, Dual-LED flash, Geo-tagging, touch focus
Memory:	4GB built-in, 512MB RAM, microSD card (supports up to 32GB)

by Adnan Khan

Only 5 SIMs allowed against one CNIC

Pakistan Telecommunication Authority (PTA) has issued directive for allowing maximum of five SIMs against one CNIC of any operator.

It has been learnt that mobile cellular companies have received new orders of the PTA and are evaluating their options for the implementation of the order.

Before this directive, each CNIC holder could own 10 SIMs of one operator or 40 SIMs of 4 cellular operators at most. But according to the new rule, one customer will be able to hold maximum of five SIMs against his/her CNIC of one or multiple operators.



PTCL launches Evo re-activation offer



Pakistan Telecommunications Company (PTCL) has introduced an offer for its inactive Evo mobile internet customers. Customers who have not recharged since 1 August this year can now recharge and get 100 percent free balance for one subsequent month, equivalent to the top-up or bill payment. This offer is valid for both prepaid and postpaid customers and postpaid customers are also exempted from previous outstanding dues by paying current month's bill.

3G auction back on track, expected in January 2013

The Pakistan Telecommunications Authority (PTA) has finally selected consultants for its long-awaited 3G auction. The PTA received 51 applications, 27 of which were qualified, before selecting three via a shortlisting and selection committee. As noted by TeleGeography's GlobalComms Database, plans to auction 3G licences earlier this year ran into difficulties when it emerged that the PTA had not followed approved procedures for the selection of advisory consultants, raising suspicions of potential foul play. The tender is now expected to take place in mid-January 2013 and would look to draw in new international investors. The three consultants have been hired for a three-month period, at a total cost of USD545,000, whilst the PTA chairman reportedly expects the auction to generate USD900 million for state coffers.

by Adnan Khan



Warid Announces Double Number SIM

Warid has announced the availability of this new service called "Double Number SIM". As the name suggests, the service will allow Warid customers to own and operate two separate Warid numbers on a single SIM. This service can be availed by all prepaid Warid customers, who can get two numbers on one SIM without carrying two handsets or dual SIM handsets.

Glow Presents Augmented Reality at LUMS Thriller Night



Glow by Warid recently presented the cutting-edge concept of Augmented Reality in the form of a never-seen-before brand engagement activity at the LUMS Thriller Night 2012. Augmented Reality is a concept involving choreographed imagery in a video stream where a person interacts with the objects on screen, giving the perception of being part of that reality. This is a virtual setup where a group of friends stand in a blank space in front of a SMD screen and are then transposed to appear as if they are participating in a music video. With this very exciting activity, the cellular brand offered another way to LUMS students to rejoice with friends in a free spirited way. The activity also created a lot of buzz on campus and 200+ students showed up to participate in this activity.



Mobilink Launches Mobicash

Mobilink has now launched its mobile financial services which they are calling: Mobicash, a brand name that has been used in various countries for mobile financial and similar services (more details at the bottom).

Website for Mobicash is up and running now, which has all the details about mobile financial services that Mobicash is offering. Currently, Person to Person money transfer service and bill payments are

available. Anyone with original CNIC (and a photo copy), using any mobile network, can use money transfer services.

Both services can be availed from any Mobilink franchise, customer care centre or Mobicash Retailer.

For money transfer, service charges are almost similar or marginally lower than Easypaisa for higher transactions, but customers might not be contented with Mobicash rates.

by Adnan Khan



Zong and Huawei Establish State-of-the-art GSM Lab at NUST

Zong and Huawei Pakistan have established a state-of-the-art GSM laboratory and training centre at National University of Science and Technology (NUST) to liaison with the telecom industry's needs by creating a bridge between the academia and the corporate world.

With the expertise of China Mobile Pakistan and Huawei's investment of US\$ 1.3 million in hardware, the GSM laboratory will be providing exposure and hands-on experience of operating high-tech GSM equipment which can be used as platform for further Research and Development (R&D) for Value Added Services (VAS).

This lab is to be used for study purposes, the lab is a complete telephone network including a GSM mobile infrastructure with one MSC, one BSC, one BTS and HLR and media gateway.

The lab will also provide the platform for development of software, tools and patches to remove discrepancies. It will familiarize students with the fault, configuration, security and network performance management of telecom infrastructure.

Mr. Fan Yunjun, CEO, ZONG said that the GSM

lab created by ZONG is a fundamental part of their corporate social responsibility as helping young people access quality technological education will lay the foundation of cultivating talent necessary for the advancement of industry and development in Pakistan.

Speaking at the launch Chinese Ambassador to Pakistan Mr. Liu Jian said "I am pleased to learn that ZONG has initiated such a marvelous project to help the talented students accomplish their goals, with HUAWEI's laudable investment of 1.3 million dollars, I am confident that this lab is furnished with the latest technology where students will be able to gain experience related to practical application of communication standards."

He further added, "Moreover, ZONG's and HUAWEI's efforts do not only represent promotion of technological education, they also symbolize the commitment of China to Pakistan."

ZONG is China Mobile's first venture outside of China. China Mobile has made the largest investment among all the Chinese investment in Pakistan and is considered an emissary of friendship between Pakistan and China.

by Adnan Khan

Ufone introduced Rs 150 scratch cards with Wasim Akram's Autograph



Ufone introduced Rs 150 scratch card in Pakistan with Wasim Akram's autograph. The scratch card is unique and the first of its kind which has been designed as a collectable series with 5 different designs. The scratch cards will not only facilitate customers to upload balance but it will serve as a souvenir with the autograph of the renowned King of Swing. The recharge of balance from any of the 5 cards will qualify for a lucky draw to win a trip to Malaysia accompanied by Wasim Akram

There will be 5 lucky winners who will be accompanied by cricket legend Wasim Akram in a most enjoyable and memorable journey of their lifetime.

“Millions of fans now have a chance to get my autograph through scratch cards of their favorite cellular phone network. This is a lifetime opportunity for both my fans and I to tour Malaysia and get to discuss my cricketing moments over the years. I thank Ufone for setting this platform and allowing me to reconnect with my fans”

Wasim Akram, Brand Ambassador Ufone



It's not only a chance to win the lucky draw, but the customers will get one of five sure surprise gifts including 100 SMS, 300 MMS, 3MB Internet, 100 Mins Free (U to U) on the recharge of each card.

March 31, 2013, is the last date to submit entries for lucky draw Lucky draw.



HTC one Launch Ceremony





Qmobile Noir A8 Showcased at 4th Fashion Pakistan Week



ZEE MOBILE

www.zeemobile.pk

Z311



Magic Voice
Auto voice call recording



Experience advanced touch interface with Touchwiz 3.2 on a Large and crisp 3.2" display



Social Hub Seamless access to Social Networking & Mail



Capture & store memories with built in High Definition Camera & 8GB expandable memory



Type faster than ever before With Trace application



Form
Band
Display
Camera
Battery
Connectivity
Micro SD

Full Touch
EDGE/GPRS Quad-band (850/900/1800/1900MHZ)
3.2" QVGA
High Definition
1000mAh
Bluetooth
Support up to 8GB

