

Monthly

# PHONE WORLD

A Product of CACF

Issue 5, July-August 2012

Cellular phones  
as **'smart ad  
machines'**



**is back**



**MOBILE ASIA**  
EXPO REVIEW

Pakistan restarts  
**3G licensing process**

The  
battle  
of the  
**new  
age**



*Sometimes,  
a smart move  
is all it takes*

HUAWEI **Ascend** Y 200



*[huawei.com/device](http://huawei.com/device)*



**Ammar Shafiq**  
Managing Editor

An excellent education; Access to the newest technology; Passion for learning; This is what all parents want for their children.

Augmented reality (AR) is a tool educators should consider using as it provides discovery and experiential experiences creating more opportunities for students to make deeper connections and understandings.

Educators who are taking simple steps and putting the proper building blocks in place are experiencing great success with their students who love their digital devices.

Our 5th issue highlights these Digital Devices like Smart Phones and their Penetration in our daily life.

Rules and Regulations are very important in any field as they simplify our daily lives; Phone World Magazine 5th issue focused TYPE APPROVAL's of Pakistan Telecommunication Authority, along with its significance.

3G is on its way to Pakistan. On the recommendations of the sub-committee, the National Assembly's Standing Committee on Information Technology (IT) directed the IT Ministry to speed up the process to auction 3G licenses by hiring international consultant (Hiring international consultant will ensure transparency).

Qualcomm- Djuice AR Training, Huawei Smartphones Launch in Pakistan, LG's Back in Pakistan and much more is written for you.

We are committed to bring the latest and useful features, Interviews, local news & events from Pakistan's market.

Thank you,

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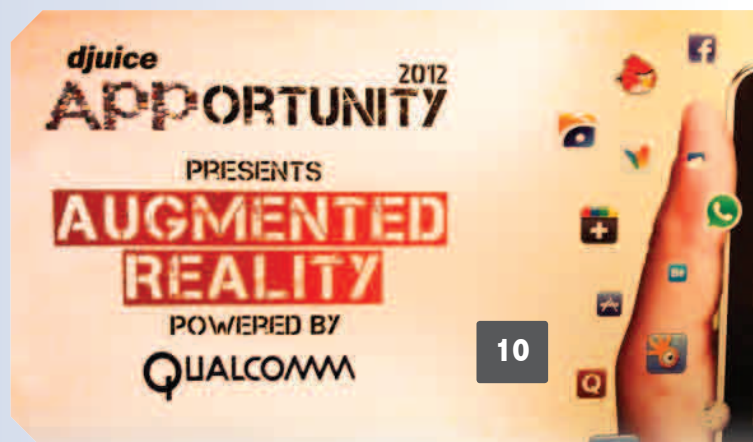
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**GSMA** MOBILE **ASIA** EXPO

*2012 Event Highlights*



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# CELLPHONES

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Market **Challenge**  
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**TYPE APPROVAL**

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## National

- 06 **TYPE APPROVAL**
- 07 **ZTE unveils Qualcomm S4-powered ....**
- 15 **Pakistan restarts 3G licensing process**
- 40 **Huawei Officially Launched in Pakistan**
- 47 **CELLULAR PHONE as your navigator**

## Twin City Express

- 16 **Farman Elahi**
- 17 **Rana Ghazanfar Ali**
- 18 **Mobile Internet Packages!**
- 19 **When it comes to shopping online...**
- 20 **ZEE Mobiles**
- 22 **Al Saeed Communications**

## Karachi Rocks

- 24 **Cellular Phone as a mass medium**
- 25 **The Battle of the New Age**
- 26 **Active Mobiles - AL MANSOOR electronics**
- 27 **Gulfam communication**
- 27 **Bismillah Communication**
- 30 **Nizam electronics - Mobile Club**
- 31 **Zaid Communicaiton - Hi Tech Mobile**

## Lahore Lahore hai

- 33 **Smartphone Penetration**
- 34 **AL HAFEEZ MOBILES - Lahore Mobile**
- 35 **City Phones- Brother Mobiles**
- 36 **PAKISTAN MOBILES - Al Hafeez Mobiles**
- 38 **Cell corner - UMAIR Mobiles**

## Khybar Mail

- 42 **Tips to get the most out of your battery**
- 43 **Car lifters and Mobile phone jammers**
- 44 **Sharjah Communication**
- 45 **JADOON COMMUNICATION**

by Zainab Batool

# TYPE APPROVAL

**R**ules and regulations are made to simplify everyday life. Often they are necessary to protect the unsuspecting public from harm. But often these laws become confusing and hinder business and the common businessman in the bazaar is led a merry dance with these procedures. One such new law is Type Approval by Pakistan Telecommunications Authority (PTA).

Type Approval for equipment by PTA is license/No Objection Certificate (NOC) given by PTA to use, sell, or manufacture telecommunication equipment within the territory and airspace of Pakistan. PTA has defined eight categories for Type Approval. These include:

- **Wireless Module,**
- **VoIP Terminal Equipment,**
- **Vehicle Security Devices,**
- **Broadband Terminal Equipment,**
- **PABX/IP-PBX,**
- **Wireless Radio Trans/Receive sets,**
- **Fixed Wireless Terminal Equipment,**
- **RFID Equipment (with range greater than 10m).**

All Cellular Handsets and GMPCS (Global Mobile Personal Communication by Satellite) sets or Satphones are not included in these categories.

Type Approval enables PTA to

- **Control equipment being used in the country.**
- **Track a device from its owner, to its reseller, to its manufacturer.**
- **Maintain a basic technical and safety standard for the equipment.**

Type Approval in one form or another is enforced in all countries. In fact the 'CE' denoted on electronic devices

means wireless device is Type Approved by the European Union. Type Approval is used for tracking devices circulating in a region; it is similar to tracking mobile phone set owner by SIM and IMEI number.

Type Approval must be acquired for every model of every brand in a given category. It was first announced by PTA back in 2005. Since then the type of devices requiring approval has changed. The license fee was also decreased in 2009. It should be noted that the PTA website is very helpful and the procedure as well as the application form are available on it.

The Application form can be downloaded from the link: [http://www.pta.gov.pk/Application\\_Form.zip](http://www.pta.gov.pk/Application_Form.zip) Along with the form the applicant must also submit

- **Applicants Undertaking,**
- **Photographs of the Equipment,**
- **System Description,**
- **Functional / Safety Test reports,**
- **Technical Data and Specifications,**
- **EMC, EMI,**
- **Radio Test Reports,**
- **User Guide/Manual,**
- **Set of Circuit Schematic and Functional Block Diagrams,**
- **Authorization letter (If T.A required on his own name),**
- **Processing fee in Pak Rupees equivalent to amount US \$ 100,**
- **Sample(s) of the equipment,**
- **Cost of the equipment as per the quotation/invoice**

PTA charges USD 100 (or equivalent Pak. Rupees) as Processing Fee and a varied amount for actual approval (depending on the type of device under consideration). For instance, if a locally manufactured RFID device is under

consideration for Type Approval, then, the total fees charged would be USD 100 plus PKR 5000. Approval fees for different categories are as follows:

Categories	Fee	
	Local Manufactured (PKR)	Imported (USD)
Wireless Module	5000	100
VoIP Terminal Equipment	5000	500
Vehicle Security Devices	5000	100
Broadband Terminal Equipment	5000	100
PABX/IP-PBX (for each additional 100 lines)	5000 + 1000	500 + 100
Wireless Radio Trans/Receive sets	5000	500
Fixed Wireless Terminal Equipment (GSM Gateway, WLL sets, etc)	5000	100
RFID Equipment	5000	100

The fees can be deposited to PTA in pay order or demand draft form.

Test results to be presented with the application can be issued by internationally recognized Laboratories or by Air Weapons Complex Labs in Pakistan. However PTA withholds the right to re-test any equipment.

Once Type Approval is received;

- **Each piece of equipment being distributed must have a green label proclaiming PTA approval.**
- **Another brown seal detailing the serial number of the product and its year of manufacture must be affixed.**
- **Every advertisement of the product must mention the Type Approval.**

# ZTE unveils Qualcomm S4-powered Grand X LTE

by Ammar Shafiq



The ZTE Grand X LTE (T82) is slated to run on a 28 nm chipset, namely Qualcomm's MSM8960, which enables it to save on power usage as there will be less individual chips inside sapping your battery life.

The 1900 mAh battery will keep the dual-core 1.5 GHz Krait processor going, while an 8 MP shooter capable of 1080p video recording will attend to your photography needs.

Pricing is unknown at this time, although we do expect it to hit the Asian and European markets in Q3 of this year.



by Zainab Batool

# Electronic Waste in Pakistan

**A**sk yourself a simple question; "What happened to the mobile I bought 10 years ago?" It probably cost you big bucks, it probably weighed a ton and at the time it must have seemed that technology cannot get any better and this mobile is going to last forever and ever. Well one thing is true it can last forever. Odds are that mobile phone is lying in the back of some cupboard, gathering dust and every few years you see it, when you are spring cleaning, and wonder what to do with it. No shopkeeper will take it off your hands; even for free.

On the same line, try to track where your first PC or Laptop is. The electronic devices we bought 10 years ago at high prices are now laying useless in our store-rooms or someone else's store room. Eventually we throw obsolete electronic equipment in the dump. But the question remains; where do these gadgets go? Turns out the same happens all over the world. PhoneWorld gives you an insight of where our e-waste ends up.

Pakistan is one of the biggest dumping grounds of electronic waste in the world. Despite the fact that dumping old computers in developing countries has been declared as violation of international law, Pakistan was being used as dumping ground for over 50,000 tons of e-waste that hurts local industry and also creates environmental and health hazards. (2009 - Basel Action Network) PhoneWorld talked to Adnan Shahid CEO of "Green Pakistan E-Waste Recyclers", a company which is trying to get funding to start a project for effective recycling of e-waste in Pakistan. He had this to say:

"If you look around your own house, you will find obsolete and old mobile phones, a damaged mouse/keyboard. Even an old

PC or laptop would be rusting in your store. A printer or a cordless phone that you changed last season may be lying in your garage - not knowing what to do with it. But this is not all, look at all the batteries (AA - AAA) that come out of your TV remote; they end up in your normal household trash. These batteries have toxic waste in them. Landfill waste dumps of such material erode top soil and are seriously damaging our environment." Adnan further explained that there exists an informal and stone age recycling mechanism in Pakistan. This system is actually an extension of traditional material collection and recycling system (also known as 'kabaaria'). These informal recycling systems are done with total disregard to human health. In addition, the precious metals are also lost due to improper recycling techniques.

Pakistan is a signatory to the Basel Convention and ratified it on 24 July 1994. However, stripping of old and obsolete computers and other electronic items is done in total disregard to the process of handling hazardous materials. Karachi is a major dumping ground for e waste from all around the world. Lyari river bed and Shersha areas are used to handle and recycle e-waste materials. Hundreds of women and children are associated with this informal stripping and recycling of electronic wastes. These workers involved in burning computers parts are exposed to high level of toxic materials and fumes. Young children, men and women involved in this practice have been diagnosed of serious medical conditions. They have been reported early life deaths due to direct working process related to burning of cable etc. In addition, lot of electronic waste not only pollutes our environment, it ends up in the Arabian Sea - contaminating the sea life as well. Currently, there is NO proper and actual recycling centre for electronic



waste in Pakistan. Present recyclers do proper disposal of electronic waste but completing the cycle by reutilization of components is not being done in Pakistan. It is imperative that we stop defective technology polluting our environment of hazardous e-waste. There has been no strategic focus on the issue of e-waste in Pakistan - neither at government level nor at social level. There is a dire need to recycle e-waste to avoid transforming the cities into dump yards. Pakistan is an agriculture based country. Fertile land is our main asset. By polluting our top soil, we are losing our motherland to hazardous materials. We are depriving our next generation from the environment that they deserve. Environment sustainability is a millennium development goal.

In the end Adnan had another useful titbit for us: "As per one report of 2009, there is about 50,000 tons of e-waste that is dumped into Pakistan. As per a conservative estimate, this is growing at the rate of 15% per annum with local computers and mobile phone which are becoming obsolete, irreparable and end of life. Although no final testing has been done to estimate actual value to be extracted out of this e-waste, it is still conservatively calculated that \$200 of useful material can be recovered for every ton of electronic waste."

This means that just by streamlining and introducing technology in our existing recycling industry we can build a profitable industry as well as preserve our environment for coming generations.

# **LG IS BACK** **With A Bang!!**

by Ammar Shafiq

**L**ife's Good, they say and now with its Re-Launch in Pakistan with some Hot Smart Phones they are making our lives Better! Smart Phones are getting popular day by day and people are switching fastly to smart phones. Mobile Markets are flooded with Chinese Brands to some top Brands like Nokia, HTC, Apple, Samsung. LG looking at the scenario has "RELAUNCHED" and in the race now !

LG's new Android smartphones all feature big screens and multi-core chipsets. LG unveiled the Optimus 4X HD, the company's first quad-core phone, a slimmer Optimus 3D Max, and a 5-inch "phablet," the LG Vu.

LG came up with new spirit and joins hands with Smartec, their channel support partner In Pakistan.

NO, Doubt LG is a big name and wil definitely grab attraction of the buyers.





# APP-OPPORTUNITY<sup>2012</sup>

PRESENTS

## AUGMENTED REALITY

POWERED BY QUALCOMM

by Ammar Shafiq

**Q**ualcomm & Djice are playing an important role to maintain the Ecosystem and provide students of Pakistan Opportunities to grow and rise in the field of Telecommunications and technology.

This is not the first Augmented Reality Session conducted by both the companies, Previously Qualcomm and Djice conducted a useful interactive learning session for the students of Islamabad and this time they went Lahore to polish its university students with the power of Qualcomm's Vuforia "Augmented Reality" teach them what Augmented Reality is and let them make amazing Applications which can make them part of Djice Appportunity 2012 and can win amazing prices.

This is the level of commitment needed by all the Telco Operators and Vendors to come forward and develop the nation. It's a life time investment and rewards are unlimited.

### Training on Augmented Reality – Lahore

The aim of this training was to invite students and software developers to unleash their talent by creating mobile phone applications (apps) on platforms such as Apple iOS, Google Android and Nokia's Symbian among others using Qualcomm's AR technology SDK's.

It was a hands on training session for students in which Instructors from Qualcomm taught them AR techniques and demonstrated APPs.

Hammad Kabir, Director Marketing Djice Pakistan in a message at the launch said:

**"I am a technology guy myself and I always like innovations, My advice to all the**

**students will be to spend at least 80 % of your time on the ideas and the rest on development, It's the idea which sells, and we need to be very strong and simple in our ideas, he quoted examples of Facebook, Twitter etc "**

Mustafa Jamshed Gillani, Manager Value Added Services Djice In a message said:

**"Djice in collaboration with Qualcomm is committed to provide students a platform from where they can grow and rise, it's such a tremendous opportunity that anyone can be Entrepreneur by developing a simple an amazing App and do wonders, he showed some stats to the students as well from the Mobile Phone Platforms, Smart Phones Penetration etc which can be very useful for their success. "**











# MOBILE ASIA EXPO

## 2012 Event Highlights

by Ammar Shafiq

### THE NEW MOBILE ERA

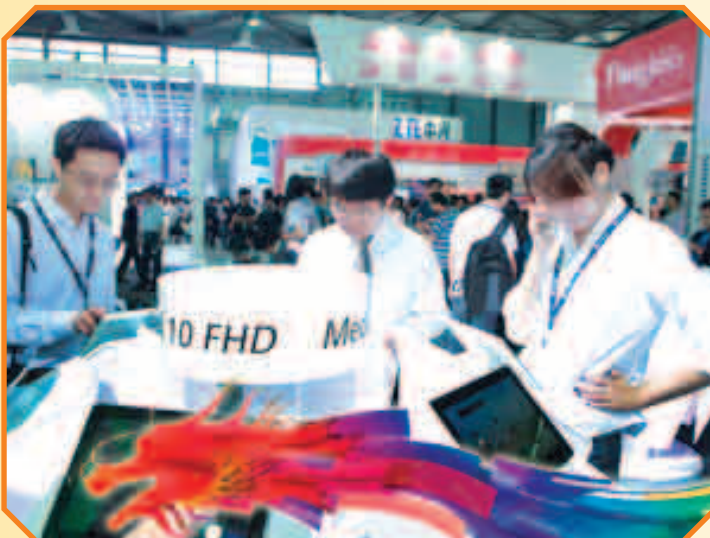
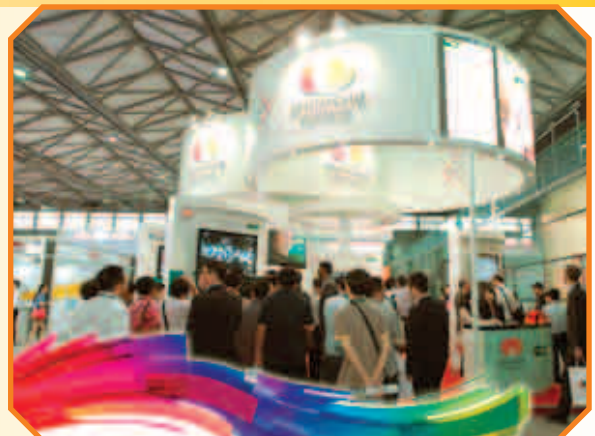
The GSMA's first-ever Mobile Asia Expo debuted in Shanghai to a resounding success. Senior-level industry leaders were joined by mobile 'prosumers' to a wealth of product showcases and announcements; learning and networking opportunities, including:

#### Exhibition

More than 200 companies showcased their goods, games and services at Mobile Asia Expo. Visiting the two exhibition halls provided glimpses of exciting new phones, technologies, applications, back-end solutions, games, accessories and more.

The expo floor was buzzing at several special zones of interest to our mobile prosumer audience, including the Angry Birds Zone, Augmented Life Zone, Mobile Fashion Zone, Mobile Gaming Zone, and the mRemote Control Zone. Attendees were able to interact with their favorite mobile games, show support for their favorite areas and play games. They even had the chance to share content with friends on social media and win great prizes, including mobile tablets.

There were even exciting learning opportunities on the show floor in the Innovation Labs, sponsored by Orange. From product demonstrations and strategy sessions to tips on how to ensure your mobile ideas succeed, the Innovation Lab provided insights and inspiration to all attendees.



# Pakistan restarts

# 3G licensing process

by khalid khan



**3** G is already 4 years late in Pakistan, so it's not like the country is running out of time - it already has. According to ITU's World Telecommunication/ICT Indicators Database, a total of 159 economies worldwide have launched 3G services commercially and the number of active mobile-broadband subscriptions has surpassed one billion.

Mr. Farooq Ahmed Awan Secretary (IT & Telecom) said Pakistan will shortly start issuing 3G technology licenses. He summarized many important aspects on 3G technology licensing at launching ceremony of Huawei smart phone Ascend P1 at an exciting ceremony on Wednesday night. He further said that introduction of smart phone's new and latest technology will boost up youngsters to get better understanding of 3G technology.

He was confident that introduction of Huawei in Pakistan will not only introduce new and advanced technology but will also generate large number of employment opportunities. He added that China is our

trusted friend and its government and people always supported Pakistan. Chairman Link Communication, Shokat Hayat Pracha said that Huawei is the second largest telecom company of world providing services in 140 countries. He said Huawei annual turnover is more than 32.2 billion dollars and it providing solutions to all the telecom companies in Pakistan. He expressed hope that smart phone Ascend P1 (dual core, 1.5 GHz, TI OMAP, 4460 cortex A9 processor etc.) will soon get huge market share in Pakistan.

3G is a blessing; it can take broadband to every nook and corner of the country, becoming accessible to more than 90% population. Holding this technology is very important; Pakistan does not really have a choice but to migrate to 3G data networks to allow the socio-economic benefits of mobile broadband. People of Pakistan are optimistic; despite the economic and political forecasts they have their fingers crossed for a better future.



# Farman Elahi Mak International F-7 Markaz Islamabad



**F**arman Elahi has been the proud shop owner of Mak International for the last 11 years at F-7 Markaz. Mak International is also the official partner of Nokia and currently deals in all types of international brands such as Samsung, HTC, BlackBerry, Apple and Sony Ericsson. Whereas Q-Mobile is the only local brand that they deal in!

No Chinese handsets are dealt at Mak International, as Farman Elahi believes that F-7 is the posh area of Islamabad, and the people who come to buy handsets here are from the upper echelon of the society.

Farman also informed us that that Mak International also deals in the repairing of damaged Handsets which also includes software upgrades. He explained that statistically 80% of handsets that are dead are smartphones; of which 75% are iPhones and the rest are mostly Android. Mak International offers Warranty dealership in Advance Telecom, Mobile Zone and I2

Farman Elahi personally uses a Black Berry and believes that it is the best in terms of Services and design quality!



**PTA approved Walkie Talkie (Trunked Radio Technology) wireless service available in ISB/RWRY. You do not need wireless license, just contact us and we will provide you the service with handheld and vehicle mobile radio sets. With office dispatcher (Base station) you can manage your own fleet of vehicles more efficiently.**

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# Rana Ghazanfar Ali

## The Mobile Retail Veteran!



**T**he Phone World team conducted an interview with Rana Ghazanfar Ali, who besides being the owner of Mobiline located at G-9 Markaz for the past 9 years; He is also the serving President of the mobile market at Paragon Centre G-9 Markaz!

On asking Rana Ghazanfar Ali about what business Mobiline specifically operates in? He said that Mobiline is a Retail shop that deals in New and Used Branded Handsets such as Nokia and Samsung; and only Q-Mobile in the local brand category.

He added that the Business is going fine, and both New and Used Handset customers have their own relative market that brings in profit; He thinks that the reason to that is the fact that no private retailer can survive in the Mobile Marketing world without having one or the other (New or Used Handsets) available!

Rana Ghazanfar Ali says that though he is very happy with his line of work, but the only issue he has, is the poor profit

margins that are assigned by the Product Distributors!

Mobiline is currently associated with many Distributors such as Advance Telecom, Digicom, United Mobile, and Mobile Zone, who are responsible for the distribution of international brands such as Nokia, Samsung, and HTC but surprisingly the best profit margin figures; is attained from Q-Mobile!

Not only does Q-Mobile function as the best profit provider, but it is also "HOT" in the current market, and put in the fact that the reliable quality of the product itself and the amazing warranty deals that they offer, the result is that Q-Mobile is now crippling the Nokia Market!

As an opinion/Suggestion for the Mobile Market, Rana Ghazanfar Ali suggests that the brands channel should be broadened and new brands should be introduced such as Apple (Legit), with proper franchises and distributor plus the fact that there is a large market segmentation out there, this is a huge opportunity to avail!



# Mobile Internet Packages!



by Fakiha Hassan Rizvi

**W**henever we come across something unknown our mind automatically directs us to -'Google it out!'. We seem to be handicapped without the ease that technology has granted to people (access to internet and technology). Convergence of new media (cellular phones and internet) is integrating all the new innovations. For instance, facebook (a social networking website) can now be accessed through your personal computer or laptop then it is also included as an application in your cellular phones. This integration, convergence was also a consequence of the provision of mobile internet or mobile web.

Mobile internet refers to the use of internet and accessing websites through hand held cellular phones. This utility has forced most of the operators in Pakistan to introduce a flood of mobile internet packages. Internet was never that easy and economical in Pakistan on cellular phones without these reasonable packages. Zong was probably the 1st operator to introduce mobile internet back in July 2009 that too for just Rs. 200 per month. Other operators took a long route to understand the difference that Zong was making. Now (in 2012) almost every operator is offering mobile internet (GPRS/ EDGE) packages based on their respective market segments and affordability in terms of revenues and network capacity.

After rocking the market with the Daily Mobile Internet Package, ZONG is back with an outstanding package for all our internet users; ZONG Daily Unlimited Mobile Internet Package for just Rs. 10/day you can surf and download as much as you want all day long. Activation charges are also Rs. 10. Recently, Ufone has launched a limited time offer by the name of Special Daily Mobile internet package to come in line with other operators. This includes a volume of 100 MB per day from 1 AM to 9 PM at Rs. 4.99.

Warid Telecom has also launched a new dimension of internet with their improved Edge service. Subscribers can enjoy improved service quality with Warid's 15MB daily internet bucket for Rs. 10 and 100MB monthly bucket for Rs. 99.99. Telenor brought it's first daily Mobile Internet Bundle. Now you can browse the web and download stuff on your mobile for just Rs.10 / day by being a Telenor user. The Jazz Jazba is a bit unique as it deducts Rs. 9.99 (only on the day the user uses the internet service). It is the first to introduce unlimited internet service and the activation is free of cost.

All these packages and boom in mobile internet services indicate that there a lot of potential in Pakistan for GPRS/ EDGE and web usage. Moreover, the internet users are increasing day by day.



# When it comes to shopping **online...**

by Fakiha Hassan Rizvi

It's the 21st century and we all are residing in a 'tech-world' as the editor of 'The Economist' rightly puts it; "search by Google, retail by Amazon and social networking by Facebook". The old A,B,C has seized on the alphabet 'E'- followed by e-mail there is E-commerce, E-journalism and E-learning. Life is getting more impact and things are more accessible then ever. Just like you can order a pizza sitting in your bedroom the same is the case with cellular phones. There are various online buying websites where you can place your order and the items will be at your doorstep.

Online shopping trend is still very new to Pakistani's. The main reason is the lack of trust and awareness. We are not quite confident when buying a product with fancy studio pictures and self-praising reviews. Secondly, the retailers in Pakistan also have this bad habit of reducing cost by compromising the quality. So shopping in Pakistan is a very special art mastered by very few people. Its all bout bargaining and recognizing the good and bad part of any products.

Here is some help for those of you who wish to purchase cellular phones online:

## **Beliscity**

Beliscity has a very professional website in fact its better than any other online shopping store in Pakistan. They offer a number of payment options, they have a huge variety of products from mobile phones to mango crates. It also has a good customer service and is credible as well.

## **Home Shopping**

[www.homeshopping.pk](http://www.homeshopping.pk) - This is another professionally designed site that also gives you the option of shopping on e bay and Amazon from Pakistan. There are quick drop down menus but the inclusion of two contact numbers for more than 5 locations all over Pakistan makes it a bit unreliable. The best thing is to get a UAN or landline number (DO NOT share your mobile number). It would be advisable to get a higher 24/7 live support.

There is a lot of scope of e-commerce in Pakistan not only for buyers and sellers, but too many employment opportunities are there in web business which can stimulate the economic growth of the country. A strong surveillance from Government on Cyber Crime can make the environment much better and fruitful. Besides that we need social entrepreneurs to bring a change in the present online shopping trends.



# Zee Mobiles

by Shahid Pervaiz



**Muhammad Rizwan Abbasi who had envisioned Zee Mobiles and owns a shop by the name of his brand at Akhtar Plaza declared mobile business as a profitable business which holds a lot of potential.. Rizwan Abbasi is also the General Secretary Mobile Association Akhtar Plaza and the Vice President of Mobile Association- Pirwadhahi market. He had an interactive session with the Phone World Magazine team.**

**For how long have you been in the mobile business?**

Almost for the past 8 years.

**Do you deal with Chinese or branded hand sets?**

We are more inclined towards Chinese brands. We have our own brand by the name of Zee mobiles.

**How many models does Zee mobile have?**

Uptill now it has 11 models which change from time to time.

**Are you preferring Java or Android OS?**

For now we are relying on Java, but in the future we'll definitely launch handsets with Android OS.

**What would be the price range for handsets with Android OS?**

The price range would be reasonable, from Rs 8000 to Rs 20,000.

**What is the response from the market?**

We never compromise on quality. We focus on size, signals and battery life.



**What about warranty and after sales services?**

We have customer care centres for this purpose.

**In which cities do you have sale outlets?**

Sale outlets are in Peshawar, Gilgit and Hunza. We pay more attention to northern areas.

**Are the customers price conscious or brand conscious?**

In my opinion, they are price conscious.

**Any experience that you would like to share?**

I would like to give the message to the mobile community that they should not lose hope. Mobile business has a lot of potential, especially with the advent of smart phones.

**How do you manage dealing with China?**

I have links with China based companies. I just give one visit per month to China.

**The trend of App stores is rising, what about establishing an App store for Zee Mobiles?**

We haven't thought much about it as yet.

**Have you prepared Zee mobiles for the introduction of 3G technology in Pakistan?**

Android handsets among Chinese brands will be 3G-compatible.

**Would you like to discuss some of the problems of the market?**

Lack of awareness is the major problem on part of the retailers.

**What is the division of budget for launching a new brand?**

Zee mobile allocates 25 percent of the budget for marketing and advertising of the brand.

**Do you handsets support Urdu language?**

Yes, the handsets of Zee mobiles support Urdu language.

**What do you do in your spare time?**

At the end of the month, I go for a picnic with my family.

**PARADISE MOBILES**

**Whole Sale Dealer**

**KAMRAN MALIK(0321-8811198) ALI CHAUDHRY(0321-8465271)**

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# Omer Jaan Al Saeed Communications

## Black Horse Plaza - Blue Area




**A**l-Saeed Communications is Whole Sale shop located at Black Horse Plaza (Blue Area), Omer Jaan, the current owner of the shop explained that though his set-up of Al-Saeed Communications at Blue Area is brand new, but he is certainly not new to the business, as his previous Whole Sale operation was set-up at I-8 Markaz, which had 5 years of experience! He currently deals in Branded handsets only.

Omer Jaan explained that the reason for him choosing the Whole Sale side of the mobile business rather than the retail one was that there is a better chance in generating more

capital, given that you have good contacts. Though there are tough burdens to tackle, such as the mere fact that the profit margin is far less than that of a retailer. Considering all the scenarios, still Omer Jaan has managed to spread his network throughout Islamabad such as I-8, I-9, I-10, G-10, G-11 and Black Horse Plaza!

Omer Jaan's Dealership is in BlackBerry, HTC and iPhone only; but personally he uses a BlackBerry and prefers it over any other brand as it has exceptional features such as BBM e.t.c.



## PAKISTAN MOBILES

### SYED KASHIF AKHTAR FAREEDI

52-G, HAFEZ CENTRE, GULBERG 3 LAHORE

TEL: 042-35711186-35879328, CELL: 0322-2333315, 0321-4344007

EMAIL: Pakistanmobiles007@hotmail.com



# BOLTI TASVERIN



This is what a busy mobile plaza looks like



A clean shopping zone



A buisy mobile shop



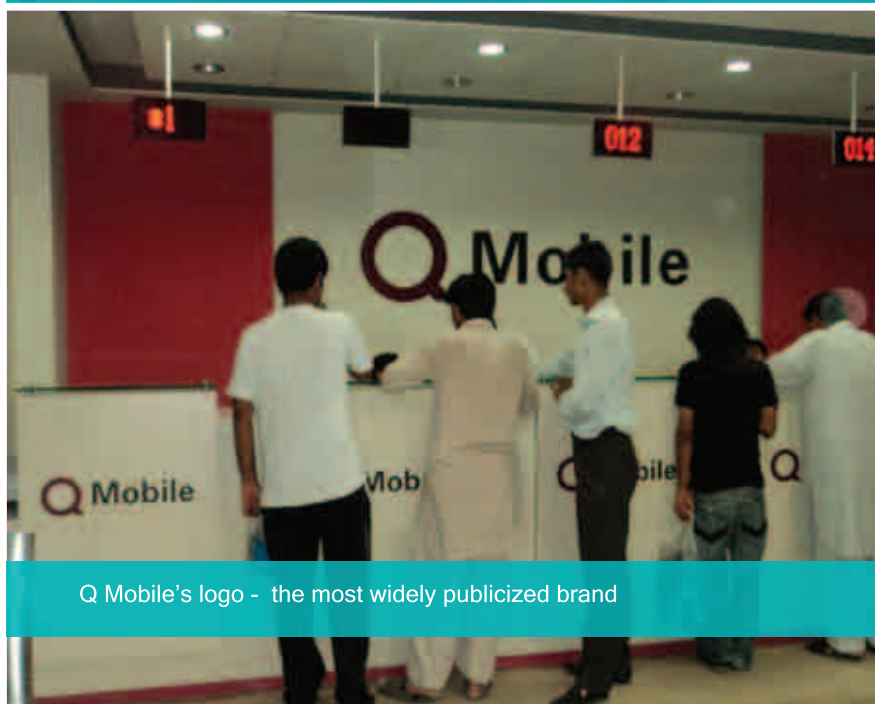
Advance telecom and United Mobile, gleaming in broad day-light



Ufone with its striking orange truck



The attractive prize-scheme of Ufone



Q Mobile's logo - the most widely publicized brand

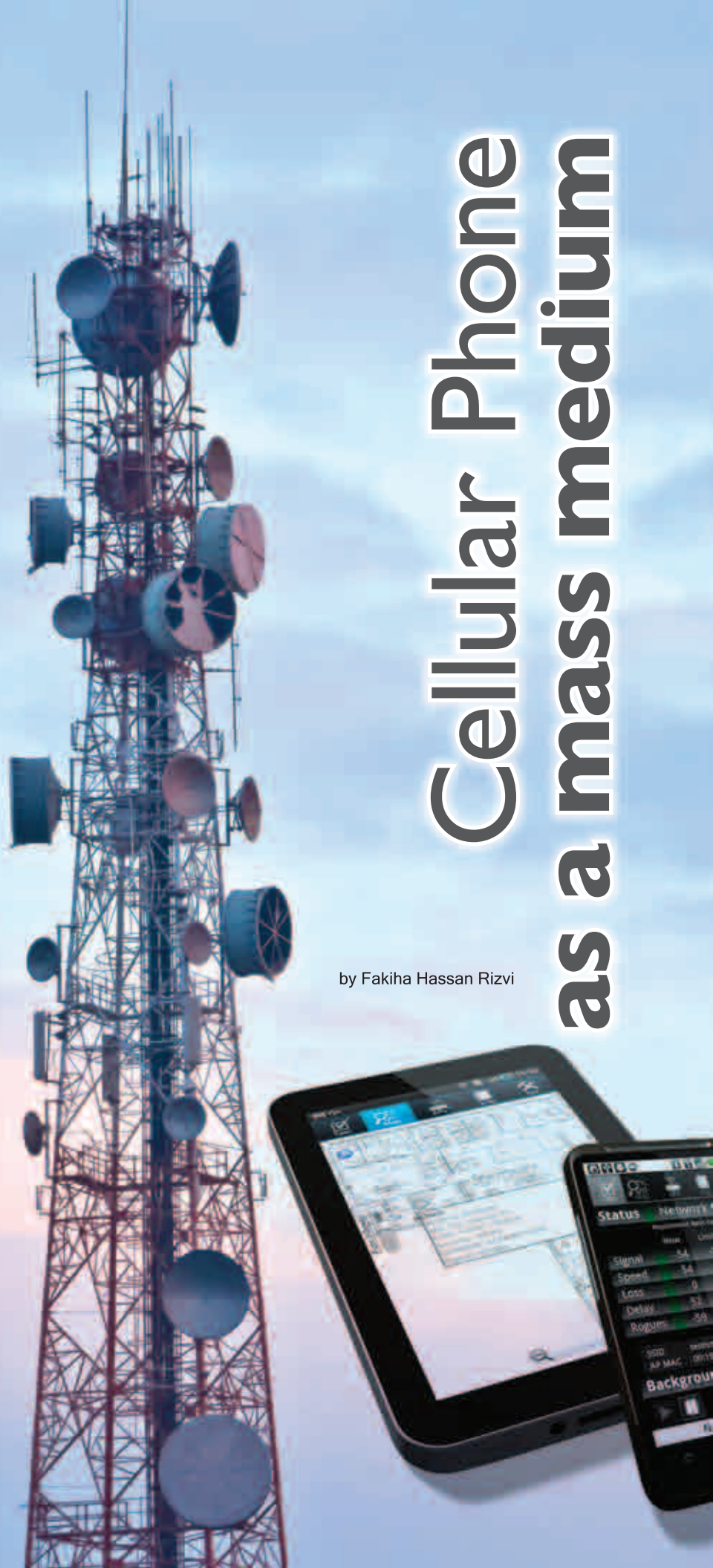


Gadgets are energizers of technology and a leader to spread innovative ideas for distinct uses. Certain gadgets evolve themselves to a mass medium and cellular phone is one of the success stories. Keeping distances in mind and evaluating the time required to send messages across remain a big problem with a simple solution of 'Cellular Phone' could never come out of dream so easily. Now life without a phone doesn't carry worth of time in all aspects. It became a necessary gadget in a progressive way for everyone from a house keeping personnel to market leader businessmen's. The mobile phone is now a valued private item of 21st century for every individual. The beginning stats of 2012, power of communication reaches at a tremendous growth level of four (4) times the internet users present all over the world. The number of cell phone devices reaches five (5) times the presence of Laptops, desktops and servers globally. The level of subscriptions reaches its sixth (6th) scale over the number of cars present worldwide. Similarly, it's three (3) times more in scale the TV sets and 3.5 times the number of landline phones present. According to UN stats, "6.6 billion human populations are present on planet earth and 3.3 billion is the number of cell phone users currently representing half of the population is subscribed to this technology".

The immense growth and penetration of cell phone technology as made a volatile impact to consider it as "7th Mass Medium" of the world. Starting from the beginning, Print media was the first started over 500 hundred years ago with the concept of information distribution by paper medium. At 1900, Three (3) new innovative medium were introduced in similar distribution manner by introducing recording technologies, cinema presentations and radio transmission over the air for distant users. In 1950, Television broadcasting took over major portion as fifth (5) medium and emerges as a combined system having audio and video capabilities with all type of information distribution. Internet has taken over as another major channel on 6th place with all sorts of distribution capabilities in beginning 1990's. Reaching year 2000, mobile technology has taken over major preposition of the market using invent of information technology gadgets as information distribution channel for future as 7th channel.

# Cellular Phone as a mass medium

by Fakiha Hassan Rizvi



by Hassan Saleem

# The Battle of the New Age



**P**re 2010, Apple was the king of all that was mobile and related to it, we saw some huge monsters of technology trying to face off with the 3GS but none could do so! But June 2010 Samsung released a product that really shook the world of smartphones, and that was with the launch of the Samsung I9000 better known as the Galaxy S. The phone had some many eye catching features with it, stuff like a 5MP camera and a secondary camera, 32 Gigs capability of memory and best of all it was running on IOS most feared rival; Android!

For the I9000 to become one the first iPhone killer as critics like to call it, this eventually created an inspirational drive in Samsung to keep the Galaxy Series as their "Holy Grail" of the production line and as you would know the series has been up and running since.

Later for a moment Apple rebounded with the iPhone 4 as its new product, only to be yet again outshined by Samsung's next Galaxy S model; the SII. The phone was a bahemut, running at the time the latest Android OS (Gingerbread) and having a Super-Amoled HD Display, the phone got the most admiration from the public. Eventually this stirred up a clash between the two, and everyone was pumped up on how Apple's next model the iPhone 5 would retaliate, but due to some corporate reasons Apple cancelled the launch of the iPhone 5 and instead gave the public the iPhone 4s which

had a few things different from the predecessor which were the camera was now an 8MP and the introduction of the voice bot "Siri"!

Many of the Apple fans were not too happy with the decision on cancelling the iPhone 5 and another major blow to them was the demise of the legendary Technology innovator and C.E.O of Apple Steve Jobs.

On the other hand everyone is hyped up on launch of the Samsung Galaxy SIII or the I9300! The phone is a true Beast of the technological world with amazing features such as a 4.8-inch display, Quad-core 1.4 GHz Cortex-A9 CPU with the latest MALI-400MP GPU the phone is considered the "Hottest Phone" in the mobile world inventory!

But all the glory does not go to the SIII only, No! HTC has always been in the game of being one of the best smartphone designers ever, and with successful past launches of the Desire Series is proof of that! HTC has also stirred the public quite up on the launch of the HTC oneX a true master in ingenuity with features such as a 4.7-inch display with a Quad-core 1.5 GHz CPU and the latest NVIDIA Tegra 3 Chipset!

It certainly seems that when Samsung took on the role as the "iPhone Killer", HTC is looking forward to become the first "Galaxy Killer" !

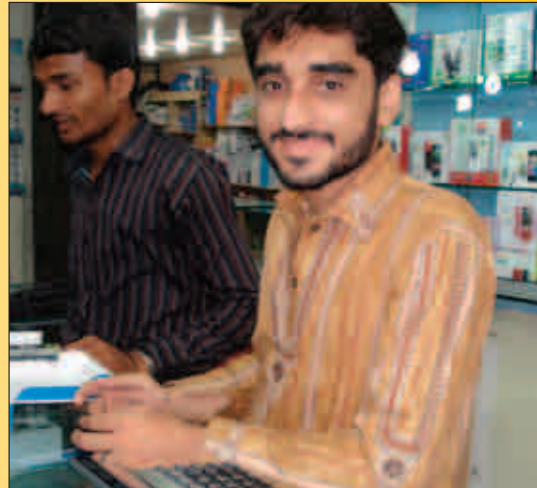


## Active Mobile

**W**hile actively working at Abdullah Haroon Road, Active Mobile aims at giving its best to the customers. Ismail, the owner of Active Mobile is in the mobile business for the past 8 years.

Active Mobile is dealing with most of the brands like HTC, Nokia, Samsung, Q Mobile, Iphone and Chinese brands.

He said that those customers who want to spend less amount of money on cell phones prefer to buy Chinese handsets. According to him, Android phones were more popular. Among the Chinese brands black and red colour is preferred by the customers at Active Mobile.



## AL MANSOOR electronics



**G**etting stable in the market for the past 3 years Al Mansoor electronics at Abdullah Haroon Road had less but important to tell. Mansoor is working in the mobile market for the past 3 years. Al Mansoor electronics deals with all the mobile brands.

He said that it was difficult to sell Chinese brands against established brands like Nokia. However, due to low price Chinese handsets are penetrating into the market. During the discussion with the Phone World team, he said that 3G would enable video calling and that would bring a boom in the mobile market. Mansoor was of the view that dual SIM handsets of Nokia were without camera and couldn't beat the sales of Chinese handsets. He considered the profit margin of Chinese brands and Q Mobile the highest.



## SARBAZ Communication

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**MIR FARAZ AHMAD**

# Gulfam communication

**T**he owner of Gulfam communication, Minhas Gulfam had an interactive discussion with our team. He is working in the mobile market for the past 4 years. He is the wholesaler and dealer of Nokia. However, he also deals with Q Mobile and Megagate.

Gulfam said that Nokia is still the reliable brand for customers. He told the team that Samsung was also gaining popularity due to Android OS. Among the original brands, he said that black colour had higher sales. He ranked Q Mobile the second largest after Nokia.



# Bismillah Communication

**T**he 18 year old mobile shop at Abdullah Haroon Road, Bismillah Communication hold a unique significance. The owner of Bismillah Communication, Qadir is in the mobile business for the past 18 years. He is dealing with majority of the brands. Qadir said that people are preferring Chinese brands due to low range prices and more features.

Comparing Nokia with China he was of the opinion that the copies of original brands by Chinese brands were more popular. He said that Android O.S was liked by the customers. Q Mobile due to its warranty was also leading. From Bismillah Communication, Q 400 and Q 450 are being sold in good quantities. Qadir said that Q Mobile had greater profit margin.



# ZAID Communication

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# CELLPHONES

by Ammar Sahfiq

## Why Not Use Them to Teach?



**T**wenty-first century educators, administrators, parents, and policy makers need to move from viewing the high-tech tools of our world as distractions to incorporating them into learning.

Educators who are taking simple steps and putting the proper building blocks in place are experiencing great success with their students who love their digital devices.

The first step is for educators to become familiar with how digital devices can be used for learning, then model responsible use for their children. Educators can do this by using the basic tools in their cellphones & moving to more sophisticated tasks, like using the cellphone to teach students through “Augmented Reality”

Augmented reality (AR) is a tool educators should consider using as it provides discovery and experiential experiences

creating more opportunities for students to make deeper connections and understandings.

Augmented reality provides students with the opportunity to create or utilize connections between real objects or places with virtual contextual information.

Erick Schonfeld at in his TechCrunch article ‘Augmented reality v Virtual Reality which one is more real’, explains it very well:

“If virtual reality is a complete immersion in a digital world, augmented reality (AR) is more a digital overlay onto the real world. It enhances the real world with digital data, and therefore it is much more interesting than a completely fabricated environment. There is an element of magic to AR apps because they juxtapose data and graphics where they have no business showing up.”

# Why Augmented Reality in Class Rooms?

In a nutshell, augmented reality (or AR) is about superimposing a computer-generated image, sound or video on to a live view of the world. This can take a number of forms - with a web cam on the computer or even on your smartphone.

There's no doubt about it, augmented reality is cool. But when it comes to using in the classroom, which applications go beyond the purely superficial geekery, to techniques that are actually useful in promoting learning?

## Display Skills and Techniques

AR can be a great way of illustrating the right techniques to use appropriate objects. Hold the camera over a tennis racket, and a video could show you how to perform a perfect backhand. This doesn't replace instruction, but it does provide a great way a student to double check how to do something in the middle of a task without disturbing the flow of the lesson. What I like about this as well, is that it shows that AR doesn't have to be the focus of your lesson just because it's glitzy and exciting.

## Explore Shape and Space

If there are some really exciting videos out there like this one that show what can be done with AR and computer models. Here the smart phone or computer recognises a marker, and superimposes a computer built model or object. This has a number of interesting applications in the classroom. At its most simple, it can be used to teach shapes and tessellation the new and interesting way. As things get more complicated, you can use tools such as Google sketch up to create entire virtual cities.

## Develop a Quest

This is a great twist on an old favourite. Treasure hunts or quests outside the classroom have long been a staple of engaging lesson plans. AR allows you to take this one step further. Set your first riddle, then when the students find the object in question they hover their smartphone over it. It could then simply tell them the next clue, or it could start to weave a rich story into their quest-it's up to you!



## Bring Books To Life

The almost as long as there have been books, people have been trying to find ways to make them more attractive, more exciting and more engaging. AR allows you to take this to another level with animations, sounds, and videos available when students hover their camera over a certain point in the book. In the secondary classroom, perhaps in secondary history, it can be a neat way to explore perspective. Perhaps the book explains the viewpoint from the author's perspective, whereas the AR and superimposes an opposing viewpoint.

## Help a Class Get to Know Each Other

I'm not sure if there's such a thing yet as AR speed dating, but it can certainly be a great tool to help your class get to know each other. Each student to make a short video about himself or herself that is cued when the camera is looking at an image of their face on the wall. What I like about this it's a useful reminder that even advanced tools like augmented reality don't have to be solely the preserve of the teacher, the pupils can do creating too!

AR is such new topic and there are so many exciting ideas out there about how it can be used to further learning. If you have some great ideas, or you've already been using AR in your classroom for some time, I'd love to know.



# Nizam electronics

**T**he 6 year old Nizam electronics deals with high-end phones at Hall Road Lahore. Rehman is the owner of Nizam electronics. Initially he used to sell Nokia, now he deals with high-end phones. Nizam electronics is the authorised dealer for Blackberry and Iphone.

After comparing Nokia and Chinese brands, he came to the conclusion that each of them has its own importance, but Nokia is unmatched. Rehman was of the view that people like to buy hand sets with Symbian or Android OS.



# Mobile Club



**M**obile Club likewise their name provides the customers with all brands like Nokia, Samsung, Q Mobile, Iphone, blackberry, Ipads, HTC and Chinese brands as well. Muhammad Adnan at Mobile Club is an active dealer working in mobile market for past six years. He said the running models were that

of Nokia. Adnan told that the copy of Nokia handsets by Chinese brands was quite in the mobile market of Karachi. While discussing the future of 3G he said that Chinese handsets haven't introduced Android O.S as yet except for Q Mobile. He was of the view that the buyers prefer cellular phones with symbian or android operating systems.

# Zaid Communication

**Z**aid Communication is located at Raza Mobile City, Murree Road, Karachi. The owner Muhammad Ali Baloch is the President of Raza Mobile City and also looks after the issues of the market. He has an experience of 8 years in mobile market dealing with both Chinese and branded mobiles.

According to him, customers are brand conscious but Chinese brands are also emerging as competition. 'Vivotel' a Chinese brand with one year warranty enjoys the highest sales at his shop.

Latest Windows handsets were more in demand and among the branded mobiles; he ranked Nokia as the best.



# Hi Tech Mobile

**W**ali the owner of Hi Tech is quite an experimental businessman. He had launched his own brand by the name of HTM, but because of the low pace of the market resulted in loss. Despite the loss he bounced back, He deals with Nokia, Megagate and Chinese brands. Wali said that at his shop people are more price conscious. According to him, the profit margin was greater in Chinese mobiles. He suggested that retailers should not use credit for the betterment of the mobile market. He predicted a bright future for 3G technology in Pakistan.

(Hi Tech mobile is located at Abdullah Haroon Road, Karachi)



## Hi-Tech Mobiles

**Mobile for Everyone**

**WALEED QAISER** Cell: 0321-2124146, 0333-2185556

**Karachi Office:** Shop No. 70, Gemini Market, Abdullah Haroon Road, Saddar KARACHI

**Dubai Office:** Suit No. 211, 2nd Floor, Al-Murar Building, Al-Musalla Road, Dubai, UAE.

**E-mail:** info@hitechmobiles.com  
www.hitechmobiles.com



# BOLTI TASVERIN



The texting mania spreads...



The texting mania spreads...



A senior citizen paying attention at the show-case of cellular phones



Shopkeepers smile at the camera as the customer views the cell phone



Mobile sellers also need some time to spend with their cell phones



A street-stall owner attending a call



Shopkeeper busy while attending a phone call



by Jazib Iqtidar

# Smartphone Penetration

Smartphones have become a necessity rather than a want in today's world. The use of smartphones is growing day by day and its use is being integrated into our daily routine.

Now instead of getting up to start our laptop or computer to check our email or getting in touch with the digital world, we take our cell phone out of our pocket and with one touch of a button get all our mails, tweets, Facebook notifications, Whatsapp messages, YouTube videos right there and then on our phone.

These uses are not even a slice of the whole pie when it comes to the potential uses of smartphones. We have literally become couch potatoes, all thanks to technology which is flying by faster than the speed of light!

## Our smart-phones are now integrated with;

- GPS satellites helping us to navigate all around the world without the hassle of going to a local store to buy a map via Wi-Fi, EDGE or 3G enabling us to access internet anywhere and anytime,
- Built-in audio & video players-listening to music and

watching our favorite videos on the go.

- Mobile TV-watching our favorite shows anywhere anytime, state of the art cameras, calendar, to-do lists, personal assistant (Siri), video games, data synchronization, Microsoft office, mass storage.

The list just goes on and on and on. The speed at which mobile technology is evolving, I believe smart phones will replace laptops and computers soon enough.

Smartphones are both a blessing and a curse for us. A blessing, in a way that it has made our lives so much easier with mobile internet, music, games, calendar etc.

While it is a curse at the same time that before we used to get up and change the channels of a TV or walk to the porch to get the newspaper, now we just sit at one place and do all our work from there including reading the news on our phone, checking the weather, reading our mail, writing a report (what I am doing right now XD), staying in touch with our friends through Skype, Whatsapp, Facebook, twitter etc.





# AL HAFEEZ MOBILES



**A**l-Hafeez mobiles is catering the needs of mobile users since 1998 at Hafeez Center Lahore. Al Hafeez Mobiles is operating since 1998, initially items were imported from other countries. Then, other shops were made for mutual benefit of wholesaler and retailer and to increase employment opportunities. Riaz Butt is now looking after 12 to 13 shops in different parts of Lahore.

He told the team that mobile markets are slowing down due to economic decline, lack of manufacturing concerns and energy crisis. A shopkeeper becomes inactive as soon as load shedding starts. He said that mobiles are no more a priority considering the poor conditions of the country and are once again becoming a luxury item.

Riaz Butt said that the sales of Nokia had declined from 60 to 40 percent, while HTC, Blackberry and I phone had taken its place at the high-end. At the lower end, he thought that some Chinese brands were ahead of Nokia.

He told the team that he goes to visit Arab countries or performs Umra whenever he gets some leisure time. Riaz Butt thinks that every food is a blessing of Allah which he cherishes.

# Lahore Mobile

**A**rif Butt is a local mobile dealer having an outlet by the name of "The Lahore Mobiles" at Hafeez Center, Lahore. He is operating his outlet from 8 years and has seen a rapid growth in mobile market along with numerous problems. One additional role of wholesalers is to sell phones as retailer outlet for survival in market. Earlier, The Hafeez Center was occupied with number of families for window shopping and purchases but now days it's a rare event.

The Lahore Mobile deals in Nokia, Samsung, Q-Mobile and other well known brands of the mobile market. Mr. Arif has supported Q-Mobile's strategy to provide more features in low cost phones in comparison with any other branded phone to keep its sale high. He also said that Nokia is still very popular in the mobile market due to availability of spare parts as well as its durability. However, Nokia's sale is badly affected by Android launch in the Global market. He places iPhone as best smart phone and one of its own kind.

Arif shares that he loves to spend time with family in northern areas whereas he also likes to have every delicious food in meal.



# City Phones

# Brother Mobiles



**C**ity phones owned by Atif is situated at Hafeez center. It is functional for the past 10 years with another branch at Hall Road. Atif is both a wholesaler and a retailer with more focus on wholesaler in the province of Punjab.

He said that business at Hafeez Center was slow due to inflation, harsh weather and load shedding. According to him, Samsung had the highest sales in the market due to its Android OS compared with Nokia's Symbian that is now on second. Atif told the team that City phones has its own brand by the name of 'City phone' with 25 models, price ranging from 1500 Rs to 8,000 Rs. This brand is distributed in small cities like Gujranawala and Sheikhpura. Among the high-end phones, Atif considered HTC and Apple as the best. He explained that the decrease in the sales of Nokia was due to its Symbian OS.

**A** wholesaler at Hall Road Lahore owns a shop by the name of Brother Mobiles, Azhar is dealing with all brands except for G-five. The Phone World team got a chance to meet him. Being a wholesale dealer he is dealing with almost all the cities in Pakistan. Explaining the situation of the market he said that the mobile market at Hall Road was pacing up and if new models with low prices will continue to enter into the market then progress will accelerate.

Rana rated Nokia as the best followed by Q Mobile and Samsung. He was of the view that Q Mobile is user friendly, cost effective, dual SIM and has a features. He thought that the weak marketing and advertising strategy of Samsung had paced it 3rd. He said that the dual SIM of Nokia X101 was enjoying high sales. IN the high -end category, Asha 200 was leading.

In his leisure time he spends time with his children. He like to eat 'mutton pulao' and Thandiani is his favourite place for spending vacation.





# PAKISTAN MOBILES



**A** relatively new shop situated at Hafeez Center Lahore isn't any less in competence. Pakistan Mobiles is situated at Hafeez Center for the past 9 months. However, Kashif is working in the mobile market for the past 10 years and also has experience while working with Western Mobiles. According to his view point, the market is quite slow due to energy crisis and recession rate.

Kashif rated Samsung at the 'hot selling brand'. He said that smart phones have stolen the show in the market. Kashif considered the market of HTC, Blackberry and Nokia to be slow in comparison with Samsung. Among the Chinese brands he considered Q Mobile as the best followed by Voice mobiles. Kashif explained that the reason for Nokia's low sales was its old Operating system and lack of innovation in its handsets.

Sharing his work experience, Kashif told the team that he learns a new thing everyday while working in the market. He was of the view that summer season was best with regards to mobile sales.



## Al Hafeez Mobiles

### Mobile Fumes from Faisalabad

**M**ian Imran a well-known wholesaler of Faisalabad and the owner of Al Hafeez Mobiles Faisalabad expressed his views during an interactive discussion with our team. He explained about the Kachairi bazaar Faisalabad, which according to him was running at a good pace. His network of wholesalers consists of around 25 to 30 wholesalers. The network is spread across cities other than Faisalabad as well.

Imran is also the authorised dealer for HTC. He is dealing with all major brands like Nokia, Q Mobile, Club Mobile and Megagate. He claimed that Al Hafeez mobiles was getting the largest share from Nokia while Samsung was not that popular in Faisalabad. Among Chinese brands he ranked G Five as the best. He said that Nokia Asha series is attracting customers in Faisalabad.

He told the team that he plays cricket in his spare time. He likes to eat Chinese food.



by Kanwal Ayub

# Chinese Cellphone Market Challenge Accepted

**T**he Chinese handset manufacturing giants have woken from their slumber and are ready to take over the world with their diverse range of handsets, covering both the high-end and low-end.

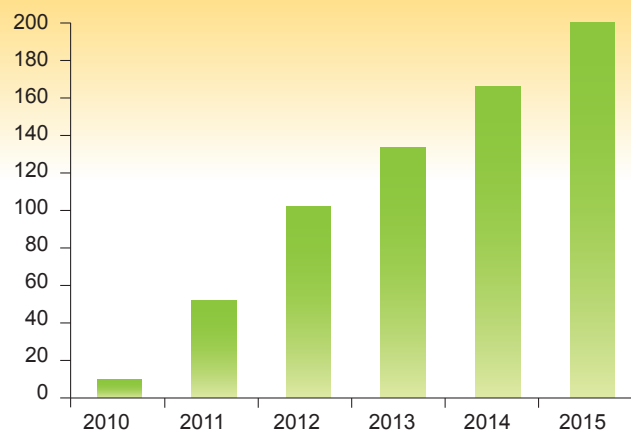
China has grown to become the world's largest cellular market with more than 800 million mobile-phone users. Though it has been trailing behind big global brands both at home and abroad, China has finally decided to change these facts. China based mobile manufacturers have started shipping their mobile phones to different parts of the world and the export numbers are increasing exponentially.

**A Shenzhen based company ZTE has jumped to No. 4 from No. 7 a year ago in terms of phones shipped behind only Nokia, Samsung and LG according to market researcher iSuppli.**

**Huawei, its rival is tied for No. 9 while TCL and Beijing Tianyu are Nos. 11 & 12 respectively.**

Chinese cell phones have already penetrated the markets of Central Asia, and these companies are enjoying the immense profits from it. 3G enabled handsets with prices as low as 35\$ for a handset these Chinese giants are hastily taking over the markets of India, Pakistan, Bangladesh, Sri Lanka, etc. and becoming a challenge for larger companies already in the market. These Chinese handset manufacturing companies are also looking forward to expanding their markets to the 'West' as well, the US and also European Countries by offering smartphones which can be sold for less than 100\$ apiece.

China Smartphone Shipments Forecast  
(Millions of Units)



Source: IHS iSuppli Research, December 2011

In recent years, Huawei and ZTE have made enormous gains in selling networking equipment to carriers worldwide. They're aiming to build on those telecom relationships to sell handsets. Though in my opinion with such growth the Chinese handsets will soon compete among smartphones they can carve out a profitable slot among consumers who can't afford top brands.

G'Five International, a Hong Kong based handset manufacturer, founded in 2003 as a producer of molds for electronics parts, started making inexpensive handsets in 2007. The company ships about 1.5 million phones a month from factories in China to India, Pakistan, Sri Lanka, Egypt, and other developing countries. While G Five's inexpensive models run just \$30-\$40 apiece, the company plans to get into developed markets with more sophisticated phones. The company already has 300 handsets in its portfolio, and is working on more.

In today's world with open sources like Android manufacturers can develop their devices in short MOBILE PHONES.



# Cell corner



**R**ehan Ajmal Chaudhry is at Hafeez Center Lahore in Cell corner for a year now. His shop is running smoothly and Rehan describes it as a great experience. He said that buying power of the customers had reduced and Hafeez Center was facing many problems due to electricity crisis.

Rehan is a retailer and he thought that Samsung GALAXY Y series was popular in the market. According to him, the sales of Nokia had declined due to its persistent use of Symbian OS. He ranked Samsung, HTC, Iphone and blackberry as the best. After them, he placed Nokia in the list. Rehan said that Q Mobile has also led Nokia to a setback.

In a lighter mood, Rehan said that mobile business doesn't allow any leisure time for him to spend his holiday and he likes to eat chicken.



# UМАIR Mobiles

**S**ituated at one of the posh areas of Lahore, Main Boulevard DHA, Umayr Mobiles is being run by a highly experienced owner. Mansoor Hussain is in the mobile business for the past 20 years. He is dealing with high-end handsets and smart phones as his shop is located in a posh area of Lahore. He ranked Samsung Galaxy as the best with regard to sales and his shop also consists of a big repair center.







Celebrations after the elections saga at Hafeez Center



The winner Fayaz Butt addressing the audience



The winner Fayaz Butt being embraced



The winner Fayaz Butt being embraced



The winner Fayaz Butt addressing the audience



Jubilant supporters enjoying the victory



Victory being transformed into a memory



# Huawei Officially Launched in Pakistan

by khalid khan



**H**uawei, a leading player in telecommunication has launched five touch screen Android mobile phones in Pakistani market on July 16th 2012 in Lahore. Although Huawei floated lower price handsets with the leading cellular operators in Pakistan but this is the first official launch of Huawei's smartphones in Pakistan. The models are Ascend P1, U8860 Honor, U8850 Vision, Ascend G300, Ascend Y200. The phones were first unveiled one by one, and then all the five were shown together by models, the event ended with an awesome performance by Ali Azmat and Humaira Arshad.

Huawei the world's second biggest company in telecom sector launched these smartphones in a launching ceremony "Beauty Meets Brains" with the official distributor AirLink Communication. The event started with a small speech from Geng Simeng, CEO Huawei Pakistan, and then by Shoukat Hayat Piracha, Chairman Airlink Communication. The chief guest of the ceremony was Dr. Firdos Ashiq Awan, Secretary IT & Telecom Farooq Ahmad Awan, AirLink Communication Chairman Shaukat Hayat Paracha, Huawei CEO Pakistan Mr. Geng Simeng, Google County Consultant Badar,

Qualcomm Central Asia, Pakistan and Afghanistan Director Asad Inayat and CACF Chairman Khalid Khan.

Secretary IT & Telecom Farooq Ahmad Awan appreciated Huawei for not only bringing the business but also providing awareness of 3G technology to the people of Pakistan. He also announced that 3G technology will be available by the end of this year.

Huawei joining the scene is a good sign for Pakistan's mobile market where Samsung and HTC are already offering a wide range of smartphones.

Huawei also organized a glittering launch event at Karachi; Huawei has great potential to create a mark for itself as a reliable brand in Pakistan. Until now Huawei has kept the details under cover and the products to be released are still unknown, it is rumored that the devices which were released in Lahore will be showcased again.

The price range of Huawei upcoming smartphones is between PKR. 12000 - PKR. 42,000.



Khalid Khan, Asad Inayat and Ibrahim in pleasant mood.



Federal Minister Firdous Ashiq Awan, Secretary IT & Telecom Farooq Awan along with Huawei and airlink team.



Participants at the launch.



Models posing with Huawei smart phones



Ladies enjoying the ceremony



Secretary IT & Telecom with delegates



Models posing with Huawei smart phones



Ali Azmat performing at the ceremony





Delegate during Huawei launch



Demonstration of new Huawei smartphone



Group photo



Khalid Khan and Muzafar Hayat Paracha



Group photo



Models posing with Huawei smart phones



Models posing with Huawei smart phones



Beauty meets brains "Huawei smart phone"



by Fakiha Hassan Rizvi

# CELLULAR PHONE as **your** navigator

It was the year 2002 when Qualcomm made the life all so easy for travellers. This company claimed that it could now convert cell phones into mobile Global Positioning System devices by adapting emergency-tracking technology for display on individual phone screens. GPS systems help lost travelers by pinpointing their location and suggesting directions. Commercial applications for location technology in cell phones have been lagging, partly due to the slow roll out of new phones with the system, and partly due to the service providers' focus on establishing 3G (third-generation) wireless services for high-speed data. Few phones in current use have any position-tracking ability.

Qualcomm explored several potential business applications for position-location services, such as mobile yellow pages directories, traffic reports, and commercial tracking services. Position-based mobile games, such as a high-tech version of tag, and friend-finder services also became possible.

The gpsOne positioning technology designed by Qualcomm subsidiary Snap Track uses A-GPS, or assisted GPS, a form of location detection in which cell phone towers help GPS satellites fix a cell phone caller's position. SnapTrack's

SnapSmart software uses the gpsOne hardware to serve location information to client devices such as cell phones, wireless personal digital assistants, or other wireless instruments. Police, fire, and ambulance services can use SnapTrack's positioning system to track down cell phone callers in an emergency.

Until recently, tracking people with Global Positioning System technology required purchasing expensive hardware and software. Now, complete solutions are available through cellular service providers, public and private agencies. GPS on smart phones is no longer an emerging trend. It's almost a must-have feature nowadays, and more and more handsets are offering it. With the embedded GPS receiver and a mapping service, you can get real-time position tracking, text-and voice-guided directions, and points of interest. However, taking advantage of GPS, and the navigation powers that come with it, sometimes come at a price. Cell phone GPS tracking could also be used to locate the whereabouts of your children and offer protection to elderly relatives should something happen and they need urgent assistance. Such features are extremely useful and may add to the widespread nature of GPS-enabled phones in the future.

## Troll app pretends to charge phone with sunlight, fools thousands

FUN APP



A groundbreaking new Android app is rising in popularity in the Google Play store. It's called Solar Charger and lets you use the phone's screen to charge the battery with sunlight.

Yes, of course it's a fake. The app's description says so itself, in case your common sense failed you. It's still a very interesting app, here's why.





**S**martphones, it's just like having the world in the palm of your hands. Though, smartphones have amazing features they do not fare too well in terms of battery life. If you are a smartphone user you might be well aware of this problem as the lithium batteries cannot keep pace with the exponentially increasing power demands of the rapidly evolving smartphone technology, hence here are a few good tips to keep your smartphone up and running and not dying out on you when you need it the most :

**Screen Brightness:** Almost all phones have the feature of increasing or decreasing the screen brightness. To get the most out of your battery try to keep the screen brightness as low as possible, as the higher the brightness the higher the battery drain.

**Wi-Fi:** Wi-Fi is an extremely useful feature to have on your Smartphone, but it can be a big strain on your battery if you're not using it wisely. Use it only when you have work to do and turn it off when you're on the move.

**GPS & Bluetooth:** Only use them when you need to. After you are done, turn these features off to conserve power.

**EDGE or GPRS:** These features are the heaviest burden on the battery and they literally suck all the juice out of a battery. With these features running all the time the average battery time a smartphone user can get is 12-14 hours max. So to get the most out of your battery only use them when you really need to.

**Email:** Checking your emails manually will also save a lot of battery as for push notifications you will need to keep your data connection active which consumes a lot of battery. Another way is to adjust the intervals of email synchronization on your phone; some smartphones have this feature which is very helpful in terms of conserving battery.

**Ringtones:** Setting your phone to silent mode would also save quite a bit of battery and it would also reduce the general noise pollution. But if you rely on the audible

prompt, you might opt for a standard ringtone with a lesser volume rather than a custom one.

**Apps:** Many of the apps that we use on our phones are power hogs for e.g twitter, facebook, weather, mail etc. To conserve power, either change the options on these apps to a less frequent refresh schedule, or close them down completely when you are not using them (rather than letting them run in the background).

**Games:** Games too are an important application that utilizes the devices' processing unit. So if the processors get busy in rendering graphics and delivering the audio outputs to the speakers or headphones, batteries performance is definitely compromised. As long as you have no other option and you want to play a game then at least close all other applications. Otherwise if possible try to keep the charger on.

**Thermal Issues:** These applications and games heats up the device which eventually affects the battery levels. So after using the applications kindly turn off all the unnecessary applications or games that run in the background. As every synching either over WiFi or EDGE/GPRS raises its temperature which is normally placed near our bodies that too adds to its heating.

**Other Ways to Extend Your Battery:** There are many apps for smartphones which help in extending the battery time of a phone. Downloading any one of them might be very helpful.

**PRO TIP:** Currently there are a lot of malwares on app stores especially the Google Play store, therefore check user reviews on the app before downloading them.

Another way to make the most out of your battery is to buy a battery extender which costs around anywhere from 2500 Rs to 8000 RS. It is like a skin for your phone, with which you can charge your phone whenever the battery is low. It is like an extra battery which I have found to be very handy.



# Car lifters and **Mobile phone jammers**

by Fakiha Hassan Rizvi

**M**obile phone jamming devices are an alternative to more expensive measures against cell phones; they were originally made for law enforcement, security purposes and as an aide for the military to interrupt communications by criminals and terrorists.

Smaller jamming devices are battery operated. Some look like cell phones and use cell phone batteries. Bigger devices can be plugged into a standard outlet or wired into a vehicle's electrical system. The jammer's effect can vary widely based on factors such as proximity to communication towers, indoor & outdoor units, presence of buildings and landscape, even temperature and humidity.

These technological safeguards are being used in Pakistan as well. However, the telecommunications Cerberus, Pakistan Telecommunications Authority (PTA), had asked different institutions to remove mobile phone jammers by January 2007. Previously issued licences for the jamming devices had been cancelled. According to PTA, the reason for this was that the cellular companies contended that jammers were hampering the quality of service.

Recently, cases have been reported in which car lifters used mobile phone jammers to disrupt the tracking system of vehicles. According to the experts these jammers are deployed to confuse the trackers installed by vehicle tracking companies and avoid updating the vehicle current location which actually keep track of vehicles through a cellular SIM and GPS in real time. This is the primary reason of banning the use of mobile phone jammers in Pakistan by the PTA.



# Sharjah Communication

## hosting brands at Peshawar



**S**harjah Communication, The one stop shop at Peshawar deals with all mobile brands. Qazi ranked Q Mobile as the second best after Nokia. He claimed that he gives one year warranty to his customers on the purchase of a handset.

Sharjah communication is one the biggest mobile shop in Peshawar and 50 to 60 customers visit the shop per day. Discussing the latest trends and preferences of purchasers he told our team that dual SIM series of Nokia are popular. He said that customers prefer to buy handsets with camera and media players. Talking about local brands, Qazi said that G-tide, Q Mobile, Club Mobile are doing good

business. According to him the best among Chinese brands is Club Mobile as it immediately gives a new handset if the previous one is flawed while others take time to repair the handset and take the same amount of time for replacing it with a new one.

Qazi said that power outages were the biggest problem for the success of the mobile market. He was of the view that mobile business used to be profitable, but now it is deteriorating as the government is not giving due attention and mobile union is banned in the Peshawar region. Another problem is that of the fraudulent mobile dealers who sell handsets without any license and through illegal means.

# JADOON COMMUNICATION

providing mobiles and their accessories



**M**uhammad Aftab Khan, the owner of Judoon Communication and President of Bilour Plaza Peshawar is in the mobile business for the past 14 years and started off by dealing with Nokia. Other than Nokia, he deals in handsets of Samsung, Q Mobile, HTC, Blackberry and iPhone. He considered Nokia to be the best brand and after it, Samsung and Q Mobile as the second best.

Jadoon Communication also provides its customers with accessories of Nokia, Samsung and I phone.

Accessories include batteries, chargers and bluetooth. The shop also provides repair services to the customers. Being the President of Bilor Plaza, Aftab also resolves issues that are faced by shopkeepers in the mobile market. He makes sure that quarrels are avoided and the market runs smoothly.

Aftab recommended that retailers should be given more profit. He said that police should try to track down illegal mobile sellers through documents and identity cards.



by Fakiha Hassan Rizvi

# Accessory the key to trendy cellular phones



A cellular phone without its' accessories is just like a cake without a cherry on the top. Gone are the days when your mobile phone was merely a communication gadget. Nowadays, besides the essential charger, cellular phones require the extras or add-on's to support the embedded features such as memory databases which require a memory card or an internal hard drive.

Popular culture, science and technology along with the advancement in telecommunications industry has lead to the progress of cellular phone accessories as well to meet the ever-growing demands of consumers. It won't be wrong to say that our mindsets are also responsible for this as we are accepting extravagance as a requirement.

The Bluetooth headset was an exciting accessory few years ago, it is often used while driving or while doing anything during which your hands are occupied. The more primitive 'hands-free' is used for listening to the radio or the songs stored in cellular phones. The latest entries are iPhone lenses and projectors. These lenses are mounted to the iPhone with an extra case and enables the user manually zoom in or out for the photos. Images can be projected up to 50 inches diagonally onto any surface using the iPhone pocket projector.

On the other hand, Nokia Charging Plate provides a convenient and stylish location for charging all your devices. One key new feature is that it has a power switch, since it prevents your

chargers from consuming any energy while it's not in use, making it an eco-friendly alternative to traditional chargers.

Being trendy is the call of the day, a relatively new induction into the cellular phone industry is the mobile skin. Yes! Remember playing a game in your childhood, which was something like- 'which colour do you want?' The same is the case for cellular phones you can have them in almost any colour. Themes like Sponge Bob, God of War, Modern Warfare and Barbie are a real treat for teenagers. It was a bit strange and interesting for me at the same time when one of my friends' changed her mobile skin colour since it matched her dress.

Undoubtedly, the industry of cellular phone accessories is fostering due to consumer's choice and demand to a great deal. These small 'extras' have taken the shape of an industry and in Pakistan you will find shops which are solely dealing with accessories such as iFriends which deals with genuine mobile accessories.

Such advances are a unique plus point for shopkeepers when it comes to sales.

The more gender-oriented (as females prefer it more) but not less attractive, mobile jewellery is also gaining popularity in other parts of the world. You can often see teenagers putting stickers and dangling mobile jewellery on their handsets just to make them more outstanding. So accessories are the necessities of mobile phone!

by Fakiha Hassan Rizvi



# Cellular phones as 'smart ad machines'

Considering the huge set of tasks that mobile phones have embraced, marketing tycoons have also opened all options for an effective advertising of their products. An advertiser hits his/her target when the advertisement reaches a large audience (consumers) and canalizes their choices in favour of the advertised product. The ambition of reaching a large number of people can be fulfilled by using different modes of communication. The advertising industry is growing and with it the need for effective advertising as well.

However, for visionary marketers there are even better ways and an even better medium in which smart ads can be implemented. To them the ultimate medium for smart ads would be a device that would enable advertisers to target specific individuals and send or show them their supposedly relevant

ads any time of the day at any place. The device that fits this criterion is the mobile phone or cell phones. Cell phones are the ideal smart ad machine for marketers because:

- 1) A large percent of the world's population owns cell phones.**
- 2) Cell phone owners use their cell phone all the time and their phone is rarely far from their side.**
- 3) Owners usually read their messages before deleting them and would rarely ignore a text message.**

Due to these powerful facts advertisers who wish consumers to see their ad even for a brief period will find that they have a large base of cell phone users who will spend a few moments

actually reading their ad before deleting them. In other traditional media like the television or in magazines, users often just change the channel or turn the page as soon as ads come on without paying any attention to the ad.

Along with the new commercial aspects of cellular phones there are also various issues related to their use as 'smart ad machines'. Firstly, they are considered private accessories, not all consumers would like to give away their numbers or receive messages from an advertiser at least. Secondly, there is no assurance that the consumer or receiver will read the entire advertisement. Despite these obstacles mobile advertising is gaining popularity mainly due to opt-in advertising services; where consumers sign up for advertising about items that interest them. Such advancements increase the interest of mobile advertisers and consequently the future of mobile advertising.



by Adnan Khan



## Use Facebook on Phones for Free With Mobilink Jazz, Jazba

**M**obilink announced the re-launch of Facebook Zero, a light-weight Facebook interface for customers to get in touch with their friends and family on Facebook without any charges. All Mobilink prepaid customers can use Facebook Zero (0.facebook.com) on their mobile phones without paying anything. Facebook Zero is a project by Facebook in which it partners with network carriers, around the world, to offer their customers a light weight version of Facebook at no charge. Customers need to on to facebook.com from their phone browsers (on supported networks, Mobilink in this case) and get connected to the free and fast version of Facebook.

Facebook Zero includes all key features of the standard Facebook mobile site, and allows you to update your status, view your News Feed, Like or Comment on posts, send and reply to messages, or write on your friends' Wall just as you do on regular Facebook.com. Mobilink had earlier launched Facebook Zero in 2010, which they re-launched now with enhanced features.



## Allied Bank Limited Launches Mobile Banking

**P**akistani financial institution Allied Bank Limited announced it has partnered with Sybase 365 and AbacusConsulting, a Pakistani professional services firm, to offer its customers mobile banking services. The partnerships will enable Allied Bank to integrate mobile banking capabilities into its current banking products and potentially tap into a large base of potential customers - there are approximately 130 million mobile users in Pakistan particularly in remote rural areas where access to banks, ATMs and the Internet remains limited.

by Adnan Khan

## Nokia, At Last, Gets its Pakistan Specific Website

**N**okia announced the launch of a dedicated Nokia Pakistan website with an aim to provide up-to-date information about Nokia business and key activities in the country. Nokia didn't had its Pakistan specific website at a time when every other country had dedicated Nokia websites.

The Nokia Pakistan website follows the template and layout style found in the Nokia Global and other regional Nokia websites. Pakistani consumers can now log onto the Nokia Pakistan website [www.nokia.com/pk](http://www.nokia.com/pk) and find information about products, apps, consumer support, store finder and Nokia contact information relevant to Pakistani consumers.



**U**fone is always on the move, coming up with new and exciting packages for its valuable customer all over the country. Ufone has launched yet another prepaid package for its customers to keep them connected to their loved ones where ever they may be. Ufone has introduced the new 'One code'. "The ease and convenience of connecting to different destinations through one". To subscribe to this service just dial \*226# for only Rs.2.99+tax.





by Hassan Saleem



## Motorola RAZR V MT887

OS:	Android OS, v4.04 (Ice Cream Sandwich)
Chipset:	Exynos 4212 Quad
CPU:	Dual-core 1.2 GHz
Camera:	8MP (Primary),(Secondary)
Memory:	MicroSD up to 32GB
RAM:	1GB RAM

## Samsung Galaxy SIII T999

OS:	Android OS v4.0 (Ice Cream Sandwich)
Chipset:	Qualcomm MSM8960 Snapdragon
CPU:	Dual-core 1.5 GHz
Camera:	8MP
Memory:	microSD, up to 64 GB
RAM:	2 GB

Powered by  
**snapdragon**  
by Qualcomm



## LG Optimus 3D Cube SU870

OS:	Android OS, v2.3 (Gingerbread), planned upgrade to v4.0
Chipset:	TI OMAP 4430
CPU:	Dual-core 1.2 GHz Cortex-A9
GPU:	PowerVR SGX540
Dual-Camera:	Dual 5MP and Secondary Camera
Memory:	8 GB storage with up to 32 MicroSD
RAM:	1GB

by Hassan Saleem



## Huawei Ascend D quad

OS:	Android OS, v4.0 (Ice Cream Sandwich)
Chipset:	Huawei K3V2
CPU:	Quad-core 1.5 GHz
Camera:	8MP (Primary), 1.3 (Secondary)
Memory:	MicroSD up to 32GB
RAM:	8GB ROM and 1GB RAM

## Microsoft Surface RT

OS:	Windows RT
Chipset:	Nvidia Tegra ARM Processor
CPU:	Quad-core intel core i5
Memory:	32GB or 64 GB and microSD slot



## Toshiba Excite 7.7 AT275

OS:	Android OS, v4.0 (ICS)
Chipset:	Nvidia Tegra 3
CPU:	Quad-core 1.5 GHz
GPU:	ULP GeForce 2
Camera:	Dual 5MP Primary and 2 MP Secondary Camera
Memory:	16/32 GB storage (internal) with up to 32 MicroSD
RAM:	1GB



# PHONE JO CHA GIA



**ONELINK**  
**COMMUNICATIONS**

Shop 10 A-B, Basement  
Margalla View Plaza,  
G-11 Markaz - Islamabad.

**Tel: 051-2830366**



# MAKING YOUR PHONE SMARTER

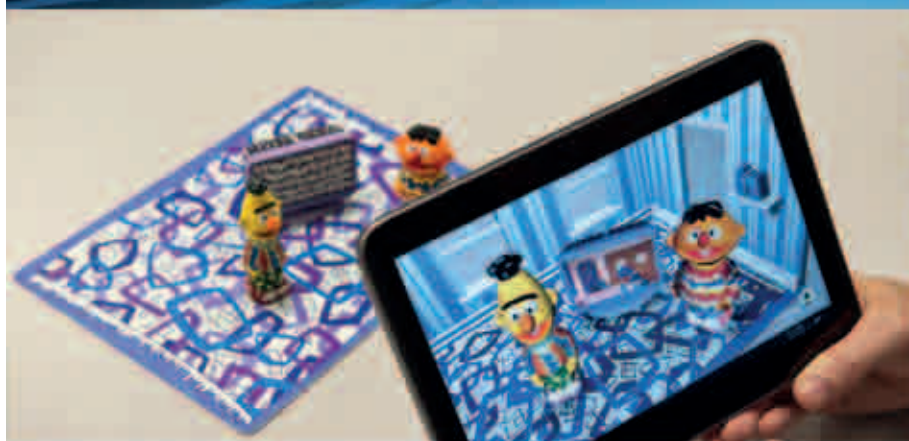
AN INTEGRATED COMMUNICATIONS PLATFORM

## Features

- Efficient and smooth Push Notifications.
- Capability to support and handle emails from different email providers i.e. Yahoo, Gmail, Hotmail
- Capability to support and handle POP3 emails.
- Support for sending SMS and Emails as SMS.
- Support for Instant Messaging.



## AUGMENTED REALITY APPLICATION



**AR Applications:** AR based ABC BOOK - AR CAR COLOR CHANGE - AR DOLL HOUSE - AR PIANO





# G-TIDE

Mobile Phone  
Touch Me, Touch The World



Be Smart with **G-TIDE**  
**Android 2.3**



**G-TIDE** smart phones now come loaded with android.  
With its amazing touch features and Dual SIM  
capability, it's not just smart, it's Smart 2.3 !

