

Airlink Communication

launching the first ever
3G compatible Tablet
in Pakistan

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World Telecommunication and Information Society Day

17 May 2012

WOMEN AND GIRLS IN ICT

www.itu.int/wtisd

WTISD 



Ammar Shafiq
Managing Editor

Dear readers,

Welcome to the new edition of Phone World. I may not speak for others, but with each passing issue i find it Very exciting and interacting.

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.

Overwhelming response of previous issues from the Mobile Phone Markets, Especially Interviews & Bolti Tasveerain is very encouraging and Phone World started playing a role to spread their word in entire Mobile Phone Eco system from Retailers, Distributors, to Vendors & Operators.

We are happy to announce a new section "Khyber Mail" in this 4th issue to fulfill the need of KPK Mobile phone industry and project them along with others.

This issue has been covering exclusive events like Qualcomm-Telenor Augmented Reality along with Exclusive Interview from Airlink Communications "Launching the "1st ever 3G Tab in Pakistan"

We are happy to perform our part of the duties and warmly welcome your kind feedbacks to improve our part of services.

Thank you,

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Managing Editor

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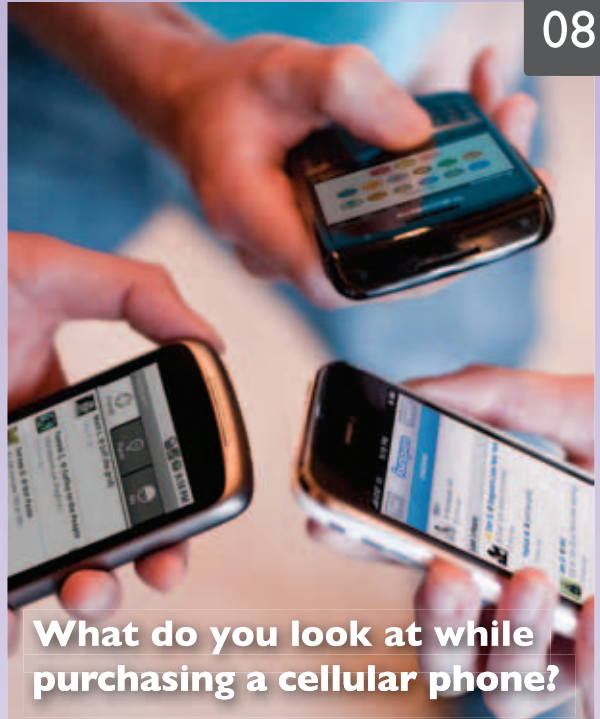
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League Lahore

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**AIRLINK
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QUALCOMM®

Grabbed 50% revenue share in Smart-
phone applications processor market

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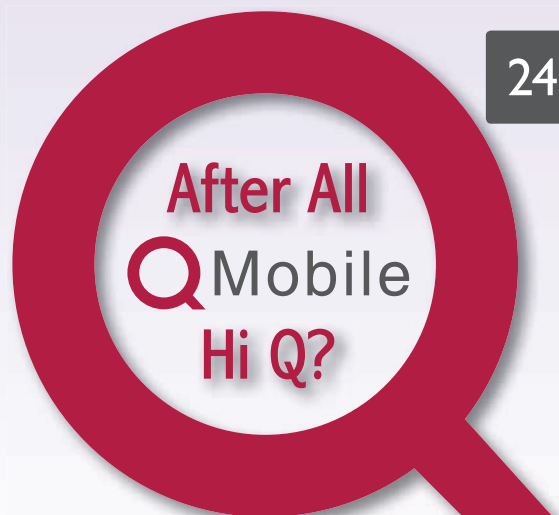


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After All
QMobile
Hi Q?



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QUALCOMM Inc. Organized 3G Device Workshop



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by Ammar Shafiq

Qualcomm Inc. in Collaboration with Telenor Pakistan conducted Training on Augmented Reality in Continuation to their Djuice Appportunity 2012.

Qualcomm offers a variety of leading mobile technologies to help maximize development potential and inspire the next generation of mobile applications.

Qualcomm's Motive of the combined Training with Telenor for students is to build their vision with Qualcomm's Augmented Reality (AR) platform. Access powerful tools to create sophisticated AR apps for Android™ and iOS smartphones and tablets.

The training was part of the Djuice Appportunity 2012 'APP Mein Kitna

Hai Dum!', a competition for Pakistani students and software developers to create mobile phone applications (apps).

Djuice Appportunity 2012 in an amazing opportunity for students to use the Hi-Tech Qualcomm & Djuice platforms and stand out, showcase their app creation talent with their help.

The aim of this training is 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.

Usman Javaid, Director Marketing Djuice & Telenor Pakistan in a message at the launch said:

"Djuice Appportunity, which is now in its second year, is fast becoming the platform of choice for amateur Pakistani app developers to exhibit their talent. We hope to continue to provide opportunities to the talented youth of Pakistan to enable them to excel in their fields."

Ziad Matar, Senior Director Global Business Operations Qualcomm Inc. In a message said:

"QUALCOMM's Unique Business Model is a Technology Enabler for the entire mobile value chain. We provide you platform to learn and develop which benefits the whole Mobile eco system. He further said that such opportunities can unleash the talent and should be provided in future as well."



Custom laws for Mobile Phones Import



by Zainab Batool

From a 10 year old child to the “rikshay wala” on the road everyone seems to have a mobile. And with reason too; mobiles have fast become a necessity in our lives.

Of the 176 million Pakistanis, according to Federal Bureau of Statistics, 95 million have a mobile connection.

By year 2022 the population of Pakistan will reach 210 million and accordingly the number of mobile phone users will also increase, Insha-Allah. Needless to say mobile phone business has great potential.

For the Pakistani businessman import of mobile phones is often hindered by a lack of understanding of the Customs Import Laws. PhoneWorld sought to redress this issue. Better understanding will improve business; and promote fair dealings.

Customs Laws have changed over the past 2 decades. In the 90s and early 2000s, the Cellular Networks Service Providers were expected to collect tax for ownership of a mobile phone set along with connection charges. By 2005 mobile phone sets were taxed by a percentage of their value. In 2009 government imposed customs duty and regulatory duty (Rs 750

per mobile handset). Later, government abolished the regulatory duty (Rs 250/ per handset) and reduced the customs duty from Rs 500 to Rs 250/ per mobile.

That is to say the same Rs. 250 will be taxed on a phone set costing Rs. 5000 as well as one costing Rs. 50,000.

These laws have been made to encourage the Telecom industry at large and mobile phone sales market particularly.

On the other hand import of second hand mobile phones is banned. Transport of such phones for commercial purposes is illegal.

A person can bring no more than 2 used mobile phone handsets.

First hand mobile phone handsets can be shipped using multiple means. They can be conveyed by air, by sea or over land. In fact mobile phone shipments are being transported over land from China via the Silk Route. This is a cheap solution as compared to shipment by air. One the other hand shipment of electronic goods by sea is not advisable as the damp air damages the delicate electronics.

When travelling, a person can carry up to 2 mobiles, pin-packed or second hand, as personal items. Commercial shipment can also be made as accompanied baggage, unaccompanied baggage i.e. goods that are booked. Lastly they can be transported via freight.

Customs tax will be levied if the number of Mobile phone handsets being transferred exceeds 2.

A businessman seeking to import Cellular Phones must first acquire the “Form of Undertaking to be furnished by the importer for making advance remittances for import of specialized or capital goods”. This will allow him to move foreign exchange as payment for goods.

Shipment can be received at any of Pakistan’s Freight Ports, Karachi, Multan, Quetta, Peshawar, Faisalabad, Rawalpindi, Lahore etc.

Here the person must present the “Invoice for Payment” of the goods to the presiding officer. The invoice will be verified against the number of items in the shipment. After payment of Customs duty, the goods can be transferred to their respective destination.

What do you look at while purchasing a cellular phone?

Consumers are the most important aspect of the success of any business, similarly the mobile business as well. But how much do we know about the phone that we are buying. It is just not something you take a glance at and decide to buy! It is something which you keep with you for a long time.

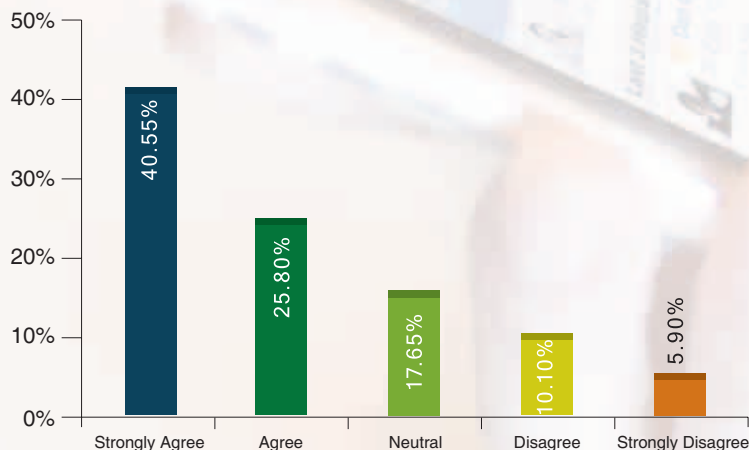
A girl might prefer to buy a handset with glittery red colour while a boy might dislike keeping such a vibrant cell phone in his pocket. Trends and choices also vary at individual level. Few would disagree that external factors play a primary role and at times even a decisive role when one goes to a mobile shop in order to purchase a handset (after the price of course). By the time you finish reading this you must be able to conclude what or who effects your decision the most as you pick cellular phones at a shop.

Pakistan has a very high percentage involvement in the mobile market world! Hence millions of people are buying phones here every now and then. But how many of them know about the product that they are buying?

Phone World found this to be an interesting query and decided to do a nationwide survey on the matter. The

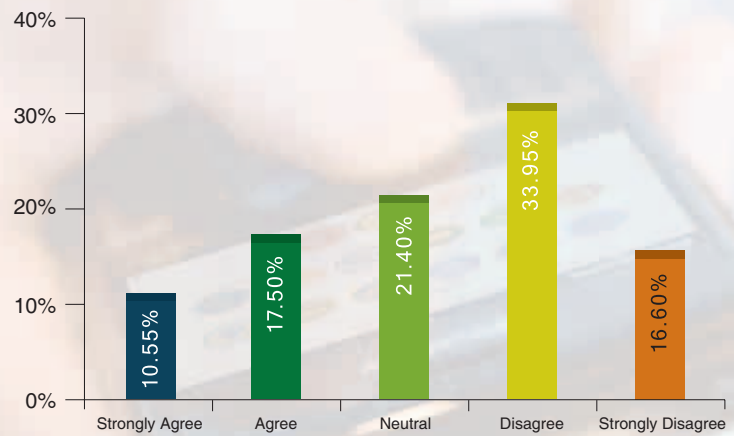
areas that were chosen as the main cities for the survey were Karachi, Islamabad and Lahore, The most important sectors of the current mobile business in Pakistan.

The following are results of a Primary Survey Conducted in 4 main cities of Pakistan for 2000 respondents by Phone World Magazine".

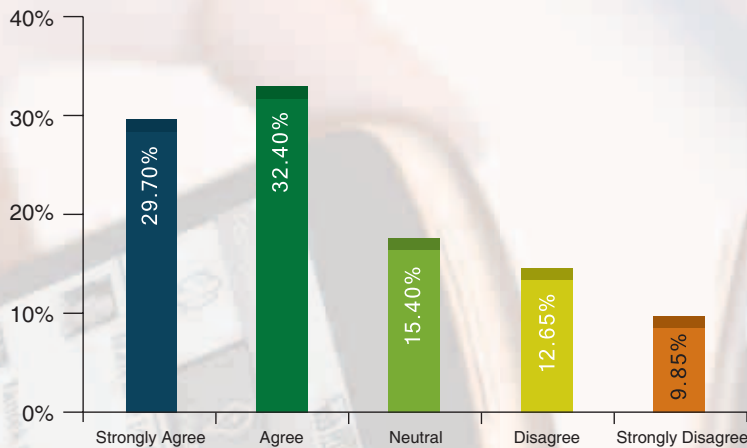


WHEN I BUY A CELL PHONE I MAKE DECISION COMPLETELY ON MY OWN

According to a survey conducted by the Phone World Magazine team the female gender is more influenced by external factors while looking for a mobile. For instance, 35% females rely on the suggestions given by the retailer while purchasing a cell phone. Males trust their own views, perceptions and knowledge about the mobile business due to which they rely on the retailer's suggestions to a lesser degree. 25% males pay heed to what their retailers or shopkeepers have to say about the handset that looks perfect to them.



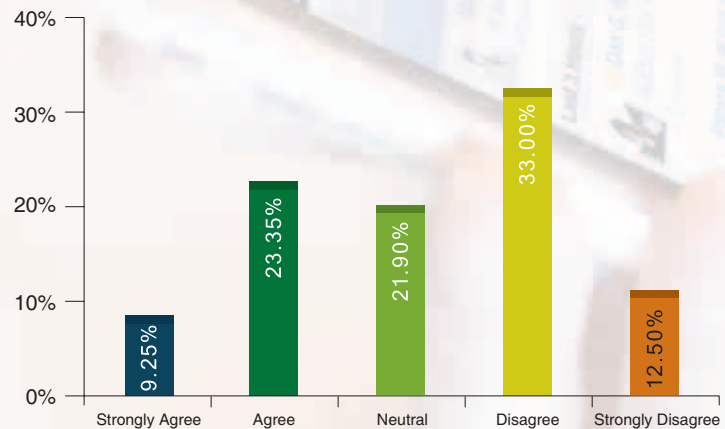
RETAILERS INFLUENCE ON MY CELL PHONE PURCHASING DECISION



PRICE IS IMPORTANT IN CELL PHONE PURCHASE

Price is a big factor and no one can buy a cell phone beyond his or her means. It is observed that males are more price conscious than females. The senior citizens belonging to an older age group are the one's who are most deeply concerned about the price tag dangling along with the handset. Having a tight financial set up with complete reliance on pocket money granted by the parents, students are also among the 'price conscious lot'. It is noteworthy that government employees are least worried about the prices.

Undoubtedly, friends, family, peer groups and those present in our immediate surroundings also exert some influence on our purchasing decisions. A teenager might be envious of his or her friend has a new smart phone, consequently, he or she will run to get a smart phone as well. However, among the younger lot those within the age of 21 to 30 years disagree that they are influenced by friends and family (about 53% of them say that they don't get influenced). Housewives and government employees are more influenced by those around them (about 38% of both of them). Over here again males are less influenced by their family and friends about 86%. While only 13% of the females fail to get influenced by their near and dear one's.



INFLUENCE OF FRIENDS AND FAMILY ON MY CELL PHONE PURCHASING

So what do you think – what or who effects your decision when you plan to buy a new hand set for yourself?



by Ammar Shafiq

Digital Camera & **Cellphone Camera**

With the emergence of camera phones you will seldom see anyone carrying a conventional camera and trying to capture everyday life events. It's more feasible and easy for a person to take a camera out from his pocket rather than taking it out from the camera case. However, we cannot declare that 'conventional cameras' have now become outdated.

A mere glimpse of what phone manufacturers are looking at for the future. There are plenty of other smart phones with advanced cameras on the market, such as the iPhone 4/4S or the Samsung Galaxy S II.

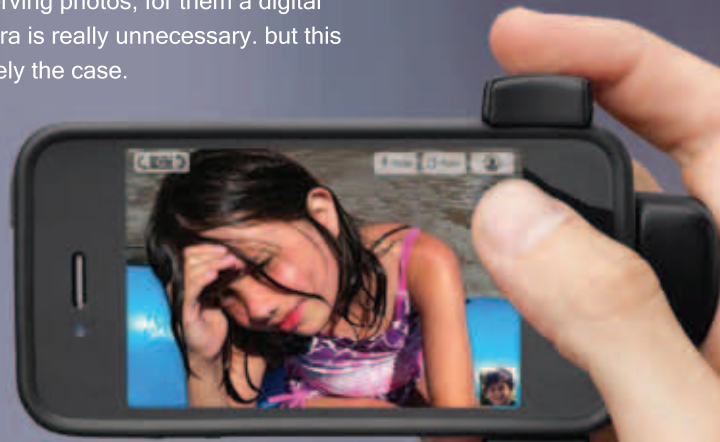
The cameras are up to the mark. In fact the technology raises the question whether it is worth it for amateur photographers to own a separate point-and-shoot camera or they should consider opting for the phone camera.

To put it simply should actual cameras, still exist and are they worth buying?.

More and more people claim they are foregoing owning a digital camera because their smart phone can do the same job. The answer is both yes and no.

Some people do not set store by preserving photos; for them a digital camera is really unnecessary. but this is rarely the case.

anything at any time it has been shown time and again that even the models that produced very good images cannot substitute for the image quality and shooting versatility of a dedicated, stand-alone device.



Often pictures taken with a cellular phone set camera are washed out, noisy and badly lit. In this way memorable photo are wasted. However having a camera in a cellular phone which is in your pocket makes it convenient and easy to take pictures of

It is not just about minute specifications, sensor quality, etc also count. Further more stand-alone cameras have option of larger and interchangeable lenses, optical zoom, wide-angle capability, larger and more powerful sensors, this list goes on



and on. Phone cameras are good for casual use. They offer reasonable quality, quick results and are perfect for day-to-day use. Photos look stunning on the phone screen. But anything more than that, like making prints or blowing up the photo, and you are going to wish you had a point-and-shoot in your pocket.

Most cameras have every single spec a cellular phone camera boasts, and can offer options like controlling flash depth and strength, as well as zoom. Stand-alone cameras still have an advantage with their larger sensor chips, which allows for more detail in photos. Pictures that are taken with a point-and-shoot tend to look more like what the eye actually sees. When was the last time you could not find a camera that would fit in your pocket? Manufacturers are well-aware that the lure of the mobile phone is its convenience, and have produced more than enough microscopic, high-quality point-and-shoots that are both tiny and pack a punch, for example the Sony

Cyber-shot lineup is just one of the options. The pocket argument does not really hold up for a large percentage of the population.

On the other hand, along the way, phones have gained other features that intertwine with their photographic capabilities in powerful ways. 3G Internet for instance enables them to upload images to the Internet swiftly. If you care to activate your GPS it shall let you tag the pictures with the location where they were taken. Most important, smart phones such as iPhones and Android handsets run an ever-expanding array of photo-related applications. This only goes on to show that the future is bright for the phone cameras.

Increased quality, improved features and unbeatable value, your compact camera is unlikely to be replaced by a phone any time soon, well maybe later. Sure, phone cameras have their place with desirables like convenience and the ability to share those photos

instantly and with anybody, but to say they are ready to step into the shoes of the mighty point-and-shoot might not be entirely true.



by Fakiha Hassan Rizvi



QUALCOMM®

Grabbed 50% revenue share in Smartphone applications processor market

The global smartphone applications processor reached \$7.9 billion in the year 2011. This is because of the stable 70 percent year-on year growth.

According to Strategy Analytics Report; Qualcomm, Samsung, Texas Instruments, Marvell and Broadcom grabbed the top-five smartphone applications processor revenue share rankings in 2011.

For the first time, on an annual basis, Qualcomm led the smartphone applications processor market in unit terms in 2011, snatching the long-held crown from Texas Instruments. In revenue terms, this should be in bold.

Broadcom stormed into the top-five rankings in 2011 for the first time, thanks to its high-volume Android design-wins.

Broadcom's applications processor shipments showed over 500 percent year-on-year growth in 2011. New entrant NVIDIA performed well in its first year in smartphones and finished as the sixth player in both unit terms and revenue terms in 2011.

Despite its first mover advantage with dual-core processors, NVIDIA lost momentum in the second half of 2011. Stand-alone applications processors accounted for 40 percent of total smartphone applications processor revenues in 2011 and out-grew

baseband-integrated applications processors, thanks to Apple, Samsung, Texas Instruments, NVIDIA and Qualcomm.

It is thought that, during 2011, Qualcomm strongly benefited from its broad Snapdragon processor portfolio, strong presence in multiple software ecosystems and excellent relationships with almost all top most smartphone vendors.

Strategy Analytics noted that the Android ecosystem continues to be a big growth driver for Qualcomm and enabled it to capture approx. 50 percent revenue share in the overall smartphone applications processor market in 2011.



Apple App Store VS Android Market

A Market Perspective

by Hassan Saleem
Jazib Iqtidar

Going back to the time when the iPhone 3g was launched, Apple took a revolutionary step in marketing strategy by announcing the launch of their 'Apple App Store'.

The Apple App store not only promoted their product portfolio through the hundreds of applications, music and videos at the time but also gave rise to a new form of business i.e. 'Application Development'. Software developers were encouraged to develop and upload their apps on the Apple App Store.

The Apple App Store is a virtual platform provided by Apple Inc. to its customers across the globe. This platform enables all Apple device user's to download virtual content such as music, movies, applications and games directly to their Apple device(s).

The content available on the Apple App Store has two basic categories paid and non-paid. The user can either purchase the content or if it is free he/she can just simply download it. All payments are made through the use of credit cards which are linked to the user's personal Apple account.

The Apple App store not only contains official Apple content but Apple also encourages private individuals to develop their own games, applications, and other

content and upload it on the App Store.

Now the most important question is why would someone take out the time to develop an application and upload it on the Apple App Store? The answer is simple "incentive i.e. money". To make it even simple I'll share an example (hypothetically speaking): I develop an application, it gets screened by Apple and they allow me to upload it on their app store (which keeping in mind has worldwide coverage). I put a price tag of 1\$ on it, now it's Apple's policy that 13% of the selling price is their cut, 16% goes to the credit card company, 1% for storage and delivery while the rest 70% will go into my pocket. Now from here the sky is the limit, the more downloads I get for my application the more I earn. It's a win win situation.

Currently, there are over 500,000 apps on the App Store with a collective number of more than 25 Billion downloads! These apps include world famous apps such as Angry Birds, Whatsapp, Facebook app and many more.

Now let's not forget the elephant in the room i.e. Google's OS "Android" which is one of the fastest growing operating system in the world and one of the biggest competitor of Apple.

Google in competition to Apple's 'App Store'

launched its own 'Android Market' which made its first appearance back in 2009, having almost the same mechanics as the Apple App Store; initially hosting 2,300 applications. The number later on grew to a whopping 400,000+ by 2012! Also the number of collective downloads now are over 10 Billion with popular apps such as Google Maps, Google+, Angry birds, Cut the rope and many more.

Similar to the Apple's App Store the Android Market is also open to the public, where anyone with application development experience can set up their account and upload their apps to the Android Market. Google, similar to Apple takes its cut out of the selling price of the app i.e. 30% which is distributed between carriers and payment processors while the remaining 70% goes to the developer.

Also just recently in March 2012 Google re-branded its Android market and renamed it to Google Play! Presently Apple is the leader amongst the two competitors in the app store department due to the higher number of paid apps (72%) on its 'App Store' in comparison to Google's 'Android Market' A.K.A. 'Google Play' (43%). Looking at the other side of the picture the Android Market has more free apps than the Apple App Store hence, making it more common among the general public.

Social Media Demographics

Over 66% of all adult online users are connected to one or more social media platforms. Use of these platforms and tools has been increasing steadily over the last 10 years, for both personal and business reasons.

Here we take a look at the statistics behind some of the most popular platforms:

by Ammar Shafiq

GENDER

Male
Female

AGE

0-24
25-34
35-44
45+

EDUCATIONS

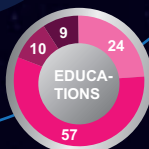
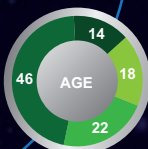
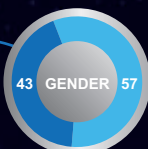
Less Than HS Diploma
High School
Some College
Bachelor's Or Graduate Degree

HOUSEHOLD INCOME

\$0 - \$24,999
\$25,000 - \$49,999
\$50,000 - \$99,999
\$100,000+

facebook

845 MILLION ACTIVE USERS



ADDITIONAL DATA:

Average Friend Count:
130

Average Daily Visits On Mobile:
200 Million

Average Visits Per Month:
40

Average Visits On Site Per Month:
23:20 Minutes Per Visit



ADDITIONAL DATA:

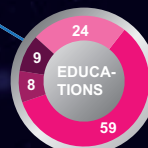
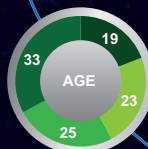
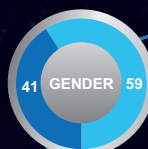
Online Tweeters
13% Of Online Individuals Use Twitter

Tweeters On Mobile
54%

Tweet At Least Once A Day
36%

Average Time On Site
11:50 Minutes Per Visit

Twitter



ADDITIONAL DATA:

Relationship Status
43.82% Of Users Are Single

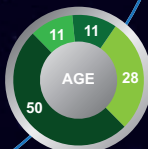
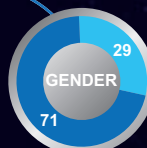
Usage
41.99% Are Looking For Friends

Most Common User Occupations*:
1.77% Engineer
1.02% Developer
0.82% Designer

(*From a sample of 4,400,000 users)

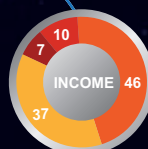
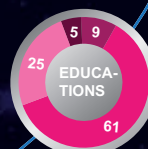
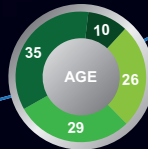
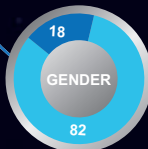
Google

90 MILLION UNIQUE VISITORS



Pinterest

21 MILLION UNIQUE VISITORS



ADDITIONAL DATA:

Top Corporate Pinterest Board
Real Simple (34,517 Followers)

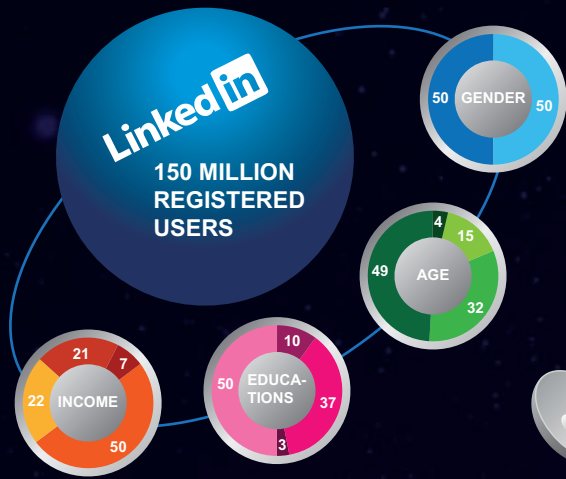
Top Geographical Location
East South Central (Mississippi, Alabama, Kentucky, Tennessee)

Top Interest (US)
Crafts, Gifts, Hobbies/Leisure, Interior Design, Fashion Designers/Collections

Average Time On Site
16:40 Minutes Per Visit



INTERNATIONAL



ADDITIONAL DATA:

LinkedIn For Business Growth
64% Of Users

Use LinkedIn For Business Purposes
3 Out Of 4 Users

Compaines On LinkedIn
2 Million

Average Time On Site
8:00 Minutes Per Visit



ADDITIONAL DATA:

Top Audience Interest
Humor, Politics And Tech

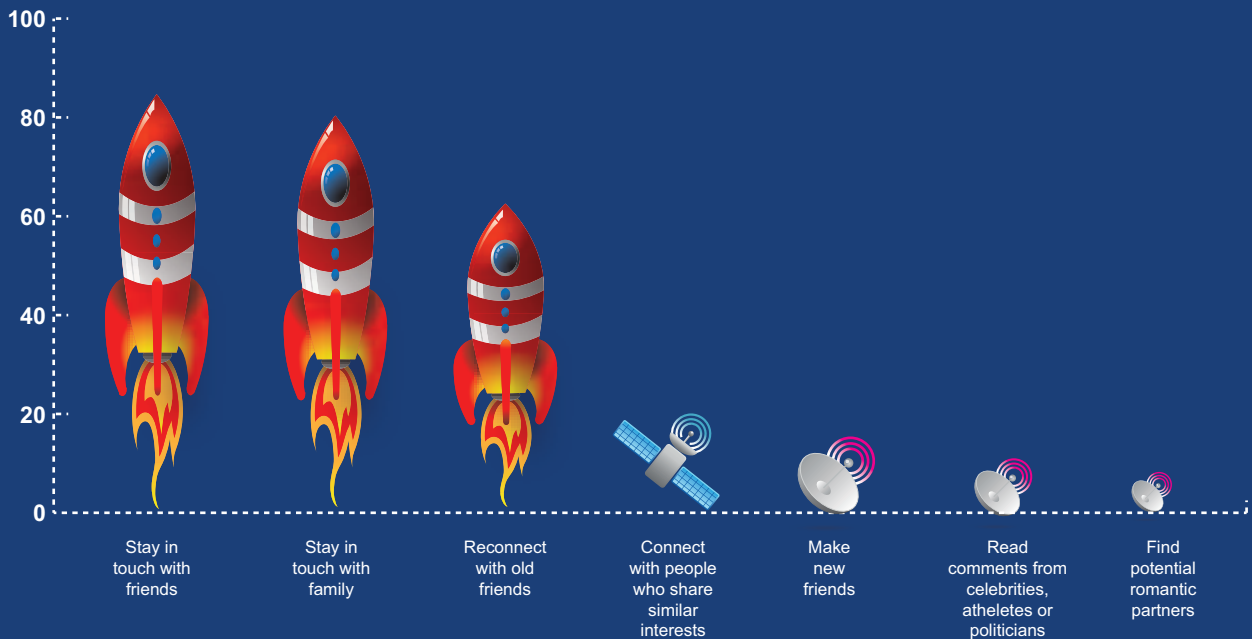
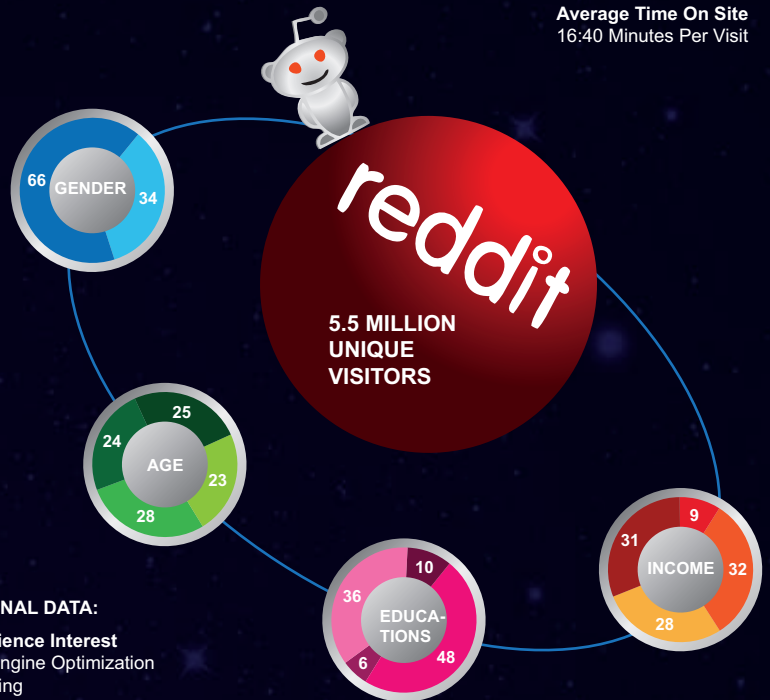
Average Time On Site
16:40 Minutes Per Visit



ADDITIONAL DATA:

Top Audience Interest
Search Engine Optimization & Marketing

Average Time On Site
6:00 Minutes Per Visit





Repairing is not just a profession... It's My Passion!



Abdul Hafeez, a true innovator in his field, has been running an Independent Handset Repairing Center by the name of "Hafeez Center" located at Black Horse plaza (Blue Area, Islamabad) for the past 15-16 years.

He claims to be the first person in starting the "handset repairing" business in Islamabad.

A person who wants to start a profession in the Mobile Handset business usually opts for the Retail side of the business or the Whole Sale side, but Abdul Hafeez chose not to! The reason he gives is, "Electrical Engineering is not only my Qualification, it is also my Profession and Passion!"

Abdul Hafeez also highlighted the fact that he deals mostly in high-end smartphones such as iPhone, Samsung, BlackBerry, HTC, PDAs, Business Navigators, Communicators and some Local brands except from Chinese brands!

The reason given by Hafeez for why he does not deal in Chinese Branded Handsets is that "Not only Chinese brands are unreliable; getting their spare parts is another hassle and as usual Chinese branded phones are low priced, making a decent profit margin is always difficult, so why bother in taking the risk?"

A large number of devices that are sent off to repair centers usually mean that the brand is in question! When asked Abdul Hafeez, whether he agreed with the statement? He replied "Not necessarily!"

Having a large number of faulty models (of any specific brand) for repair does not necessarily mean that the brand is solely responsible. No! The misuse in handling of the devices is the major reason behind receiving these Handsets at our repair shops in the first place!"

Hafeez is a Apple fan, and personally owns an iPhone4s; he

believes that the device design and constructions of Apple products are flawless! And despite not having a single official Apple Store/Center in Pakistan, the ratio of faulty iPhones are significantly less as compared to other brands, Which shows how complete this product truly is!



CELLKO dealing with all that is original



The owner of CELLKO (located in Singapore Plaza, Rawalpindi) is Tahir Mehmood . CELLKO is the authorized dealer of Advance, Teletec, United Mobile, LG and Q Mobile.

Tahir is in the mobile business for the past 9 years and presently owns 5 shops in Singapore Plaza. He deals with all genuine brands like Nokia, HTC, Apple, Samsung and iPhone.

He considered the sales of Samsung Galaxy series to be the most successful , among the mid-range handsets he was satisfied with the sales of Galaxy , while among high-end he regarded Samsung S2 as the best seller. Among the low-end phones he said that Nokia is the best seller. This might be because Samsung is deprived of good low-end handsets.

Tahir said that customers are guided in accordance with their budget and the functionality they are looking for.

The problems of rates and warranty claim according to him were prevailing in the market these days. He gave the message to the customers that they should purchase genuine handsets with authorized warranty claim. Moreover, they should keep their budget and their requirements in view while buying handsets.

YOUNIS MOBILE
WHOLE SALE DEALER

Khalid Iqbal CHIEF EXECUTIVE

29 MAIN HALL ROAD LAHORE

Tel: 92-42-37236801,37244485

Cell: 0300-9404400,0300-4002313

Email: khalid_younismobile@hotmail.com



QUALCOMM Inc. Organized 3G Device Workshop For Local Market Distributors, Retailers In Lahore Pakistan.

by Ammar Shafiq

Qualcomm is world's number 1 wireless company that has over 50K patents across various wireless technologies including UMTS, CDMA, WCDMA, LTE and more. As a part of the effort to support the eco-system, Qualcomm has and continues to play a critical role in driving the mobile experience to the next level working with the operators, application developers, content providers, handset manufacturers and distributors alike.

To ensure the stakeholders in Pakistan benefit from the 3G network deployments, **Qualcomm has Organized the "3G Device Workshop"** in collaboration with its Qualcomm Reference Design (QRD) Partners, and the Central Asian Cellular Forum (CACF) **at the PC Hotel, Lahore on April 30th 2012.**

At this **3G Device Workshop**, the attendees learnt about the rich ecosystem of 3G devices available on various platforms for multiple tiers and tremendous business opportunities.

OEM's participated:

1. Huawei
2. ZTE
3. Fortune Ship – Water World
4. Long Cheer

OEM's displayed Qualcomm enabled 3G devices on their stalls.

All famous local brands like Mega Gate, GTide, Club Mobile, Pride Mobile, Vigo Mobile attended the workshop.



Director Central Asia Global Business Operations Qualcomm
Asad Inayat on 3G Devices



Attendees at 3G workshop - Lahore





A Pictorial view of the Qualcomm 3G Device



Asad Inayat explaining statistics to distributors & Oems



ZTE Stall At Workshop



Khalid Khan welcome note to guests



Water World Displaying 3G Devices



Muzamil from Mega Gate at Workshop



Khalid Younas Mobile and other distributors infocus



Distributors at Workshop



THE PIONEER

WHOLESALE ACCESSORY DEALER

The owner of Goodluck accessories Iqbal Mobiles had an open interview with Rawalpindi Bureau Chief. Javed Iqbal is also the President of Anjuman e-Tajiraan and is among the pioneer wholesale accessory dealers of Rawalpindi

When did you enter into the mobile business?

I started from Raja Bazar back in 1993 with a small shop of watches then in 1995 we went to Bara Market and entered into electronics business. After 2000 we started mobile business and after the construction of Akhtar Plaza the opening shop was mine. I was the first wholesale dealer in Pindi.

How did this Plaza progress?

Most of the big wholesalers accumulated in this Plaza which accounts for its progress. Since 2006 Akhtar Plaza is progressing rapidly.

Tell us something about Anjuman-e-Tajiraan?

I became the President of Anjuman-e-Tajiraan without any opposition and I am the President of this union for the past 6 years. The main reason for its stability is that this union doesn't use any foul means and works for the welfare of the market.

ONELINK
COMMUNICATIONS

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

Tel: 051-2830366



Goodluck Accessories own brands: Millenium batteries, Boofer Sound, Fancy cover etc.



How many active shops are there in this Plaza?

There are about 16 active shops in this Plaza. There is another branch of this Plaza nearby and that consists of about 32 shops.

Where do you see mobile business in the future?

I think that it will progress by leaps and bounds due to advancement in technology.

Where do you import accessories from?

We mainly import it from China by ourselves.

How many shops do you own currently?

I currently have two shops.

What message would you like to share with the consumers and dealers through Phone World Magazine?

We require support from the government especially with regards to the security condition and energy crisis.



Busy - on
the call

Greeting and
conversing
at the same
time



Placid Shahbaz
plaza

Three stalwarts
of the mobile
market gleam-
ing in sunlight.



AMJAD IQBAL CONNECTIONS MOBILES



Amjad Iqbal is the owner of Connections mobile located at F-7 market, which has been in the mobile retail business for the past 7-8 years. Connections mobile deals both in international brands such as Nokia, Samsung, HTC, L.G, iPhone,

BlackBerry and local brands such as Q-Mobile, MegaGate and Club mobile. And Amjad Iqbal further claims that Connections Mobile also deals in Chinese brands as well, but the ratio of that is very minimal!

All the handsets that are available at Connections Mobile are all equipped with original Warranties from legal dealerships such as Advance Telecom, United Mobile, Brightex and Teletec. Amjad Iqbal further stated that "Though iPhones are also available at the shop, but as they are brought here via grey channels, they are warranty-less!

Amjad Iqbal personally uses a Nokia phone and proudly prefers Nokia over all other brands as he believes they are more reliable, durable, user friendly and have a prolong battery life as compared to other brands.

On the Chinese branded phones, **Amjad Iqbal believes that the recent long term warranty claims from Chinese branded phones have affected the mobile market**

overall, from which Nokia took most of the damage!

The reason being that Nokia's Symbian Operating System is not much of a success! Currently the Samsung Galaxy series is leading the smartphone market in terms of the highly popular Android platform! The recent partnership of the two giants, NOKIA and Microsoft is a major scoop in the mobile world, and there have been many discussions regarding the topic, with the first official series (Lumia). We asked Amjad Iqbal whether he thought the combination is anticipated or not? To which he said that the software/ OS is so complicated that a person is just left sliding the so-called "Live Tiles" top to bottom!

Concluding our interview we finally asked Amjad Iqbal that if there were any features he would like to introduce in smartphones, to increase the market in the current Operating systems? He replied that "Yes, we all know that we have close ties with china, and many Chinese foreigners are residing in Pakistan, who are working on commercial and infra-structural projects, and as they are not much familiar with the English language, **every OS should have a "Chinese Language" compatibility mode that would enable them to easily use their phones!**

by Hassan Saleem

After All QMobile Hi Q?



Karachi is without a doubt the most happening city in Pakistan. It has the most competitive market. For the past 15-20 years, with the advancement in technology, cellular imports have risen up exponentially. Many distributing organizations have been set up during this time. These include well established companies like Advance Telecom, Teletec, United Mobiles, Mobile Zone and Brightex. These companies have been distributing all the mobile phones that are imported into the ports of Karachi, such as Nokia, Samsung, Sony Ericsson and China mobiles. From Karachi mobiles are distributed all over Pakistan.

It was about 5-6 years ago that local companies started to see the market potential for introducing their own mobile brands. Similarly; a couple of years ago, a company QMobile introduced itself as a proper mobile brand in Pakistan. Though being a very young competitor in the battle against veteran big shots, QMobile in no manner was considered a light challenge, as the company came in with a BANG!

QMobile is winning the market because of its simple yet effective strategy.

The ideology of QMobile is to bring low-priced, yet modern and highly sophisticated mobiles in the hands of the general public. And amazingly it did, the mobile phones introduced

by QMobile are low-priced but in no sense what so ever low end, they have a class of their own.

QMobile is also very keen in following the public trends by introducing the concept of dual SIM compatible phones such as the Q6, E900 Series phones.

Other than that they are also lavishing their stocks with full Touch system and QWERTY keyboard at low prices for the public.

These handsets are hugely appreciated and have become the 2nd most sold brand in Pakistan after Nokia.

Advertisement is very important in any company. QMobile, through its effective advertising, has caught the exact market segment it wants to sell its products to. QMobile leaves its competition miles behind in that as well; by dressing up huge plazas and public places, counter shops and any Mobile/Related stores with banners and ad billboards, By placing the beautiful Imaan Ali and the talented Atif Aslam as brand ambassadors the public's frenzy can be seen in the sales results!



Social Media Addiction At Karachi And Cell Phones

by Fakiha Hassan Rizvi

It was yet another day when I logged in to my facebook account in order to kill my time and my eyes got fixed when I suddenly saw a facebook page titled; "when I shut down my computer I pick up my cell phone and start using facebook again". With a faint smile on my face I finally understood that why 'social media' is the "buzz word" nowadays and what a great deal of contribution our tiny communication gadgets (cell phones) have made towards the promotion of this new form of media.

With the evolution of technology many new technological aspects of our life have been correlated and they reinforce the effect of each other. Therefore, they affect us (the humans) synergistically through their dual action. Teenagers are 'tweeting', 'facebooking', they are connected with their social circle 24 hours a day through their cellular

phones and aren't forgetting to update their day to day activities by utilizing tools of social media.

If the flare is gaining this pace then it is quite witty at the end of cellular phone brands to mention facebook, twitter and my space while publicising their handsets. Even the low end handsets are now ensuring the facility of GPRS and a facebook application. Realizing the importance of this latest innovation in the media world and the way it has taken to enter into the life of people a handset compatible for internet use is now emerging as a necessity. Why not? After all facebook hosts more people than those in China and India. Yes! According to an estimate facebook has more population (users) than that of China and India. Even if you think that it's unfair to take it in that context because a single user can have more than one account then don't forget that

there are twins and triplets in the real world as well. It is also interesting to note that the United States has more facebook users than voters.

Let us take the example of the Arab Spring, the protests which initiated it were all coordinated through facebook and twitter. Therefore, political and social activism is also a consequence of social media use in a variety of ways.

This paradigm shift in media culture is spreading like a wild fire. It won't be unjustified to say that Lahoris are addicted to this glittery form of media which automatically grabs one's attention. It doesn't matter that you are a gossip queen, a rock star, a mobile dealer or even a layman who doesn't like to remain in touch with near and dear one's through a cost effective medium? Social media does the magic and cell phones are facilitating it to do so.

SARBAZ COMMUNICATION Mobile Accessory Dealers

by Shahzad Ali



Mir Faraz Ahmed the owner of Sarbaz Communication which is located at Abdullah Haroon market of Karachi had a pleasant conversation with our team.

This shop is dealing with mobile accessories since 2004. Mr. Faraz told that his shop deals with various accessories of different brands like

Nokia and Samsung.

Discussing the present trends of accessories he said that casings and pouches have high sales. According to him, most of the accessories are imported from China. Sarbaz Communication deals with Chinese companies and

factories which manufacture accessories. Faraz was of the view that female customers preferred casings in bright colours.

Sarbaz Communication provides one year warranty to its customers.

BROTHER MOBILES

RANA NOMAN
RANA AZHAR
RANA ATHAR

AL-HAKEEM MARKET, SHOP#2,3, MAIN HALL ROAD LAHORE
PH: 0300-8496964-0302-8496964-0300-4175875-042-37365238



by Hassan Saleem



More Than A GAME

Apple Store has always been a hit. With the successful launch of iPhone 3G/3Gs and its easy to use highly optimized IOS, the App Store has become even more popular. Millions of Applications are uploaded or downloaded? daily to the App store; which has taken Apple to the very top compared to its competitors at the time!

Out of the millions of Apple games/ applications, a tiny game, produced by a company based in Finland; "Rovio", stands out. This game has been downloaded over 120 Million times till now, now. It is considered to be the most successful mobile game/ application in history. The game is none other than "Angry Birds"! talking about "Angry Birds"!

Story Line

Having a simple story line, that of a group of birds on the mission to retrieve their eggs from the evil pigs who stole them. The game itself is based on the age-old concept "Deploy and Destroy"!

The player has to catapult the birds which destroy the obstacles and smash the pigs. Each bird has its own



**YELLOW BIRD
TURBO ATTACK**



**RED BIRD
NORMAL ATTACK**



**BLUE BIRD
TABLE ATTACK**

strengths and weaknesses.

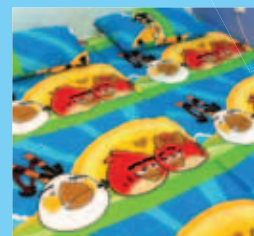
Being an Android user myself, I have had the pleasure of downloading and playing the game. I have to it is simply amazing! I am not the only one! I have often noticed smart phone users, both Apple and Android have the game installed. According to many mobile shop owners customers often demand this game in their phones.

Angry birds has rocked the App Store for a while. When Android OS set foot in the OS world it released a version of its own. Millions of more mobile user have installed this game.

Angry Birds has now become one of the most played game on the planet,

with millions of users in its Database and the game itself is available free of cost for the public!

Its marketing department is also a huge success. Selling of custom "Angry Birds" themed merchandise such as coffee mugs, T-shirts, pens, Bed Sheets, Quilts etc is also a huge business.



TEN PEARLS

THE MOBILE APPLICATION DEVELOPERS

by Ammar Shafiq

The Phone World magazine team got a chance to interact with the Chief Operating Officer of Ten pearls company, Zeeshan Aftab. Ten pearls is a global application development company. It's offices are located in the U.S, Pakistan and UAE. The company works on client projects. Promising projects are further developed in a company owned lab. This Lab is constantly busy with projects regarding mobile applications and software. The company is operating in Pakistan since 2004.

Most of the applications developed by Ten pearls are compatible with the products of Apple. Zeeshan remarked that there is more room for innovation while working with Apple products. However, there are around 30 applications by the company on Ovi store as well. The company is working with Nokia for the past 2 years.

The new Nokia Windows Phone (Lumia 710) also has applications developed by Ten Pearls; Animal 101 and uTrack Pro are both award winning applications.

Then there is World Mania that helps both children and adults get a command of basic world geography in a fun and easy way. World Mania has the profiles for all the countries and includes details such as currency, date of independence, capitals, population, flags, and other information. Each country can also be viewed in an interactive map.

For Apple store there are around 15 applications. The company has also developed an application for the leading University of Maryland located in the United States, this application allows the users to view all the courses that are being offered by the University. The Maryland State Bar Association mobile app is available from Apple App Store, Android Market and Black Berry App World.



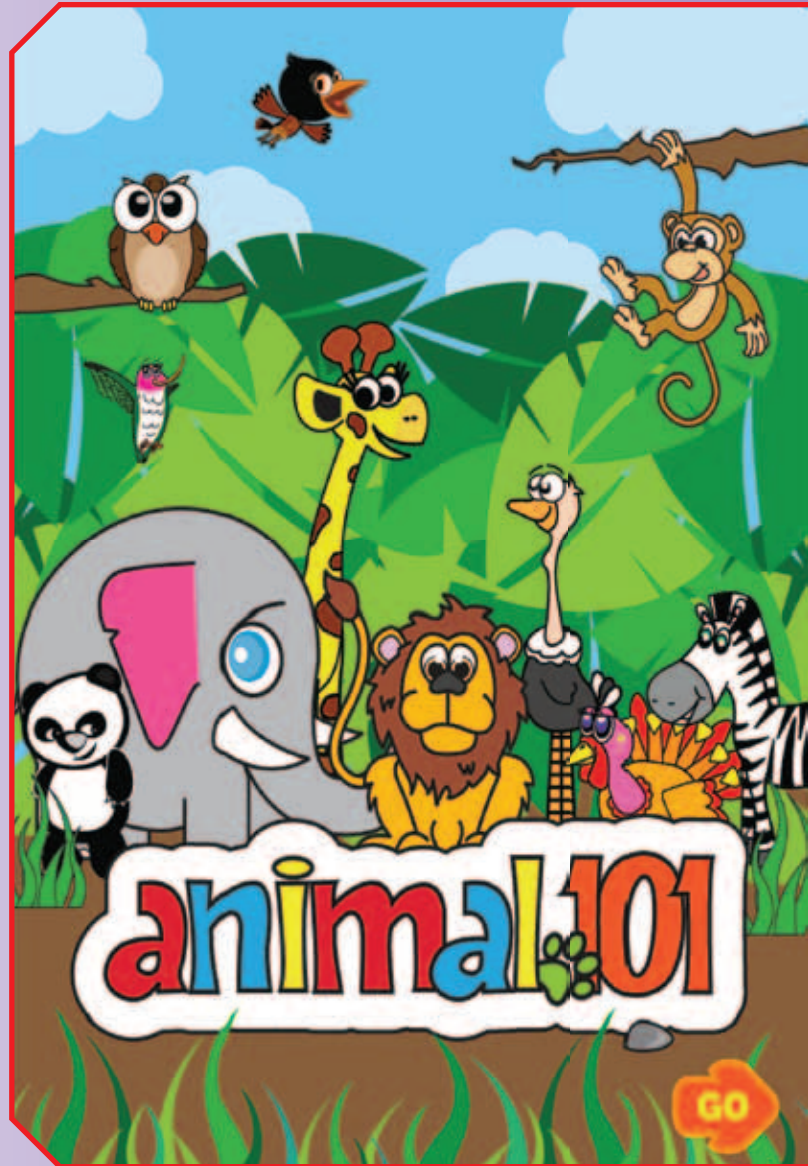
The leading media conglomerate of Pakistan (DAWN newsgroup) also worked with Ten pearls company for a News app.

Ten Pearls has developed Dawn News app for iOS (iPhone and iPad), Android and Symbian (NOKIA) devices.

This app is developed using native software development kit (SDK) of each platform, and uses native touch/press events to provide device specific functionality on each platform. The apps for ARY Digital and ARY Zauk on Ovi are also made by this company.

Regarding Chinese brands he said that if their platforms can support applications then we'll definitely work with such brands in the future.

Presently, around 75 people are employed in the Karachi office of Ten Pearls which include software developers, quality insurance engineers, project managers and human resource managers.





Commercialisation at its peak! at star plaza Karachi



A shopkeeper busy dealing with his own handset at star plaza Karachi.



A pedestrian walks in front of Advance Telecom at Al-falah market, Abdullah Haroon Road.



Another huge billboard promoting Nokia C series with a famous Agha Restaurant for all food lovers.

Lahori Culture

The Lahori traditions are an intricate fusion of Arabic, Persian and other native cultures.

by Fakiha Hassan Rizvi

Lahore is a wondrous city of Pakistan often designated as the 'heart' of the country. Lahore hosts innumerable traditions which make it vibrant and exotic. The Lahori traditions are an intricate fusion of Arabic, Persian and other native cultures. From marriages to eating habits, attires to recreational activities all have varying shades but exhibit perfect contrast and blend of colours.

Being the capital of an agriculturally active province, Lahore keeps the menu list alive for tourists as well as natives. Lahoris are incomplete without lassi, nehari, halwa poori, saag and parathas. Recipes also travel from grandfather or grandmother to the great grandson or great granddaughter and so on. Shalwar Kameez remains the most comfortable outfit but due to the emerging globalization you will often see Lahoris in Western outfits. College teens are especially dazzled by the latest trends of the fashion industry.

It is rightly said that 'Lahore Lahore hai' due to the uniqueness of this city and its inhabitants. It is often termed as the cultural capital of Pakistan. Lahore Fort, Badshahi Mosque, Shalimar Gardens, Nur Jehan's Tomb, Tomb of Jahangir, Anarkali Bazaar, The Lahore Museum, Chauburji or Minar-e-Pakistan and Bagh-e-Jinnah are some of the major architectural works found in Lahore. Lahore is also the centre of Pakistan's puppetry industry. Although not economically viable as a business, the Peerzada family has been arranging puppetry festivals for more than a decade, at one point even bringing the biggest festival in the world to Lahore.

Lahore's technology markets include the Hall Road, Pakistan's largest electronics market adjacent to the Mall Road and the Hafeez Centre is Asia's largest computer market, located on Gulberg Main Boulevard. One of Lahore's important techno-markets, "Shah Alam Market" or Shalmi as locals call it, exists near the site of the Shah Alam Gate of Lahore. This diversity and traditions make Lahore a symbolic mural of Pakistan's exotic cultural values!

AIRLINK Communication launching the first ever 3G compatible Tablet in Pakistan

by Fahad Butt

Muzafar Hayat Paracha the Managing Director of Airlink Communication immediately puts you at ease with his smiling face and easy manners, inside he is a very hard working professional. As a late comer to the mobile world he has done exceptionally well for himself and his partners specially the PTCL. He takes pride in introducing some of the 01st in this very competitive market and poised to lead this mobile phone industry”.

Phone World Magazine Team would like to congratulate you on the recent launch of PTCL EVO tab. Please tell us more about this product?

PTCL EVO tab is the first EVO Tab in Pakistan which is fully compatible with 3G. It provides easy and on the go access to internet. The response has been marvellous. Through this Tab 3G is available with nation wide roaming in more than 130 cities and you can also

use it as GSM.

What exactly is Airlink?

Airlink is basically a distribution company which introduced PTCL's video EVO in many places. It has four regional offices in Pakistan located in Lahore, Karachi, Islamabad and Faisalabad.

Tell us about your sales network?

We have direct access to the retailer and there are about 8000 retail outlets.

You chose Android OS for the product, why did you sideline Symbian?

Airlink believes in innovation so it is imperative to move along with technology. Android is booming up with a huge market at its disposal. There are innumerable applications which Android provides and most of them are free. Keeping in view the likely induction of 3G, Android would be fully compatible with it as well.

Tell us about your after sale services?

The four regional services are responsible for both hardware and software repairs. There is one year warranty for both hardware and software. Moreover, there are online services for customers as well along with 24 hours services through a toll free number.

What are the plans of Airlink about 3G?

Airlink is the company which has launched the first ever 3G compatible Tab and the new handset of PTCL EVO Android was also launched by Airlink. Next in line is PTCL's EVO Wi-Fi cloud which would be compatible with 3G SIMS of operators.

Is Airlink planning to work with PTCL in the long run or are you open to other operators?

We are open to all other operators but still PTCL was our initial partner.



Tell us more about your functioning with PTCL?

Airlink is basically the national distributor of PTCL. Most of our focus is on the wireless products of PTCL.

How will 3G effect touch-pad market of Pakistan?

All the smart and touch phones are meant for 3G. Therefore, with the introduction of 3G the progress of touch-pad market is also expected.

Are we late with regards to 3G's launch?

Yes, in my view 3G should have arrived in Pakistan at least 4 years ago.

What do you think would be the benefit of 3G to customers?

3G will ensure a lot of value-added services. For instance, 'mobile banking' will become very easy. The operators will also get an edge and a lot of job opportunities will be created. Pharmaceutical companies and multinational companies would explore new applications for advancement and feasibility.

Which handset are you using?

I am using I-Vo Dat8 which is a dual mode handset and 3G enabled handset. You can browse and receive your call at the same time plus you can connect to your home computer with it.

Where do you spend your leisure time?

"I love nature and usually spends my time going to hilly areas. Also, Italy is like my second home and do enjoy having my friends and family go along with me to spend time at this very exotic city"



All the smart and touch phones are meant for 3G. Therefore, with the introduction of 3G the progress of touch-pad market is also expected. All the smart and touch phones are meant for 3G. Therefore, with the introduction of 3G the progress of touch-pad market is also expected.

BM MOBILE coping up with the menaces at Hafeez Center



Sheikh Imran the owner of BM Mobile had a discussion with the Bureau Chief - Lahore region. Sheikh Imran has been in the mobile business for the past 10 years and is working as a retailer.

Discussing the present situation of Hafeez Center (where BM Mobile is located) he said that the situation was getting worse due to load shedding and uncooperative wholesalers who do not support the retailers. Moreover, there is absence for proper parking due to which customers do not prefer to come here as the cars get lifted.

BM Mobile deals with Nokia, HTC, Q Mobile, Samsung, and iPhone. Sheikh said that the sale of high-end handsets like the Blackberry, iPhone and HTC was quite high. He said that due to the sale of high-end handsets BM Mobile

manages to earn around 0.3 million per day.

According to him, out of a hundred, Nokia contributes only 20% of the total sales due to the presence of the iPhone, Blackberry and the HTC handsets. He also mentioned that the sale of Samsung handsets was also improving due to the introduction of the Android OS in their mobile devices.

In Chinese brands he said that Q mobile and Megagate were leading.

Regarding Q Mobile, he said that its effective advertising strategy has brought it closer to Nokia. However, he was of the view that Club Mobile had lower sales at Hafeez Center.

Sheikh Imran said that Nokia cannot compete Nokia cannot compete through it's Nokia Lumia Windows phone, as it did previously with the iPhone through it's N series handsets which remained in vain.

In a lighter vein he said that he spends his weekends with family and his favourite hill station is Murree. His favourite dish is 'pae'.

PARADISE MOBILES

Whole Sale Dealer

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

SHOP NO.F-2,1st FLOOR
PARADISE CENTRE,
4 MAIN HALL ROAD LAHORE
PH NO. 92-42-37356663



PRIDE

d i f f e r e n c e , s t a r t h e r e

YOUNIS MOBILES 29, Main Hall Road, Lahore



Khalid Iqbal the owner of Younas Mobiles who has recently launched a new brand by the name of 'Pride Mobile'.

Congratulations on the launch of Pride Mobile on the behalf of Phone World Magazine team. For how long have you been in the mobile business?

I have been in the mobile business since 1994.

When did you plan to launch 'Pride Mobile'?

The launch of 'Pride Mobile' is a consequence of a year long planning. The China-based company which assisted in launching this brand also helped us to develop a well-equipped lab in Pakistan as a back up.

How many models have you launched till now?

We have launched 4 models till now and we are planning to launch 3 more in the coming month.

What is the status of warranty and customer centers?

'Pride warranty' is being given along with every phone set and there is one customer care center in Lahore. There is a plan to open more centers in 8 major cities of Pakistan.

How many wholesalers have 'pride' available with them?

In Punjab all the big wholesalers of major cities have 'Pride' with them. We'll be entering interior Sindh in the coming months.

What is the progress of sales of Pride Mobile?

Most of the stock is insufficient to meet the market demand, from this the quality and popularity of 'Pride Mobile' can be judged.

Ahmed Mobiles marks Club as a quality brand



Safeer the in-charge of Ahmed Mobiles (located at Hall Road Lahore) had a discussion with Ahmed Mobiles which is running from the last one year. Safeer is both a wholesaler and retailer but his main focus is on wholesale.

Ahmed Mobiles provides its customers with brands like Nokia, Samsung, Q Mobile and Club Mobile.

Safeer said that he was more inclined towards Club Mobile because according to him it is the first brand in Pakistan which is unique. He said that the main reason for the high sales of Club Mobile was its durability and fine quality.

As per his viewpoint, all other open Chinese brands were dependent on advertisements while Club Mobile was successful due to its high quality.

Apart from Club he said that Q Mobile was also in the lead. However, he said that Nokia still remains unbeatable and Samsung after the launch of Galaxy has also accelerated in terms of sales.

Safeer said that Samsung Galaxy is the first ever low-range phone with an Android Operating System and a wide range of features. He said that HTC despite having no warranty is still in high demand among high-end handsets.

Discussing his personal likes and dislikes Mr. Safeer told that he was previously associated with show biz and worked in several serials and films. Faisal Mehmood the owner of Club Mobiles persuaded Mr. Safeer to join the mobile market. In his leisure time he likes to hang out.



www.keylinkradio.com

PTA approved Walkie Talkie (Trunked Radio Technology) wireless service available in ISB/RWP. 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.

Keylink is a brand name of **Global Technologies (Pvt) Ltd.**

For further details please visit our website or contact: atif.shahid@keylinkradio.com

Global Technologies (pvt) Ltd

H-2, Street 23, F-7/2, Islamabad. Cell 0333-9220887 (Asghar) Cell: +92 301 8540979 (Atif)

Hassan Mobile fan of Nokia



Hassan Mobile located at Hafeez Center Lahore has been present in the mobile market for the past 7 years. Shehzad, The manager of this shop, has been in the mobile business for 5 years. Discussing the situation of Hafeez Center, he said that progress was slow due to 'global crises'. He currently deals with Nokia, Samsung, Q Mobile and HTC.

According to him the sales of Nokia were the best and he recommends Nokia to his customers due to its good quality and the user-friendly interface.

Shehzad said that brands like G-Five, Megagate and G-tide can't compete with Nokia in the long run.

Hello Mobiles claims popularity of chinese brands

Naeem, the manager of Hello Mobiles at Hall Road Lahore told the Bureau Chief that he has been in the mobile business for the past 6 years. He calls himself both a wholesaler and a retailer. Naeem said that most of the Chinese brands currently in the market are very popular especially G-five and G-tide.

He also mentioned that among the Chinese brands Megagate and Q Mobile had lower sales than the rest. Regarding high-end handsets he stated that the Nokia X101 was popular but the general sales of Nokia were a bit lower than the rest. He also mentioned that the Samsung Galaxy series has been enjoying high sales due to its recent effective advertisement campaigns.

In a lighter vein he told our Bureau Chief that he likes to spend time with his family and likes to eat fast food.





‘Hall Road and the Mobile Market’

by Fakiha Hassan Rizvi

The vibrant mobile market of Lahore is always jam-packed with customers and is one of the biggest markets’ in Asia. It is centered at the famous Hall Road and busy Hafeez Center. When Lahoris think of buying a ‘cellular phone’ then they head towards these two hall marks in the world of electronics in Pakistan. Hall Road is a large commercial road near the historic Mall Road in Lahore, Pakistan. Like the Mall Road, it is surrounded by buildings built by the British before Pakistan’s independence in 1947. While at Hafeez Center you can find almost everything of your choice making it the major shopping mall in Lahore city. Moreover, it is the biggest mobile market of Lahore as there are hundreds of shops where new and old mobile phones of all companies are available for sale. Besides, there are many shops for official mobile repairing. Apart from this Hafeez Centre is a very good place for Computers equipments and accessories. The mobile telecommunications sector is viewing a regular growth on year-to-year in Pakistan and the city of Lahore is playing a leading role in this regard.

There are 600 shops of mobile phones other than electronic markets at Hall Road alone. Almost 70,000 handsets of different mobile brands including the Chinese ones are sold across Punjab on daily basis from this market.

Even a small retailer in this market sells 25 sets regularly out of which 10 are used and 15 are new. All these facts and figures depict that there is an avalanche of cellular phones and buyers in the markets of Lahore.

The lamentable fact is that there are various problems which are becoming an impediment in the smooth running of the market. On the top of the list is ‘power outage’ and ‘traffic jam’. Keeping in view the massive traffic in Lahore it sometimes becomes more of a headache moving from one place to another. The Phone World Magazine team tried to know about these problems by interacting with different retailers and the vice-president of the Traders Association of

Hall Road Lahore. The shopkeepers at Hall Road were not satisfied with the current situation are hoping for an improvement. Upon discussion we have learnt that they are facing problems like car parking, motorcycle and bicycle stands etc. In some cases accused men held for unfair marketing practices are released which may create hindrance in the running business. They suggested that action should take place against suspicious people working in the market that misguides innocent customers and sells them low-cost brands at high prices.

Huge bill boards and catchy advertisements alluring the customers are not enough for selling a mobile brand in Pakistan. Marketing cannot fulfill the entire purpose of accelerating the sales of a cellular phone. There are many areas which require due consideration to make the smooth running of the market possible. Above all, there should be no communication gap between the presidents of electronic associations and the retailers or wholesalers. Club Mobile, undoubtedly possesses the spark to ignite the mobile markets of Pakistan.



G-five claims that it has outweighed Nokia in Punjab

You all must be well-acquainted with the slogan of 'high quality-low price that is G-five'.

The Phone World Team had a pleasant meeting with Mr. Imtiaz Sabir the Chief finance Officer of G-five. Being the finance manager of one of the most popular local brands of Pakistan, Mr. Imtiaz Sabir discussed the future prospects and present situation of G-five with our Bureau Chief.

Tell us that for how long has G-five been in the mobile market?

In February, 2012 G-five celebrated its 2nd anniversary. It has exhibited immense progress within a short span of 2 years.

How many models are there of G-five in the market till now?

There are 250 models of G-five alone that have been launched till now. Besides that there are also six other brands which have to be launched very soon through handsets like GLX, SMARTPHONE, G-SING, SURE, KING TECH, and C-4.

Which handset of G-five has the highest demand according to you?

The highest sales are that of projector phone, L228 and W series. We are happy with their after sales service, device rates and number of handsets sold per day.

How do you compete with other brands?

G-Five initially had some problems to compete with the Chinese brands but one year warranty, efficient services and reasonable prices led to the

success of G-five. It has outweighed Nokia in Punjab which is an evidence of G-five's penetration into the mobile market.

How many wholesale dealers do you have in Pakistan?

Presently, we have 100 plus dealers of G-five in Pakistan.

What are the future prospects of G-five?

Our future focus would be on Windows, Android and Smartphones.

How do you spend your weekends?

I mostly spend them with my children.

What are your favourite cuisines?

I like to eat burgers, 'parathas' and 'lassi'.



Club Mobile spreading advertisement throughout Hall Road



A Shopkeeper interacting with his customer



Mobile Shops, Bikes and Adverts the three most seen things at Hafeez Centre



A customer checking out a used phone



Customers fully testing the device before purchasing



Customers Bikes Parked on Mall Road



A customer stops to look at something he likes



Adnan Khalil from Falak Sair Plaza

by Shah Faisal

This time we had the pleasure to meet Adnan Khalil who works in Falak Sair Plaza located on Main Saddar Road Peshawar Cantt. Adnan mainly deals in Nokia plus Samsung. Other than the new phones he is keen about the tastes and interests of his customers. So he keeps used iPhones and Blackberries as well.

They have been working for quite some time and deals mainly in Nokia Handsets. They provide the warranties of United for Nokia and Teletec for Samsung. Their iPhones are opened and not pin packed. People in Peshawar are more innovative about what they are investing in. They want to know about their devices before exchanging cash for the handset. Adnan is impressed with the way people in Peshawar tend to buy products. He claims that they research their respective handsets on the internet and then they come to purchase them. There is no limitation for the handset standard. The research based customers are from handsets worth 5000 to 15000 Pk Rs.

On a normal basis Adnan sells around 30 to 40 handsets per day. Upon asking about any improvements in sales since last year, he replied with enthusiasm that their sales have increased so far. Considering the different plazas he has shown more interest about the sales of Bilour Plaza, since Falak Sair Plaza has just started and is working towards improving their business standards.

With his thoughts he is very hopeful that since people in Peshawar are brand conscious and wants to have better devices; the official distribution of HTC and iPhones will benefit anyone's business. If people can buy used smart phones without any warranty they will buy new handsets with warranties.

Among Chinese handsets he does business in Q-Mobile and does not deal with any unofficial Chinese handsets. He has a reputation among customers and wants to keep it maintained for future business.

Digifone

by Aimal khan

The Pak- Afghan link!



This time we had the pleasure to visit Peshawar a city of hospitality and regards. This part of country has been neglected and kept off the radar without knowing the opportunities that this region can offer. We with our best efforts we are here to give you a glimpse of such opportunity. Our first impression was not as supportive as we had expected. We were welcomed by the shopkeepers and business owners. The people here are well aware of the PhoneWorld activities and showed interest with interviews and discussions. They are all business opportunists and cooperated with the Phone World team full heartedly. Having the pleasure we have also distributed

complimentary copies of the magazine among them i.e Shopkeepers and owners

Upon looking for affective shareholders we bumped into Hidayatullah Khan who is the main distributor of Chinese Phones in the entire Pukhtunkhwa region. He is enthusiastic and is always looking forward for better opportunities. Hidayatullah the owner of Digifone has been in the mobile business for the past 12 years since 2000. He claims that he is dealing with all the customers within the premises of Peshawar city in Khyber Pukhtunkhwa with Digifone giving high priority to the demands of the customers.



Regarding after sales services he said that they provide a check warranty for 20 to 25 days and they have a proper lab to fix issues with the customer's handsets, and replace any handset if it is not fixable. Their laboratory is located in the same premises of their business. About his products durability he is very confident that there are very few complaints that are received in feedbacks. Their business deals with excellent quality and makes sure that the product produced lives up to the standards of the customers. And with a little discrepancy in handsets which is normal they don't send the device back to the manufacturer in China but they have employed a certified and trained engineer who looks into the device to get it fixed.

Digifone deals with Chinese brands like MTK, AG Tel, Q Mobile and Nasaki.

Digifone hosts around 150 to 200 customers per day. Apart from the Pukhtunkhwa region the DiGi phone also distributes

the handsets to other parts of the country. According to him the Peshawarites are mostly price conscious so it is not feasible to deal with high end handsets in this region. So they tend to provide them with the devices that suits their standards with feasible features and options with optimum

price tags. They are well supported by the other dealers of Lahore and Karachi. He also mentioned the important part that the Peshawar region plays in this business is the cost of devices. The other regions of Pakistan do business with him due to its low prices.

Being opportunist Digifone has contacts in the neighbouring country Afghanistan and exports cellular phones there which adds to their credit.

Referring to the mobile market of Afghanistan, Hidayatullah said that Afghani people also prefer Chinese brands like Tip Top, Nasaki, Q-Mobile, MTK and other official Chinese models.

He was of the view that if governments of both the countries can cooperate with each other then the telecommunication sector can give mutual benefit to these neighbouring countries.

Appreciating the efforts of the Phone World Magazine team, Hidayatullah said that this is a great effort and during his professional career he never saw such a magazine in Pakistan. He said that this magazine would enable both the layman and the mobile dealers to know about the latest updates of technology world.





Colourful impex mobile market, outer view



Bilboards Getting Bigger And Bigger, The More You Aim High More You Go Big



Parked Bikes Of Shopkeepers, Customers Purchasing And Walking In Falak Sair Plaza Peshawar, The Emerging Hub Of Mobile Business



Floors Of Falak Sair Never Sleep !! Crowdy, Noisy Yet Beautiful



Colorful Bilboards, N Glowing Lights, Welcome To Bilour Plaza Peshawar, Har Kala Rasha !!



Blend Of Modern Architecture With Growing Mobile Market And Hospitality , Falak Sair Plaza Peshawar

by Fareed Khan

Vendors Top Choice Qualcomm® Chipset

Motorola one of the leading manufacturer of smartphones is leaning towards Qualcomm 2nd generation krait processor S4. Motorola had a successful partnership with Texas Instruments with the company's ARM-based OMAP chipset and dabbling with NVIDIA's Tegra 2 ARM CPU on the Atrix and original Xoom smartphone, but now Motorola is branching out and turning to Qualcomm where it comes to ARM processing power. The 2012 lineup of Motorola smartphones Motorola Atrix-3 will be utilizing Qualcomm's dual-core Snapdragon S4 processor.

The Motorola phone with a model MB886, codename Dinara is taking on the Qinara (codename) was benchmarked using the GL Benchmark utility and shows that the device will launch with Android 4.0.3 Ice Cream Sandwich alongside a Snapdragon processor clocked at 1.5 GHz. The model name may also suggest that this device will follow in AT&T's Atrix franchise. The original Atrix 4G utilized a Tegra 2 CPU while the newer Atrix 2 utilizes a dual-core TI OMAP processor. It looks like if this phone is the Atrix 3, Motorola will make another switch to Qualcomm. The Atrix 3 would be AT&T's answer to the Droid RAZR HD on Verizon; both devices are to get 13-megapixel cameras.

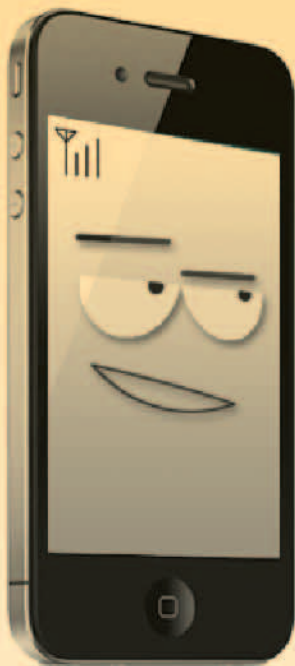
Motorola's move towards Qualcomm's Snapdragon S4 CPU is unsurprising considering that Qualcomm offers better compatibility with 4G LTE networks in the U.S. Bundling the S4 with Qualcomm's radio may make the most sense, and given that the dual-core S4 CPU offers great processing power, holding its own ground against the quad-core Tegra 3, using a dual-core S4 may not hinder the Smartphone's performance at all. In fact, with its HTC One X smartphone released for the U.S., HTC is swapping out the quad-core

Tegra 3 CPU found on the international model for an S4 chip.

The Benchmark also reveals an odd 1196 X 720 resolution, which isn't quite fully 1280 X 720 as the device's rumored 720p display would suggest. It's unclear at this time what the discrepancy in screen resolution is at this time and it could be due to the benchmarking utility not being optimized yet for high resolution displays running on Android Ice Cream Sandwich. One potential reason is that the phone will lack any capacitive or physical buttons and that like the Galaxy Nexus from Samsung, the Android navigation keys will be moved into the bottom portion of the screen, taking up some pixel space.

According to Droid-life, potentially, Motorola may turn also to the Snapdragon S4 chipset for Droid RAZR HD for Verizon Wireless' 4G LTE network as well.





No camera? No MMS? No GPRS? No EDGE? No GPS? Man! It really sucks to be you! Hahah-



R.I.P Nokia Monochrome

by Hassan Saleem

A giant amongst mobile phone companies, Nokia has always had a way of compelling people to purchase its products. Few would disagree that there was a time, not too long ago, when Nokia was the best-selling brand in the world. Its phones were considered reliable, durable and well-designed, and indeed the final word in mobile phones.

At the time, of course, most mobile phones only offered basic features, such as the ability to make and receive calls, and text messaging. Colour, WAP and Infrared were rarer, Bluetooth may have been known to those in the industry, built-in cameras were a distant gleam in some visionary's eye and smartphones

were an unheard-of concept. Motorola may have introduced the concept of a mobile cell phone, but **Nokia Sold The Idea Of Mobile Phones To The General Public.**

Even the cost-conscious Pakistani market was enamoured of these mobile phones, which in 2000, were as proportionately expensive as smartphones are today. To this day, the Pakistani market remains loyal and profitable for Nokia. And on a global scale, so many Nokia sets have been sold it is said that **There Are More Nokia Chargers In The World Than There Are People.**

However, it was only a matter of time before the old monochrome sets were overshadowed by newer

technology. Black-and-white screens were replaced first with 16-colour screens, then 16-bit colour. Messaging was supplemented with MMS, then e-mail and internet. Infrared became common, and then was replaced with Bluetooth, and then replaced entirely. Wi-Fi has arrived, along with operating systems that allow most phones to do what many desktops couldn't do twelve years ago.

Nokia still hasn't given up on its monochromes yet, churning out the Nokia 1100, 1200 and 1202, for those who don't need anything more than a simple, reliable mobile phone at a reasonable price. But it won't be long before these too vanish entirely, swallowed whole by the relentless march of technology.

“ufone horizon smartphone”

Recently Ufone introduced fantastic smart phone called Horizon, which is amazingly low price of Rs. 28000. Only Ufone subscribers can purchase this smart phone. Horizon is Huawei's latest smart phone powered by Qualcomm snapdragon 1.4 GHz processor having android 2.3 OS with adreno 205 having Qualcomm MSM 8255T chipset along side exceptional high tech features.

Further includes cloud services, and 1900 mAH battery, taking it to a whole new level. The sharp 4 inches LCD brings an Android experience like never before. And that 8 mega pixels camera and secondary video calling will bring out the best in everything that it captures.



Mobilink Rewards its Retailers

Mobilink recently organized events to mark the success of its retailers of Jazz Inami Hungama Promo. The winning retailers were given the prizes in two ceremonies held in Mardan and Peshawar where Singers and comedian also performed.

The Grand prize of 800 CC Suzuki Mehran was won by Retailer Mansoor Khan from Tamaragarh. The three 70

CC motorcycles were won by retailers from Swat, Bannu & D I Khan. In addition Super & easy prizes were also distributed among winning retailers by Management.

Speaking at occasion Regional Director congratulated the winning retailers. He also thanked the retailers for their level of participation in retailers promo & assured that such promos would be announced from time to time.



by Adnan Khan



5th Pakistan TeleCON 2012 on April 19 in Karachi

SHAMROCK Conferences International held its 5th Annual Pakistan Telecommunications Conference 2012 (TeleCON 2012) on April 19, 2012 in Karachi. The theme of the conference this year, was, "Riding the Wave of Technology and Consolidation".

TeleCON'2012 is duly endorsed by the Pakistan Telecommunication Authority (PTA) and Chairman, Dr. Muhammad Yasin delivered the keynote address at

the conference. The conference brings together government representatives, regulators, investors, service providers, marketers, academia and specialists from all facets of the telecom as well as IT sector. The day-long conference included interactive sessions where experts shared their valuable experience, wisdom and vision.

Commenting on the annual conference, Mr. Menin Rodrigues, Chairman of the

5th Pakistan Telecommunications

Conference 2012 said; "The Telecom sector is a rapidly changing industry that has immense potential. In Pakistan, however, this industry is still growing from a global perspective; therefore it needs to build on the vision of the experts. This conference provided a platform to seek reforms and enhancements in strategy, endeavors and regulatory framework."

iPhone 4S Hits Record High While iPads Continue To Dominate Enterprise Tablet Activations

A survey of corporate users in the USA by Good Technology found that Apple's iPhone 4S hit a record high, claiming the number one device spot overall, with 37 percent of all activations for the first quarter (four times that of

any other device).

The iPad 2 claimed the second spot overall, with 17.7 percent of activations for the quarter. With less than one month on the market, the new iPad, released in March 2012,

rocketed to the number four spot with 4.3 percent of all activations for the quarter, and an impressive 12.1 percent of activations in March alone.

Amongst Android devices, the Motorola Droid took the

top spot, with 1.6 percent of all activations, making it the seventh most popular device for the quarter. Overall, Android smartphones represented 26.1 percent of all activations for the quarter, while Android tablets came in at 2.7 percent.

g|saudi arabia^{2.0}

Google kicked off its technology event, g|saudi Arabia, as part of an ongoing drive to support the growth of local talent in association with the King Abdulaziz City for Science and Technology (KACST) and its technology incubator program BADIR. Qualcomm Inc. and YouTube partnered the g|saudi arabia 2.0

With a significant increase in registrations from last year, the event brought together software developers,

webmasters, IT & business professionals, tech entrepreneurs, and university students for two days of training and workshops around the future of innovation in the Kingdom, and how Google's suite of products is a major driving force behind that innovation.

Participants from Pakistan also attended Qualcomm Augmented Reality session in the event.





PTCL 3G EVO CONSUMER'S FAVOURITE BROADBAND SERVICE

by Hassan Saleem

No one can second guess the fact that PTCL has always been the best provider in Broadband internet services, and by 2011 it was official when the "Guru" of the Telecom industry PTA finally acknowledged the fact. This honor, only boosted the morale for PTCL and lead to the company winning the 2012 Consumer Choice Award as "Best Wireless Broadband" Internet service provider! PTCL being on a National scale, became is the Telecom leader in providing services, which has grown to over 200 cities by the end of 2011, it is also the largest and fastest growing in 3G EVDO Wireless broadband network with launching Pakistan's first Rev B service in the form of EVO NITRO(9.3 mbps)!

The 7th Annual Consumer Choice

Awards were held last week, and the event's scale can be determined by the fact that almost 85 awards were presented in various categories, which ranged from Financial Services to FMCG Telecommunications. The Chief Guest at the ceremony was Minister of IT(Sindh) Raza Haroon Who presented the award regarding PTCL to the Senior Executive VP (South Zone) Furqan Habib. Other members of PTCL had a few words to say on the achievements

"The Consumers Choice Award is one of the most recognized and prestigious event of the country's business calendar," said PTCL SEVP Commercial, Naveed Saeed on the occasion. "PTCL EVO has been winning this award each time.

It is a bold testament of our customers'

firm faith, trust and confidence in our ability to deliver what we promise unlike anyone else, which makes us stand out amongst all players."

PTCL is one of the most progressive data connectivity providers of the world and Broadband is now a driver for Pakistan's national GDP," said Mr. Saeed. "We have a responsibility to develop Pakistan's technology and data network for establishing the ecosystem conducive for our country's economic growth and social uplift, and PTCL is fully primed to facilitate that." But the real wow factor for the company was the recent launch of Pakistan's first 3G enabled Android Smartphone, the IVIO Icon pro, which offers both EVDO and GSM/CDMA networks!

Bijela - iProjector

Now Project Anywhere, AnyTime
Portable Projector for iPod and iPhone



Features:

- Works with Iphone and iPod Touch
- Resolution: 640 X 240 (RGB)
- Projection Size up to 60"
- Contrast 200:1
- Speaker: Built in
- 20000 Working Hours
- Keystone Correction Function
- Remote Control

Fits in the carry bag and
easy to setup anywhere.



Exclusive Theatre Experience

Application

Compatible to all Apple i-series products like ipod, Iphone and Ipad.

Display videos from Ipod/ Iphone/Ipad in external 72 inch large virtual screen

Support Hot Plug and Auto Display, some old version needs hand setup for TV-Output

Auto Powered by Ipod/ Iphone/Ipad products and low power consumption

iWEAR for All Ipod/ Iphone/Ipad



Accessories

USER MANUAL
CABLE
POUCH

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Made in China





Samsung Galaxy SIII

OS:	Android OS, v4.04 (Ice Cream Sandwich)
Chipset:	Exynos 4212 Quad
CPU:	Quad-core 1.4 GHz Cortex-A9
Camera:	8MP (Primary), 1.9 MP (Secondary)
Memory:	MicroSD up to 64GB
RAM:	1GB RAM

Sony Xperia Sola

OS:	Android OS, v2.3 (Gingerbread), planned upgrade to v4.0
Chipset:	NovaThor U8500
CPU:	Dual-core 1 GHz
Camera:	5MP
Memory:	8 GB (5GB user accessible)
RAM:	512 MB



LG Optimus 3D Max P720

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



HTC One XL

OS:	Android OS v4.0 (Ice Cream Sandwich)
Chipset:	Qualcomm MSM8960 Snapdragon
CPU:	Dual-core 1.5 GHz Krait
GPU:	Adreno 225
Dual-Camera:	8MP and 1.3
Memory:	16 GB
RAM:	1GB



Huawei MediaPad 10 FHD

OS:	Android OS v4.0 (Ice Cream Sandwich)
Chipset:	Huawei K3V2
CPU:	Quad Core 1.5 GHz K3
Dual-Camera:	8MP and 1.3
Memory:	8 GB Storage MicroSD up to 32 GB
RAM:	2GB




Apple iPad 3

OS:	iOS 5.1
Chipset:	Apple A5X
CPU:	Dual-core 1 GHz Cortex-A9
GPU:	PowerVR SGX543MP4 (quad-core graphics)
Dual-Camera:	5MP and VGA front Camera
Memory:	16/32/64 GB storage
RAM:	1GB



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AN INTEGRATED COMMUNICATIONS PLATFORM

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Multiple email Accounts pegged to One Mobile Number.



Automatic email retrieval from various mail servers.
Instant push to the device.
Multiple email accounts from different mail servers integrated into a single inbox.
No user intervention required!



AUGMENTED REALITY APPLICATION

Table or Floor Wall Retail Shelf



Augmented Reality

vuforia
by Qualcomm



PROMOTING 3G TECHNOLOGY

- Creating awareness
- Encouraging Dialogue
- Providing consultancy services
Organizing Seminars,
workshops and Conferences
- HR trainings/Development
Programs
- Online discussion Portal

TECHNICAL SUPPORT AND SERVICES

- Network Planning & Optimization for;
 - CDMA
 - EvDO
 - UMTS
 - HSPA
- Technical Audit of 3G Networks 3G Product and Services

FOOT PRINTS

- Afghanistan
- Armenia
- Azerbaijan
- Kyrgyzstan
- Mongolia
- Tajikistan
- Turkmenistan
- Kazakhstan
- Uzbekistan



Central Asian Cellular Forum

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