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IVIO®
Innovation for Life



ANDROID

1st Dual SIM GSM
Android Smartphone
Available in Pakistan

By

Airlink Communication



Dual SIM Dual Standby ANDROID 2.2 Froyo

FEATURES:

Dual SIM on GSM + GSM
Android OS v2.2 Froyo
Capacitive Touch Screen,
Multi Gesture
Display 3.5"
3.2MP Camera with Flash
& Auto-Focus
G-Sensor
USB Tether
Support Micro SD up to 32 GB

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Dear readers,



i everyone, we are happy to bring the third issue of Phone World magazine with the objective to bridge the gap between the mobile phone retailers, distributors, vendors, operators, readers and consumers. This issue has been designed to satisfy the technology awareness and the innovation that is awaited in the near future.

Our team has been researching the new technologies that mobile phones are using to accommodate the recent applications and enhance our readers' with the practical experiences. Our writers, contributors and managers are dedicated individuals. They work round the clock to facilitate your needs, while keeping

in view of the entire ecosystem of the device distribution amongst consumers, retailers, operators and OEMs.

This issue has been supplied with rich content to ensure the device details for your selection. Moreover our main objective is to play a vital role in the era of mobile technology. Technology innovation has its importance in our lives; ultimately improving the standards and increasing the urges to learn and teach, thus leading Pakistan towards progress. We are happy to perform our part of the duties and warmly welcome your kind feedbacks to improve our part of services.

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Mobile World Congress 2012



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“Implications of Used Phones”

by Aimal Ali Khan

Sales of illegal phones are one of the main issues that are faced by retailers, distributors and even the controlling bodies like PTA. By illegal I am referring to either stolen or blocked phones. Though they have managed the issues by counseling the matter via the market union president and members, yet such incidents lead to embarrassments. The shop keepers keep a consistent record like CNIC number, Home address, Contact details and even a photo copy of the individual's ID card, before buying any cell phone, but at uncertain times this documentation helps them rarely.

While discussing the matter with the president Waseem proposed different methods to avoid such conflicts. To be honest retailers are worried about this more than anything but the most they can do is to check the IMEI number on PTA website or put a SIM card to see its locked status. Since a cell phone takes around 24hrs to get

its IMEI locked the shopkeeper are unaware of it legality. They pass the handset on mere information to keep the business running, though they have the personal details of the seller yet things fire back at them if it has issues.

The black Horse president presented a recent issue of a stolen cell phone which according to him was sold by the owner's child without prior permission of the parents. Though the shopkeepers took the basic information and resolved the issue with its diligence but they could not avoid the humiliation in the market. These shopkeeper and retailers live like a family with each other and like any other person they will not do anything to ruin their dignity. To be a member and president of the union requires hard work, diligence and consistent efforts. So why would they let that go for you few rupees.

This issue can be solved through a unified solution where the details and

particulars of the individual selling a device, are concerned with the PTA or other regulating authority without involving the retailers completely. One of the suggestions is to dedicate an electronic booth with a built in camera only to enter the individual's personal details and take a fresh photograph.

These details will get uploaded on the PTA website with an email generated to the user. The user can then use its printed version with a unique number that matches the retailer's updated index which they will get from the authorities. This way if the handset is locked or has illegal implications, the user can be channelized with prior notice to the retailers' index. Both the concerned from the authority, unions, retailers and shopkeepers will be avoided to get into any trouble of rummaging through the pages of its records. The booth can be deployed like paid phone booths placed at different location around the cell phone markets to support both the public and business holders.



Verizon Revolution

The best 4G LTE phone

by Fareed Khan

Specifications

- 4.3 inch WVGA (480 x 800)
- 1 GHz Snapdragon single-core MSM8655 processor
- 5-megapixel camera with LED flash
- HDMI-out
- Support for the Verizon 4G LTE network
- 720p HD video recording
- WiFi(b/g/n)
- Bluetooth
- HDMI, Tethering
- Mobile hotspot capable
- Android 2.2 Froyo with custom LG UI
- Comes with Netflix app pre-installed

Pros

- The Verizon 4G LTE network is blazing fast
- Nice big screen that's quite responsive
- Despite not having a dual-core, the Snapdragon processor is quite powerful
- The custom UI isn't bad

Cons

- Battery life could be better
- Bulky design may not appeal to all
- Camera is just average
- Bing as the default
- Default keyboard makes to hurt things



snapdragon™
by Qualcomm



by Ammar Shafiq



MOBILE™ 2012 WORLD CONGRESS



Mobile World Congress 2012 describes what's next in the new Mobile technology! A lot of Events took place throughout the Congress.

More than 67,000* visitors from 205 countries attended the 2012 Mobile World Congress, a new record for the mobile industry's premier event.

Keynotes from Speakers of the renowned companies in the world, New Phone Launches, Hot Applications for Cell phones, embedded mobile, mobile advertising, mobile health, mobile money, next-generation technologies and OSS/ BSS, and the most Prestigious GSMA Awards 2012 were the main attractions.

MWC Overview:

Cellular phone Companies have announced their new product lines at Breakneck speed. Companies Who launched and announced the upcoming Hi-Tech devices are as following:





Hot Launches

NOKIA Connecting People

Nokia 808 PureView
Nokia Lumia 900
Nokia Lumia 610
Nokia Asha 302
Nokia Asha 202
Nokia Asha 203

SAMSUNG

Samsung Galaxy Note 10.1
Samsung announces Galaxy Beam with built-in projector
Samsung Series 9 ultra book
Samsung Galaxy S Wi-Fi 4.2
Samsung Galaxy Beam
Samsung Galaxy Tab 2 7.0
Samsung Galaxy Tab 2 10.1

SONY

Sony Mobile announced the Xperia P and Xperia U

LG

LG Optimus 4X HD
LG Optimus 3D Max
LG Optimus Vu

LG Optimus L7
LG Optimus L5
LG Optimus L3

htc smart mobility

HTC One X
HTC One XL
HTC One S
HTC One V



Apple announced the launch of iPad 3 in coming months.

acer

Acer Liquid Glow
Acer CloudMobile

ZTE

ZTE announced four Android tablets V9S, V96, PF 100 and T98
ZTE also announced Orbit, Tango-powered smartphone

ASUS

Asus Transformer Pad 300 Series
Asus Padfone hands-on

HUAWEI

Huawei MediaPad 10 FH, quad-core beast
Ascend D quad
D quad XL
Ascend D1

Panasonic

Panasonic announced Eluga

TOSHIBA

Toshiba Windows Phone IS12T
Toshiba AT270

GLOBAL MOBILE AWARDS 2012



Gsma Awards were not more than Oscars for the participating Companies. A ceremony was conducted in Barcelona where the Winners in Different Categories were announced.

Winning Stars -2012



Rovio Entertainment Ltd.

Angry Birds Rio

Best Mobile App for Consumers

What happens when everybody's favorite fierce fowl get caged and shipped to Rio? They get very angry! In Angry Birds Rio, the original Angry Birds are kidnapped and taken to the magical city of Rio de Janeiro, where they eventually escape their captors and set out to save their friends Blu and Jewel - two rare macaws and the stars of the hit motion picture, Rio. Angry Birds Rio pairs the physics-based gameplay of the original game with unique twists based on the film. Released in March 2011, Angry Birds Rio has been downloaded over 120 million times.



Brandtone - Carling Black Label "Be the Coach"

Best Mobile Advertising & Marketing Campaign

Carling Black Label "Be the Coach" is an interactive mobile campaign executed in South Africa by mobile engagement company, Brandtone, on behalf of South African Breweries



SwiftKey

Most Innovative Mobile App

"SwiftKey is a game-changing keyboard for the Android platform combining advanced AI and machine learning technology, making text input easier and faster.



Citrix Systems - Citrix Receiver

Best Mobile App for Enterprise

Citrix Receiver provides amazing access to business desktops and corporate applications from any device including the latest Android, iOS and BlackBerry-based smartphones and tablets.



WhatsApp Inc. - WhatsApp
Judges Choice- Best Overall Mobile App

WhatsApp Messenger is a cross-platform mobile messaging app which allows you to exchange messages without having to pay for SMS. WhatsApp Messenger is available for iPhone, BlackBerry, Android and Nokia and yes, those phones can all message each other!



QUALCOMM



Etisalat, Qualcomm, D-Tree International and Great Connection Inc. - Etisalat Mobile Baby
mWomen Best Mobile Product or Service for Women in Emerging Markets

"In 2011, the Etisalat Group launched a unique maternal health program which helps to provide critical healthcare to pregnant women in rural parts of Africa. This service, named 'Mobile Baby' was developed in partnership with Qualcomm, D-Tree International and Great Connection Inc.



Poken for the leading CMS for NFC Innovation in Mobile Advertising

Poken is revolutionizing the event industry with social "touch" marketing, enabled via mobile NFC and a cloud-based service.

[a.mo.bee]

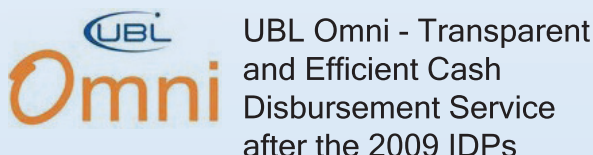
[am.o.bee] Mobile Marketing & Advertising Agency of the Year

[a.mo.bee] is the global leader defining mobile advertising, offering comprehensive mobile advertising solutions to the largest mobile operators, publishers, and advertisers worldwide



Google - Google Maps for Android Best Consumer Mobile Service

Google Maps for Android shows users where they are and how to get to where they're going with rich 3D maps and voice-guided turn-by-turn navigation



UBL Omni - Transparent and Efficient Cash Disbursement Service after the 2009 IDPs

Crisis and the 2010 Flood Crisis Best Use of Mobile in Emergency or Humanitarian Situations

UBL Omni's Cash Disbursement Service is one of the largest Branchless Banking aid disbursement initiatives to date. UBL Omni provided the Benazir Income Support Programme (BISP), a poverty alleviation initiative by the Government of Pakistan, and the World Food Programme (WFP) with a transparent and convenient cash disbursement mechanism for victims of the 2009 'War Against Terror' IDPs Crisis and the 2010 Flood Crisis. Beneficiaries were issued unique cards and PINs which were used to withdraw funds from conveniently located UBL Omni retail shops, where agents logged into their mobile based applications to execute quick cash disbursements.



OnPoint Digital - CellCast Solution Best Mobile Innovation for Education or Learning

Built for enterprise-level mobile learning, OnPoint's award-winning CellCast Solution enables organizations to create, deliver and track content deployed to smartphones and tablets.



Samsung - Samsung Galaxy S II Best Smartphone

Its sleek design and superior multimedia capabilities have led it to become the most awarded smartphone. With its exceptionally bright Super AMOLED screen at 4.3", colors come alive when watching movies and capturing pictures and video from its impressive 8-megapixel camera. The powerful 1.2GHz processor provides super-fast HPSA and Wi-Fi connectivity which has propelled the Galaxy S II forward as a multimedia powerhouse. The Galaxy S II's communication hub provides access to social networks, information, music and gaming, setting a new benchmark for smartphones and consumers everywhere.

NOKIA Connecting People

Nokia - Nokia C3-00 Best Feature Phone or Entry Level Phone

The Nokia C3 was designed to put better social networking tools in the hands of more people around the world, at affordable prices. The C3 features a QWERTY keyboard and access to social networks directly from the homescreen.



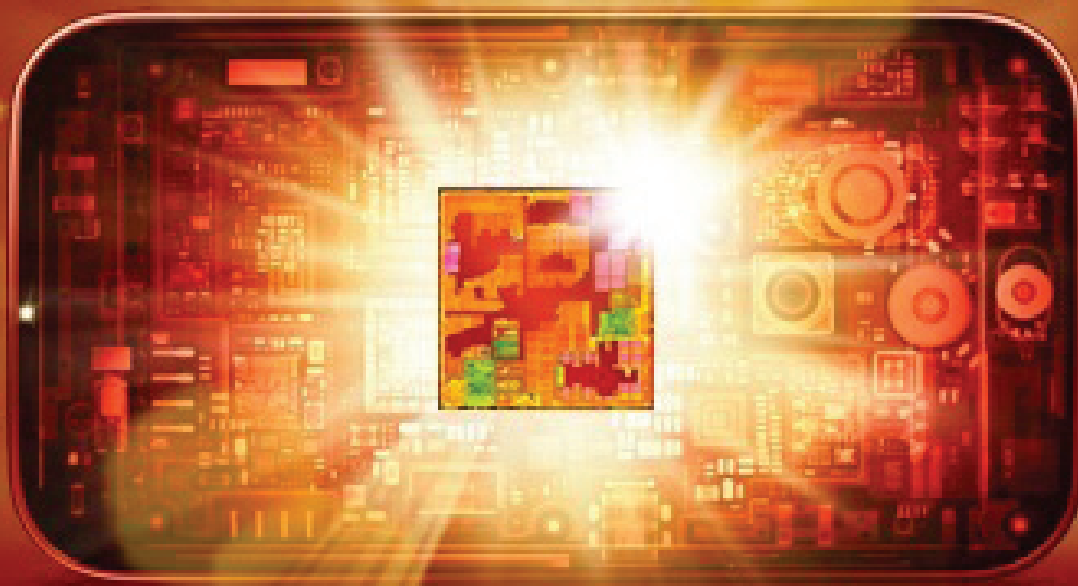
Apple - Apple iPad 2 Best Mobile Tablet

The iPad2 boasts the sleekest design on the market at just 8mm thin and weighing in at 601g, but of course it's about a lot more than just looks. With a host of new features and enhanced functionality, from the two cameras for Face time and HD video recording, to the superfast dual-core A5 chip, a 10-hour battery life and iOS5, there are over 200 new software features in all, plus iCloud for synching content across all Apple devices.



Alcatel-Lucent - lightRadio Network Best Infrastructure Technology

"The lightRadio Network is a radically new wireless network paradigm that dramatically improves end user quality of experience and network economics.



Smart Phones GPU's

by Fareed Khan

The limited display and graphics of mobile phones has led to the development of new advance 3D graphics. Mostly these 3D graphics are used for gaming purposes but it also targets the users interface. It's a fact that mobile gaming has benefited more than any other mobile feature. According to Juniper research mobile gaming will be worth of US 48 billion dollars by 2015 and as a matter of fact the smart phones industry shares jumped from 19% to 34% from 2009 to 2010 in US gaming industry. Nowadays most of the cell phones uses different operating systems, due to that graphic

developers are trying hard to come up with the problem. The competing companies are AMD (Advance Micro Devices) and NVIDIA® in the field of GPU in general. These companies are doing their best to outclass one another in the field of graphic technologies for PCs.

In case of PC both of these companies are neck on neck nowadays and it's almost difficult to distinguish any major difference in terms of performances. Generally AMD graphic chips are considered most suitable for gaming purposes. While NVIDIA® GPUs, because of its CUDATM computing architecture, are considered to be good for general



purposes like video editing and photo shop applications. This enhances the performance by using and harnessing the power of its graphic processor to a maximum level.

NVIDIA® and Samsung recently announced the "Samsung Galaxy R" smart phones which uses NVIDIA® latest "Tegra™ 2" super mobile chip with android 2.3 version operating system also known as gingerbread. Tegra™ 2 uses a dual core ARM cortex A9 1Ghz per core mobile processor with ultra low power GPU which gives the consumer a whole new performance for faster web browsing, watching HD movies at 1080p and a better overall hardware

response. Consumers can also access Tegra™ optimized games through Tegra™ mobile applications zone on Android market.

AMD has recently unleashed its latest generation of GPU architecture which can be used on any system that can run HTML including smart phones. But AMD is not chasing the smart phones market rather it's pursuing the Tablet PC market and has therefore faced some criticisms too.

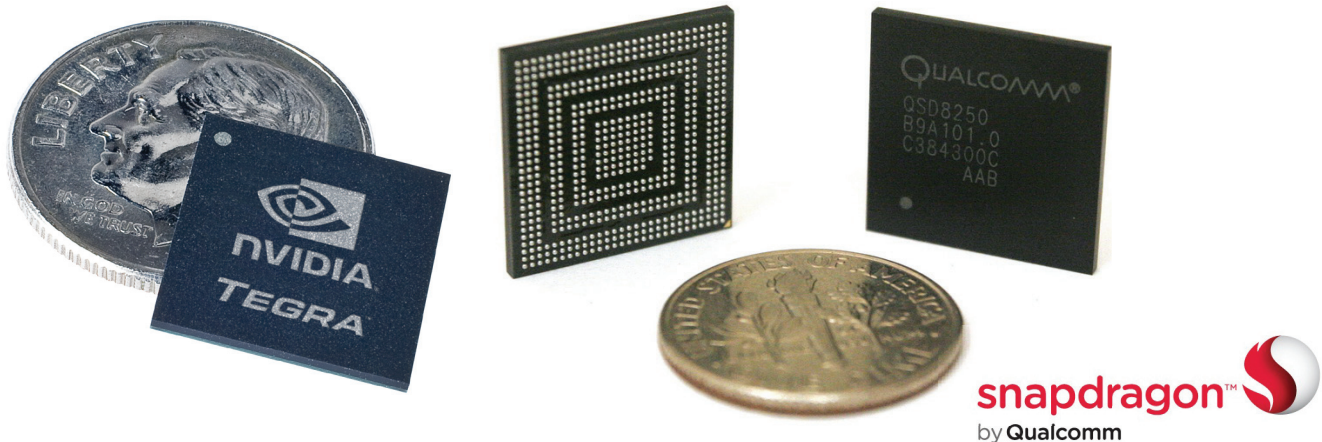
These graphic cards are capable of running "2.5 teraflops" of processing power which has twice and more of a

this technology is to lower the cost of games and instead demands processing power from the servers.

Such technology will help clients to deliver services to gaming consoles, smart phones and even our home TVs. The need for integration of multimedia, 2D and 3D into mobile chipset made Qualcomm, which is a leading company in 3G wireless technology, to acquire AMD handheld graphics division in 2009 and thus QUALCOMM incorporated this division into its Snapdragon processor. It has achieved its maximum levels of GPU performances with its famously named

make developers to directly bring gaming experiences to the consumers.

The need for integration of multimedia, 2D and 3D into mobile chipset made Qualcomm, which is a leading company in 3G wireless technology, to acquire AMD handheld graphics division in 2009 and thus QUALCOMM incorporated this division into its Snapdragon processor. It has achieved its maximum levels of GPU performances with its famously named "Adreno". Qualcomm's latest chipset of Snapdragon includes Adreno 220 GPU which is capable of delivering HD gaming experience exceeding



processing power which bypasses any existing GPU in the existing market. These cards are based on Direct X 11 version and uses AMD fusion Render cloud system in order to deliver gaming services to the consumer. "OTOY" is one of the partners of AMD which is using this technology in iPhones. OTOY successfully ran "Crisis" and other high end graphics games on iPhones using this system. It uses super computer cloud system to render the games at central location and then transmit it to iPhones through networks. The whole purpose of

"Adreno". Qualcomm's latest chipset of Snapdragon includes Adreno 220 GPU which is capable of delivering HD gaming experience exceeding that of PS2 and the original XBOX. These latest Snapdragons will be able to match the gaming experiences of XBOX 360 and PS3 while at the same time maintaining minimum usage of battery power than the existing chipsets in the market. Besides QUALCOMM is providing leading 3D tools to the developers which includes Adreno GPU real time profiler and Snapdragon SDK both of them will

that of PS2 and the original XBOX. These latest Snapdragons will be able to match the gaming experiences of XBOX 360 and PS3 while at the same time maintaining minimum usage of battery power than the existing chipsets in the market. Besides QUALCOMM is providing leading 3D tools to the developers which includes Adreno GPU real time profiler and Snapdragon SDK both of them will make developers to directly bring gaming experiences to the consumers.

Geeks Phone

claiming to lead mobile revolution



Geekspine is a cellular phone which enables its users to choose the operators which best suit their needs. It embarks upon the challenge of producing handsets that are in line with the demands of the users. It is aimed at power users; it claims itself to be the first Android phone which is not locked down but gives users full access to the operating system and even encourages modifying it. GeeksPhone aims to provide a stable device suitable for everyday use and capable of competing with other commercial devices on the market.

Geekspine operate in the highest social and environmental standards as the products comply with European regulations such as CE, RoHS and WEEE. For its publicity and an increased understanding of the product it is

utilizing social media in an effective manner. GeeksPhone sells the O.N.E (Open New Experience) in Europe and Latin America. In Russia, computer discounter Vobis distributes the GeeksPhone O.N.E under the name Highscreen Zeus, apparently with a different software package than the original GeeksPhone One. In Taiwan and Hong Kong, it is marketed by Far East One under the name Commtiva Z1, with a Chinese keyboard.

Two of the renowned Geeksphone (ZERO and O.N.E) are in the spotlight. Geeks'phone ZEROs' features include; games (give example), versatile multimedia through a powerful GPU. It gives a two year international guarantee to all its users. Apart from that, ZERO's internet facility allows you to stay connected. Owing to the MicroSD, SDHC support slot it is

capable of storing up to 32 GB of data, videos, songs and apps. It is a 'developer friendly' phone and operates by default setting under FroYo 2.2. It hosts the new Android operating system. With its 5 megapixel camera, audio/video media player, headphones jack DAC (Digital to Analogue) and Wolfson it maximizes the multimedia experience of the users.

Open New Experience (O.N.E) is not less than any handset in the mobile world either. As the name suggests this handset gives you a powerful GPS system and has a stylish design. It has a sliding QWERTY keyboard so just need to move your finger to see all the elegance of this phone. It is powered by android and is 'developer friendly' like ZERO.

ZERO

Chipset: Qualcomm MSM7227 rev2
(600 MHz, ARMv6 family, First level
cache of 16KB);

Graphic processor: AMD Z430;

Memory: 512MB ROM / 256MB RAM /
Micro SDHC support;

Screen: 3.2" 480 x 320 (HVGA) LED
Multitouch (Capacitive with 3 pressure
points);

Quad-band GSM / GPRS / EDGE
(850/900/1800/1900MHz);

Dual-band UMTS / HSPA
(2100/850MHz);

Camera AF 5 Megapixel;

WiFi b/g / GPS / Bluetooth 2.1 + EDR;

Radio FM;

Minijack for headphones of 3.5mm;

Movement sensor / Proximity sensor /
E-Compass;

Size: 105*58*13 mm;

Weight: 119g with battery;

MiniUSB-B connector;

Physical keyboard: No;

Android Version: Froyo (2.2);

O.N.E

OS

Android OS with custom UI
Platform

Qualcomm 7x25 Baseband

Processor: 528 MHz ARM11
(ARM1136EJ-S) Jazelle™ series

Chipset: Qualcomm MSM7225

DSP/RIL: Qualcomm radioOne
QDSP5000

RAM: 256Mb mDDR

ROM: 512Mb NAND

GSM 850/900/1800/1900 & HSPA
2100 (7.2mbps/5.7mbps)

3.2" WQVGA Fujitsu MVA hybrid-
resistive touchscreen

Keyboard

Virtual and 40-key physical QWERTY
slider (d-pad and fn keys)

Camera

3.1 megapixel HD camera with
AutoFocus\

Connections

WiFi: Marvell 802.11 b/g

GPS: SirfStar3 with DGPS (WAAS/
EGNOS)

A-GPS: Ephemeris QuickFix™ with
database auto-update (fetnet server)

Bluetooth: long range BT 2.1
compliant

USB: MicroUSB Client (U-Disk system
with SD Reader and USB-modem)
Accelerometer

E-Compass: Yes (3-axis) / No
Storage

up to 32GB via MicroSD (SDHC &
SDIO standards)



Powered By
QUALCOMM



“Operating Systems for Smart Phones”

by Fareed Khan

In today's world smart phones are actually small pocket PCs and therefore the operating systems they have, has a huge impact on their presentation, performance and their power saving options. There are various operating systems that smart phones are using nowadays for example Google's Android, Microsoft's Windows mobile, RIM's blackberry and Nokia Symbian. Such operating systems are judged by their features and their ease of use.

Although general public votes are pointing towards Android and iPhone operating systems. Both of these OSs are built for internet centric devices

and both of these OSs have not only functional capabilities but also fun. However comparing these two operating systems, iPhone OS beats Android mainly because they lack restrictions on third party developers. While blackberry operating system is doing a pretty good and solid job for maintaining its strengths while keeping up with the time as compared to Windows mobile operating system.

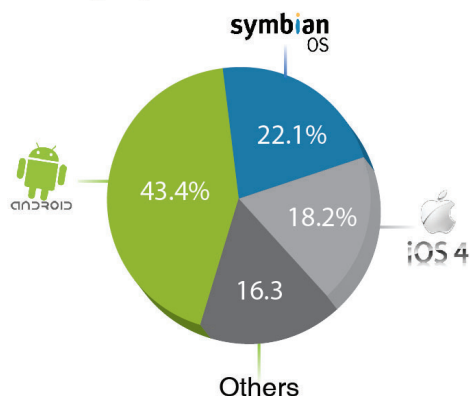
With the continuous growth in sales of smart-phones, Android has extended its lead over other operating systems as the number one operating system for smart phones in the second quarter this year 2011. According to latest report Android covered 43.4%

of market shares with 46.8 million smart phones sold which were based on Android Operating System.

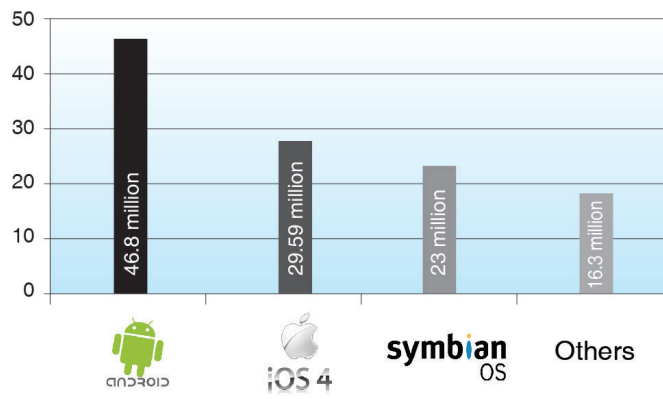
Symbian which is second to Android operating system captured 22.1% of the market share for smart phones with 23 million of smart phone units sold. “Cupertino” which is California based company, ranked as second among smart phone manufacturers has IOS operating system, ranked as the third largest operating system for smart phones. It covers 18.2% of the total market shares.

The following is the approximate information regarding the market penetrations and millions of set sold.

Operating System Market Percentage



Smart Phones Sold in Millions



John's Phone

The worlds Simplest Phone

by Fareed Khan



John's Phone is the world's most basic cell phone. John's Phone allows you to make and receive calls anywhere in the world: no frills and no unnecessary features such as a camera, text messaging and an endless number of ring tones. John's Phone keeps things simple.

This Phone requires no explanation. As its primary use is to call and hang up, turn the sound up or down, and lock or unlock it. The speed-dial feature, which allows you to save speed-dial numbers under every number key, makes John's Phone perfect as a kids' cell phone.

Johns phone is a large-key phone. The back of the phone features a flap containing an address book and a pen - this makes John's Phone perfect for older users too.

Since the new gadgets are getting more and more complicated with latest features, this will suit the elders of our society.



Vice President of Markazi Anjuman-e-Tajiran Rawalpindi describes 3G technology as an imperative



S Vice President of Markazi Anjuman-e-Tajiran Rawalpindi describes 3G technology as an imperative

Raja Ali Daniyal came in the Singapore Plaza in 2003 and started his mobile business through a single shop. During the initial business he used to deal with AMPS handsets. Now, he owns many shops in the plaza (one of them being Mobile Solution). Daniyal is also the Vice President of Markazi Ajuman-e-Tajiran Mobile Phone Rawalpindi. During an interactive discussion with the Phone World Magazine team he told that his shops provide HTC, Nokia, Megagate, Samsung and Q-Mobile along with other leading

mobile brands. He considered the sales of Nokia to be the best among high end handsets. Among the medium price ranges he ranked Nokia as the best. According to Daniyal, Nokia and Q-Mobile were doing good business among low-end handsets. He said that new local and less expensive handsets will rule the mobile business in the coming days.

As a retailer he said that there were some problems in the market like 'dummy mobiles'. Moreover, he thought that changes in rates were not informed properly to the retailers. Daniyal said that for the mutual benefit for the retailers and customers the fluctuation in rates should be advertised. He gave the message to the retailers and other mobile dealers

that there should be no under-cutting in rates.

Regarding 3G technology he said that now cellular phones are synonymous to 'global connection' therefore 3G is an imperative. Any educated person is utilizing the cell phone for all purposes including business transactions.

Telling about his responsibilities as Vice President of Ajuman-e-Tajiraan he said that he solves the problems of the market, works for the welfare of the market and other plazas are also affiliated with his organization. He often serves as an arbitrator between different mobile dealers and retailers.

ONE LINK COMMUNICATIONS

A RETAIL SHOP DEALING WITH ALL BRANDS

By: Hassan Saleem



For the past 10 to 12 years Zafar has been in the Mobile business with his shop “One Link Communications” located in G-11 Markaz Islamabad. He claims to be the first person to start a business specifically targeting Chinese Branded Phones!

According to him, the shop not only deals in Chinese brand phones but also used other brands. Though originally One Link Communications is a retail shop but Zafar explained that it is also a whole sale shop of Chinese handsets with Rawalpindi's Imperial Market being the current hub. In addition to this he clearly pointed

out that he does not deal in any specific type of brand!

Though the Chinese phones are considerably cheap in comparison to branded phones and the people who happen to buy these Chinese phones are strictly price conscious; however, Zafar proudly states that at his shop, the demand ratio for Chinese Sets is 50-50 % as compared to branded ones!

Zafar also deals in mobile accessories, such as chargers, headphones, memory cards and batteries. Zafar acknowledged the fact that spare parts for Chinese handsets such as chargers are extremely hard to obtain! He also told us that the current price

range of the Chinese Mobiles at his shop is from Rs.1100 to Rs.6000- (maximum). Most of the people who prefer to own these Chinese handsets either belong to the lower class or the lower-middle class of the society.

Zafar happened to show case some of the unique handsets that he had in his shop, the likes of which the Phone World team had never seen, such as Mobile TV phones, handsets that had built in TV cards, Projector phones, phones that are hardly taller than your thumb. And yet the demand for these low-cost, unreliable and warranty-less phones is still amazing!

I friends: one place for genuine mobile accessories



Singapore plaza hosts one of the oldest accessory dealers in Islamabad at 'I friends' mobile shop. Syed Athar Hussain is in the mobile business since 1993. Previously he used to deal with cellular phones but now he deals with original accessories only. The Phone World Magazine team had a cordial discussion with Athar.

'I friends' gives its customers an access to the accessories of iPhone, HTC, Blackberry and Nokia elite models. There are two shops in Singapore plaza that are owned by Athar Hussain. He told the Phone World Magazine team that the mobile accessories are mainly imported from Hong Kong and China. Working

in the Singapore Plaza for the past 4 years he was of the view that the mobile business had thrived. **He said that Samsung had dominated Nokia in terms of accessories.** The reason he thought was; Samsung was providing Android technology within the range of 15,000, something which Nokia isn't doing.

Discussing the future domination in terms of handsets, Athar said that the future belongs to tablets and Nokia will remain unbeatable with regards to 'low-end' handsets. He negated the idea that brands like Q-Mobile can compete with Nokia. However, he said they were stealing the market due to low prices and warranty.

While discussing 3G

technology he said that about 26 to 27 percent of the consumer population was in favour of 3G technology.

Highlighting the problems of the market, Athar said that the purchase of used phones was a big problem for the shopkeepers. Among the second hand phones he considered iPhone to be in the lead.

Athar Hussain was of the opinion that new models should be highlighted to a lesser degree and those present in the market should get sufficient time duration for fair penetration.

NAFEES-UR-REHMAN UNI CELL

By: Hassan Saleem



Being in the market for almost two years, shop owner Nafees-ur-Rehman has created a good reputation at Black Horse plaza with his shop “UNI CELL” for being one of the most competitive mobile shops at blue area!

UNI CELL is not just a retail shop, but in fact it is a single shop that is further divided into three sections which includes a Retail section, an Accessories section and a Mobile Repair Area!

The Retail section deals in all type of international brands such as

Nokia, LG, Samsung, HTC and some local brands such as Q-Mobile and MegaGate. The Accessories section according to Nafees has all the mobile accessories that are considered very hard to find! Whereas the Repair section of the shop is only operational when dealing with Used or Warranty-Less phones.

On asking about which brand is currently taking over the market and is the most in demand? He replied that “Samsung and HTC are the current leaders in the Market due to increasing customer demand, Whereas the reason for iPhone not doing so well is that it is currently

being distributed via the non-official (Grey) Channel, due to which Warranty is not applicable on the device; Whereas BlackBerry does has official channels such as “Teletec”, but the number of BlackBerry users are limited!

Nafees said that during peak hours there the shop is fully crowded and getting free time out of the day is difficult. Hence the only pleasure time available is utilized on Social Networking, Web Surfing and streaming videos on YouTube via Wi-Fi or Mobile Internet Surfing.

Battle of the tough sets

by Fareed Khan



Huawei Discovery

Most of the phone manufacturers of today are focusing on elegance that best describes their phone. Elegance is believed to be synonymous with being fragile and sensitive but this concept is now proven to be wrong because Huawei and Discovery teams have launched their joint product called the Discovery expedition!

The phone is stylish as well as tough. Through tests this phone has been proven to be water, dust and shock proof given the fact that it still contains its stylish look. Therefore fans of hiking, trekking, camping or exercising may chose this phone for their activities.



Sony Ericsson

Sony Xperia Active

Sony Xperia Active resembling Sony Xperia Mini has many cool features. As the name suggests "Active", therefore it is targeted for people who are actively remain busy in outdoor activities, running and even swimming. Don't worry it is fully waterproof.

The phone includes a 1Ghz Qualcomm Snapdragon processor running on Android 2.3 (Ginger Bread) with Adreno 205 GPU along with Wi-Fi, Bluetooth, GPS and a 5 mega pixel camera. ANT+ is one of its most interesting features which allow the user to use the phone with heart monitors, blood pressure monitor and step counter. Its water proof as well as dust and shock proof.



SAMSUNG

Galaxy Xcover S5690

With the recent success of Samsung galaxy series mobiles Samsung decided to launch yet another of their product known as Samsung S5690 known as Samsung Xcover!

This phone is not similar to other Smart-Phones because it is dust, mud and water proof. This can accompany you in your adventures. This phone will prove to be a loyal asset but one must also keep in mind that this phone is still a Smart-Phone. It includes 800 GHz snapdragon processor with Android 2.3 OS (Ginger bread). It has 3.2 MP camera with GPS and Wifi.



And Windows's is back in the Game

by Hassan Saleem

If you can take the moment to dwell back in time, you would have seen that PC tablets were quite popular amongst the old and young, why? Well because it was a sign of someone with a business background; which in those days was cool!

The introduction of Windows (Windows mobile 6) to the mobile platform was a sigh of relief for the business men, because not only did the interface allowed them to store their important data, account sheets, pictures, video files etc, but Windows being the Standard/General Operating System all over the world; its familiarity provided a sense of ease for the users that their data is safe. But Microsoft had its run then.

The sudden majority attraction towards non stylus touch screen phones or Smartphones immediately abolished the TFT resistive touch screen market, pushing Microsoft's

mobile market into the dark ages! During these times, Smartphones ruled the market, Apple's iPhone series was a huge hit which was unmatched until a new player threw in its hat in the ring. Yes! Ladies and Gentlemen, Android was here and was here to stay. The Android OS market was a smash hit, rival to that of Apple's IOS because it was faster, more efficient, user friendly and most important of all having an open source.

These two were at it like stray hounds on meat. Their market rivalry was epic, but just like any shocking reveal at the end of a suspense movie, a new player was introduced, or to be more precise an old player with a new look stepped in, [Windows was back!](#)

Microsoft took its sweet time in completely taking on a new interface that was more "according to the current standards"; they brought in an

OS dubbed Windows Phone 7.

WP7 did not whoop both Android and Apples rear ends like one would fantasize, but it sure did put on a good fight, and still does. In my books and surely most of you would agree with me it is one of the sweetest and the most lucrative designed interfaces ever. Their "Live Tiles" concept is ingenious and unique compared to the others, which in today's market is something you won't come by very often. This new version of Microsoft is now targeting everyone including the business class.

Microsoft's WP7 sales has gone up, like never before and maybe it did not take the top rank in all OS's, but they did bagged in lots of points in their brief run, and Partnering up with long time Symbian followers NOKIA, is just one of them.

Samsung GALAXY Note

by Fareed Khan

Samsung Galaxy Note is something larger than Samsung Galaxy S II. It actually has the same design, the same interface, the same form factor with a larger diagonal and even the same camera with the same potential. What's different is the screen resolution and size, plus the power of the CPU and the stylus input.

Although it has been launched, current Samsung Galaxy S II user won't feel the need to switch to this device, especially if he also owns a tablet. However a person, who doesn't own a Galaxy S II or tablet, might use the Note to replace both items in one shot, especially because the Note is also a phone, it places calls, has a phone option that's very handy and sends texts also. Its a business device which includes the S-Pen stylus, integrated at the back of the Note is an important accessory which has a button of its own, that when pressed and keeping it pressed on the screen makes a screenshot of the current image. If you keep the button pressed and double tap the screen, you'll trigger a lite version of the note taking app.

As far as writing in the Memo and Mini Diary apps goes, this is a fairly easy task, providing your writing is legible. There's also the option to use the stylus anywhere there's input, like in the web browser or the messaging area. There's a box at the bottom of the screen where stylus input becomes text in your text or address bar, and then there's the S Planner. This is a very good calendar for people with busy scheduled. However, browsing through it and planning ahead months, weeks and days is a breeze. Samsung Galaxy Note also comes with GPS, Stereo FM Radio, NFC, a digital compass and barometer, plus a Li-Ion 2500 mAh battery, that should provide you around a day of fun. You'll get about 12 hours of juice from it, if you're really into web browsing, gaming and movie watching.

The multimedia experience on the device is fantastic, both in video and audio playback, plus there's also editing available for photos and videos. Both get a pretty decent set of options and the Movie editor actually felt like the Windows Movie Maker, since it allows you to do the exact same things and it supports photo files, vidoes, audio files, transitions and effects, so it's very cool. Swype input is also present.



HD Games look great on the huge display. There's a doodling app called OmniSketch which is especially good for drawing. The device supports .mkv 1080p video playback and it does this without any lagging.

Dimensions and CPU

It measures 9.7mm in thickness, and weighs 178 grams. It includes a Super AMOLED 5.3 inch screen with a 800 x 1280 pixel resolution. The display is protected by the Gorilla Glass technology. It has a dual core 1.4GHz Exynos CPU, plus a Mali 400 MP GPU.

Memory and Connectivity

It has 16/32GB of on internal memory, a gyroscope, 1GB of RAM, a microSD card slot, it supports HSDPA 21Mbps connectivity, WiFi 802.11 a/b/g/n, DLNA and Bluetooth 3.0.



Camera

As far as the camera goes, it has a front sensor for videocalls, with 2MP resolution, plus the main shooter at the back, an 8 megapixel camera with autofocus, LED flash, geotagging, touch focus, face detection, image stabilization and 1080p 30 fps video capture.

Operating System

It has Android 2.3 Gingerbread which is all covered in Touchwiz 4.0 and also relying on the Samsung Apps. In comparison to the Samsung Galaxy S II it has a lot more applications. TouchWiz brings the usual unique and large widgets,

plus the Hubs: Readers Hub, Social Hub and Music Hub. Music hub is sort of a music store from Samsung, while reader and social hub gather Kobo and Zinio subscriptions in one and throws in a magazine reading section and also one

for newspapers. Its benefit is that once you download a newspaper it can be ready to you out loud, so the people with eye problems will enjoy their daily paper. The book reading section is also nice which is powered by Kobo.



Pakistan's first 3G enabled Android Smartphone



by Mohsin Rehman

Say Hello to the Future with Pakistan's first 3G enabled Android Smartphone; "IVIO Icon Pro" OMH-compliant -- a Smartphone that keeps you connected to your world without being tied to a Wi-Fi connection or the worry of being stuck with a slow mobile data connection. With IVIO Icon Pro, Get ready to experience the magic of 3G right on your cell phone."

EVO enabled IVIO Icon Pro is

Pakistan's first 3G enabled OMH-compliant Android Smartphone with dual support for GSM and EVDO, that lets its users surf and talk simultaneously. With dual support for GSM as well as EVDO Rev A, the EVO enabled IVIO Icon Pro is Pakistan's first Smartphone that lets its users surf and talk simultaneously. IVIO's dual support for GSM and EVDO networks lets you make voice calls using your GSM network while the EVO 3.1Mbps lets you surf at

speeds of up to 3.1Mbps in over 160 cities nationwide.

IVIO Icon Pro does not require its users to be tied to a specific GSM network; meaning that any GSM network subscriber can use this handset without the worry of GSM network restrictions. IVIO Icon pro can be used as a mobile 3G Wi-Fi Hotspot to enable sharing of WiFi & 3G connections with multiple gadgets simultaneously.

TOUCH N FLY

Another first by PTCL

A 3G Android mobile smartphone with built in 3G EVO wireless broadband service with any GSM service on-the-go!




EVO WIND Smartphone + 15GB data with 6 Months Validity **Rs.17,999/-**

EVO WINGS Smartphone + 5GB data with 3 Months Validity **Rs.10,999/-**

Android 2.2 Froyo OS | On-the-Go Social Networking | High Speed 3G Broadband | Personal Mobile Hotspot | Snap n Share instantly! | Surf 'n' Talk Simultaneously | 4GB SDHC Card Included | 3G Wi-Fi Hotspot

EVDO | GSM | GPRS | EDGE | WIFI | Bluetooth | AGPS | G-Sensor

Features

Blazing Fast Speeds---

Pakistan's First 3G enabled Android Smartphone with blazing Fast 3G speeds of EVO wireless broadband. Offering dual support for Wi-Fi and 3G, IVIO Icon pro lets you browse 24/7 without any limitations.

Surf 'n' Talk Simultaneously---

The country's first Smartphone with dual support for EVDO and GSM letting its users surf n talk simultaneously while on-the-move and that too at 3G speeds. The best thing is its not GSM network specific, meaning all GSM subscribers can use the IVIO ICON PRO without worrying about any GSM network restrictions.

Android 2.2 Froyo OS --

packed with a full web browser & an entire suite of Google Apps & access to over 250 thousand applications from the android market, EVO Icon Pro lets you communicate, surf, navigate, play games, stream videos and do a lot more simultaneously; while on the move.

Snap n Share instantly!

Never miss a precious moment with Icon's dual cameras. Capture excellent quality photos with the 5 Mega Pixels Auto Focus Camera or use the front digital camera for video conferencing. What's more—with 24/7 3G connectivity we let you instantly

share these moments with your friends on facebook.

Personal Mobile Hotspot—

Your IVIO Icon pro is your very own personal Wi-Fi hotspot anytime, anywhere that lets you share your 3G Internet connection with friends wirelessly & what's more with Icon pro's in-built EVO 3G you can smoothly share your connection with friends & still be fast enough.

On-the-Go Social Networking---

Offering dual support for Wi-Fi & 3G, IVIO Icon Pro keeps you connected 24/7 to your world, whether its for work or fun. Whether its on-the-Go video conferencing with a client or accessing the internet for staying in touch with loved ones, one touch gives real time access to all. So Go ahead stay connected to your social networks through the pre-installed Facebook & Twitter apps; or stay in touch by making a voice call through Skype or Viber.

Un-interrupted Connectivity---

Stay Connected without being tied to Wi-Fi. Now forget about finding a Wi-Fi signal or being stuck with a slow data connection on your mobile every time you need connectivity on the go. With EVO's largest wireless coverage network of more than 160 cities we

ensure that you stay on top of your world, wherever you move.

PTCL IVIO Icon Pro offers convenience and speed with two diverse economy packages to suit individual needs & pockets. With a month 6 contract, customers can get IVIO Icon Pro with 6months unlimited EVO service, all at Rs. 17,999/-. Apart from the 6months contract IVIO Icon Pro also offers bundled packages based on 3months contract at Rs.16,999 with 3months unlimited EVO service.

IVIO ICON PRO comes with one year warranty by Airlink Communications.





‘Brand-phobia’

at the city of lights

The brand conscious residents of the city of lights and the economic hub of Pakistan are deeply concerned about the brand of the cellular phone which they own. It is due to such brand-loyal customers that Nokia still remains the best of all among a wide range of distributors and dealers of Pakistan.

“I’ve got Nokia and you have got Samsung”, “I keep my smart phone at home while use G’Five on the road”. These aren’t quarrels or brand competitors trying to prove each other wrong. These are the ‘Karachi-ites’! Yes! You have guessed it right! - The brand conscious residents of the city of lights and the economic hub of Pakistan are deeply concerned about the brand of the cellular phone which they own. It is due to such brand-loyal customers that Nokia still remains the best of all among a wide range of distributors and dealers of Pakistan. Cellular phones have already penetrated too much into our lives. As the old proverb says that: ‘variety is the spice of life’ Pakistan hosts a diversified mobile market. It is at times difficult for the consumers to select a

handset and usually they see both their hands moving towards two different handsets.

Like any other branded item cellular phones have also turned into a ‘difficult to choose’ entity which is beyond doubts a healthy sign for the mobile market.

However, some people also think that this leads to stagnation of the mobile business as Nokia remains the best just because it is ‘Nokia’. Another school of thought holds the opinion that this ‘brand phobia’, sets new challenges for new brands to prove their worth.

Coming to the preferences of ‘Karchi-ites’ - the teenagers and students prefer

to own a smart phone. Nokia users have the higher percentages where they strongly agree that the thing that formulates their decision while buying a handset is the established brand name.

People who use iPhone have the highest ratio (50%) looking for advance application while purchasing a handset. The 2nd and 3rd brands that are in demand regarding advance features are BlackBerry (43%) and HTC (41%) - keeping in view that people own multiple handsets.

Let us explore **Android**

by Hassan Saleem

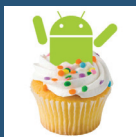
W

hy is Android such a huge success? Why is it that in 2010, there came a sudden peak in the sales of Android

based smartphones?, well one might state the obvious, that it belongs to THE largest corporation/company of the world, Google! But that is not the only factor in play here;

Android OS powered smartphones have been constantly praised to be very efficient and reliable as compared to all other competitors in the market. And being Open Source you would expect upgrades released every now and then free of cost.

There have been a few versions already released, to the point where we are standing now,



One of the first versions officially released was the **Android 1.5 Cupcake** which introduced features such as Widgets, uploading videos to YouTube or Picasa etc.



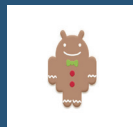
After the Cupcake, came in the **Android 1.6 Donut**. The Donut introduced new features such as voice search and book mark history etc.



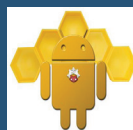
The **Android 2.0 - 2.1 Éclair** included a new web browser, with a new user interface and support for HTML5 and better camera features.



Then stepped in the **Android 2.2 Froyo**. By now Android had gained huge appreciation amongst the mobile world. The Froyo was a very fast operating system, and efficient too.



The **2.3 Gingerbread**, the latest in the Android Smartphone OS list, refined the interface for the users, improved the soft keyboard and copy/paste features, and added support for Near field communication.



The **3.0 + Honeycomb** Series are based for Android Tablets only! The rapid success that each one of the Android version brought to the company; it was no surprise that by the fourth Quarter of 2010, Android OS becomes the best selling Smartphone Operating System according to Canalsys.



Android 4.0 (**Ice Cream Sandwich**) is the latest version of the Android Platform. Extending further on the things people love most about Android – easy multitasking, rich notifications, customizable home screens,



LG GD-900 **Crystal Clear**

by Fareed Khan

LG, one of the world's leading phone manufacturers and electronics giant has unveiled a highly acclaimed, stylish and innovative aesthetic concept. Transparency; once imagined, but never seen, the LG-GD900. The phone has a transparent touchpad as well as a stylish look along with the slider. This phone has a translucent rear slider that contains the touchpad in order for the users to experience the 3D interface. One of the most interesting and note worthy point is that the phone slider is made of glass and not plastic or fiber.

Display

The GD-900 comes with a 3-inch full touch screen, which has multi touch capabilities allowing users to zoom in or out any portals or WebPages. Another note worthy point is that users can make their own shortcuts, which can be configured with a simple finger gesture. For instance if a user write "M" on the touch screen then the phone will open multimedia player only if configured accordingly. The touch screen has the ability to recognize the finger writing with the help of a technology known as Vibrational Haptic Feedback (VHF). VHF provides the touch

sensibility to the finger so the user can feel that they have just clicked or pressed the button link.

Dimension, OS and Connectivity

LG GD-900 is sleek, only 13.4mm thick, and weighs only 127grams. It supports voice command as well as voice and video recording. The phone relies on 7.2Mbps, HSDPA, Wi-Fi and Bluetooth 2.0 with A2DP for connectivity and runs "Windows Mobile 6.1 Professional Edition" operating system.





Samsung! Should Slow down on the Galaxy

by Hassan Saleem

Samsung Galaxy W is the latest new model in the Samsung Galaxy series! Yes i am sure it is, but

haven't we seen enough from the Galaxy already. We've had so many different models from the Samsung Galaxy range e.g. Galaxy S , Galaxy SL , Galaxy SII , Galaxy Note , Galaxy Y , Galaxy Ace , Galaxy Tab , Galaxy W etc. These models are only the one that we could think of at the moment, but you can get the idea, where we are going with all of this.

A series in a Mobile phone company is not uncommon, Nokia has its Lumia

series, HTC has its own Sensation series and similarly Apple has its iPhone Series. The number of phone models per series is not more than 5-6 models, and then a new series comes into play. But Samsung thought differently, after the launch of the Wave, Samsung came up with the Galaxy series, which without a doubt is a massive hit in the market. And since such innovation of Samsung devices, SAMSUNG don't seem to stop very soon. Yes all the phones from the Galaxy range are superb, but they all look somewhat alike having almost the same design.

The Galaxy may be the most super

hit production line from Samsung, but Samsung should better start making some tweaks in the design before it starts to get boring to the customers. Look at BlackBerry for example, it is a full-QWERTY business phone company that introduced quite some models that had almost the same design, but once they saw that, they changed their designs. They introduced a slider semi-touch phone, in order to avoid losing customers with similar designs. Similarly Samsung should also look into changing their designs. Because most of its designs has had its run, and it was a sweet ride altogether!

By: Hassan Saleem



A Customer playing with his newly purchased phone.



Skills of the technicians; fixing mobile phones.



Busy mobile shops of Karachi.



Stalls shops decorated for business.



Shop employees busy in dealing customers

by Fahad Butt



The counters full of stock and ready for sale.



A local Shop owner reading an issue of Phone World



Here we can see the Nokia care team promoting their brand.



Shop keeper happy to see themselves introduced by Phone World.



Size really does "NOT" matter, here we can see crowds of people lining up in front of a small mobile shop



Its a digital age, a mobile shop owner using a computer in dealing with his customer.



Paradise Mobiles labels Hall Road as ‘DEAD SLOW’

by Fahad Butt

Kamran Malik has been in the mobile business for the past 14 years. The one year old Paradise Mobiles although new at ‘Hall Road’ is currently considered to be one of the big wholesale dealers of Lahore. Kamran also has international market exposure credited to him, as he used to work at Dubai, Hong Kong and China. Previously, he also used to work for Abdullah Mobiles.

Defining wholesale, he updated the Phone World Team about his whole network; That extends to the major of cities of Pakistan such as Gujrat, Rahimyaar Khan, Mianwali and Sargodha.

Presently dealing in Nokia, Q Mobile, Voice, MegaGate and Samsung; Kamran marks Nokia and Q Mobile as being the market-wise ‘high demand’ brands.

According to sales, he tagged Nokia as the best ahead of Samsung and explained that the reason for Samsung being behind in the race is due to the lack of interest in regards to publicity and quality. He added that customers are more price- conscious now a days rather than being ‘brand loyal’.

He likes to maintain a healthy relationship with his dealers like by giving one Nokia handset free on a 20 Samsung package deal. Marking the ‘Hall Road market’ as ‘dead slow’ he mentioned that out of the many problems

faced by the mobile market community of Lahore, load shedding is the worst of all the problems, as it affects up to 90% of the mobile business!

According to him, most of the shopkeepers at Hall Road are unaware of the marketing norms and don’t have sufficient knowledge about the cellular phones in which they are dealing. In his view, such shopkeepers and defaulters are contaminating the market through fraudulent practices.

Sharing about his personal life, Kamran said that he likes to spend his Sundays with his family during, visiting hill stations such as Gilgit for recreational activities. On the matter of food, Kamran described ‘Chicken korma’ and ‘Qeema Matar’ as his favorite.



MOBILE HUT and FUTURE MOBILES

by Fahad Butt

Imran Shah is the owner of Mobile hut and Future Mobiles, located at Hafeez center; both of which happen to be pure retail shops. Imran is a true veteran for being in the business for over a decade.

On being asked whether he was proud he replied that he is very proud at what he does. Imran Shah claims that both Mobile Hut and Future Mobiles deals in every type of brand. On the matter of top brands

Imran believed that BlackBerry, HTC and iPhones are the current market leaders whereas Nokia has slipped its position to the very last on popularity.

Explaining why? Imran replied that because of the stiff competition in the business and the huge market demand for Android, IOS and BB, Symbian never stood a chance, hence resulting in Nokia's downfall. Although Nokia's current Lumia series running on the Windows phone 7 OS is very successful in the market.

Though Mobile Hut and Future Mobiles are brand oriented mobile shops, the true business is achieved through the used phones department! Imran explained that the sale in used phones is many times more than that of brand new phones!

On a personal note, Imran told us that he is still a bachelor with an I-COM degree. He also explained that fish is his favorite type of food; And that London and Switzerland are his favorite visiting places.

Mohsin Mobiles

9 years in the market



he third biggest mobile market of Lahore is Royal Arcade near Qainchi at Ferozpur Road which about 10 years old. Mohsin

Mobiles enjoys the privilege of being a part of this market and was introduced to you by our Bureau Chief Fahad Butt. He interviewed the owner of Mohsin Mobiles, Sikander. He is a wholesaler who is working in the market for the past 9 years.

Sikander said the sales of Nokia to be the best followed by Q-Mobile. He expressed complete satisfaction with regards to the market business and told that his wholesaling network extends towards 70 different distributors.

Hamza Mobiles



amza Mobile is owned by Mohammad Rafique Butt who is the president of

QAUMI TAJIR ITTEHAD Mobile phone Association Lahore and is in the third largest mobile market of Lahore for the past 4 years. The Phone World Bureau Chief Fahad Butt interviewed him where he endorsed the view that the sales of Nokia outweighed any other brand. However, he said that few months back Q-Mobile was leading as far as the sales of his shop were concerned. Regarding the sales of smart phones he said that Nokia and Samsung were more popular among mobile users.



THE GENDER GAP AT LAHORE WHEN IT COMES TO CELLULAR PHONE OWNERSHIP

by Fakiha Hassan Rizvi

South Asia is considered as a 'gender-gap hotspot' when it comes to owning cellular phones. There are 300 million fewer female subscribers than male subscribers in low and middle income countries- Pakistan also falls under that category.

Surprisingly, a woman is 23% less likely to own a cellular phone than a man if she is living in Africa, 24% if she is in Middle East and 37% if she is living in South Asia.

The disparity in ownership of cellular phones between males and females transcends from the national to the city level.

The enthusiastic residents from the heart of Pakistan (Lahore) also witness this gender-gap. Lahore is

largely an urbanized city with high literacy rate compared with the rest of Pakistani cities. One might draw the conclusion that Lahore will exhibit a lesser gap between male and female consumers or it will display a gender-balance in this regard.

However, the statistics show that as per the international mobile gender gap, Lahori women are also well-behind. Teenagers are in the front row while grabbing cellular phones irrespective of their gender. Most of the middle-aged women who stay at home seldom use cellular phones. Moreover, the conservative cultural trends also hinder the ownership of cellular phones by women.

Like many other problems, bridging the mobile gender gap at one of the most urbanized cities of Pakistan requires a change of mindset. People should know the position of a mobile phone as a life enhancing and income generating tool. The positive uses of cellular phones should be taught to both the genders; so parents

can keep a check on their children for the reasons of protection and privacy. Excluding innovation from your life is not a solution to stop the negative impact of cellular phones in a society rather increased level of awareness, best possible utilization of cellular phones by promoting them as effective development tools that create education, health, employment, banking and business opportunities can produce better outcomes for the society. To support this argument it is noteworthy to mention that

If telecommunications providers close the gender gap in mobile phone penetration, worldwide telecommunications revenue would increase by US \$13 billion. Pakistan has to give its due share by empowering women through cellular phones!





Lahore's famous 4!

by Fakiha Hassan Rizvi

Some mobile brands out there in the mobile markets of Lahore are proving themselves to be a major source of attracting prospective buyers. 'Money' isn't a big deal at Lahore if keeping a cellular phone is a sole purpose. Club Mobile, G5 Mobile and G tide Mobile, all have been successful to steal the show at mobile markets. The captivating three are leaving no space vacant for others to butt in at least at Lahore. Club with its dual SIM, modern and youthful colours, corporate and girly shades; G5 with Quad SIM and; G tide with its female mobile phone featured in QWERTY keypad, touch screen and bar mobile phone. These three are cost effective mobile wizards, committed to outweigh each other.

After formulating a fair comparison between the low cost, equally priced handsets (within the range of Rs4000-Rs4,500) of club, G5 and G tide mobile, one can easily notice that Club C300 with its dual SIM, 1.3 mega pixels camera, MP3/MP4 player, Bluetooth technology, Stereo FM

radio, torch light, T-Flash up to 8GB has an edge over G5 G285 only in terms of camera results as G285 has a 0.3 mega pixels camera installed in it. However, G285 also includes a VGA camera, GPRS/MMS and has a talk time of up to 5 hours. In this way both of them are allowing their users to enjoy the same features except for the camera results and playing some additional music formats.

G tide with its L600 has lost the chase as it deprives the users of MMS and torch light but none-the-less it permits to talk for 3 hours at a stretch and activate two SIMS simultaneously. A conclusion that can be drawn from this cursory differentiation is that G tide needs to work more on its features if it has to compete with the other two competitors.

Being 'Chinese' these cellular phones are not only meant for being at the affordable prices but also as back up for those who don't want to risk taking along expensive handsets. University and college going students prefer to use such handsets owing to the fear of losing them. These glittery cellular

phones can entice those who only aim for 'good looks'. Smart choice includes everything like the obvious 'looks', 'features', 'brand', 'battery backup' and not to forget the 'warranty period'. Life of a mobile handset serves as barometer for its quality.

In addition to this there is another key player in the market, Megagate. MEGAGATE is introducing seven new products in Pakistani market, from basic multimedia mobile phones to top of the line Touch phone. All products in MEGAGATE line up have been designed to fulfill the requirement of all the consumers. However, Megagate is taking a lot of support from its effective advertising campaign.

The captivating three have penetrated into the markets of Lahore and embedded themselves merely on the basis of style, color and elegance. As mentioned earlier, their low prices allow them to target all social classes as a back up and bridge the gap between working laborers, employees and business holders.

by Hassan Saleem

HTC Velocity 4G



Additional Features

2G Network	GSM 850 / 900 / 1800 / 1900
3G Network	HSDPA 850 / 2100
OS	Android OS v2.3.7(Gingerbread)
Chipset	Qualcomm MSM8260 Snapdragon
CPU	Dual-core 1.5 GHz Scorpion
GPU	Adreno 220
Sensors	Accelerometer,gyro,proximity, compass
Camera	1.3 MP
Card slot	Yes (Up to 32 GB), 16GB Included (User available) and 4GB Storage with 1GB RAM



Toshiba IS12T



Additional Features

2G Network	CDMA 800/ 1900
3G Network	GSM 850 / 900 / 1800 / 1900
OS	CDMA2000 1xEV-DO
Chipset	Microsoft Windows Phone 7.5 Mango
CPU	Qualcomm MSM8655 Snapdragon
GPU	1 GHz Scorpion
Sensors	Adreno 205
Camera	Accelerometer,proximity, compass
Card slot	Yes, 13.2MP Primary Camera and 1.3 MP Secondary
	No, 32 GB Storage (28 GB user available)

Huawei Ascend P1 S



Huawei is Chinese company yes, but its not a “Chinese” brand that you would find at any shop, in fact this is the real deal. Huawei is the real brand of china, with legit and amazing technology. The Ascend P1 S is a very sleek and stylish phone from Huawei that includes fascinating features such as a Super-AMOLED display screen, a 8MP camera with dual flash and a TI OMAP 4460 chipset. This is one to watch out for fans!

Additional Features

2G Network	GSM 850 / 900 / 1800 / 1900
3G Network	HSDPA 850 / 900/ 1700 / 1900/ 2100
OS	Android OS v2.4(Ice Cream Sandwich)
Chipset	TI OMAP 4460
CPU	Dual-core 1.5 GHz Cortex-A9
GPU	PoverVR SGX540
Sensors	Accelerometer,proximity, compass
Primary Camera	8MP
Secondary Camera	1.3 MP
Card slot	Yes (Up to 32 GB), 1 GB RAM and 4GB ROM

by Hassan Saleem

Motorola

DROID RAZR MAXX



Motorola has returned with a BANG! and a stylish bang i must admit, the Motorola DROID RAZR MAXX is very sleek and stylish that everyone would wish for. It is expected to be released in the first Quarter of this year, The Phone is embedded with 8 MP Primary Camera and a 1.3 MP secondary camera; powered with a Dual-core 1.2 GHz Cortex-A9 CPU and running the Android OS v2.3.5 Gingerbread.

Additional Features

2G Network
3G Network

OS
Chipset
CPU
GPU
Sensors
Secondary Camera
1.3 MP
Card slot

CDMA 800 / 1900
GSM 850 / 900 / 1800 / 1900
CDMA2000 1xEVDO
Android OS v2.3.5 (Gingerbread)
TI OMAP 4430
Dual-Core 1.2 GHz Cortex A9
PowerVR SGX540
Accelerometer, proximity, compass
8 MP
Yes (Up to 32 GB), 16GB and 1GB RAM

Samsung Galaxy Nexus Telus

by Fareed Khan



The Galaxy series from Samsung has been a mighty success for the company; the S and the SII were and still are the undefeated champions when it comes to the specs sheet. But can a series run that long, I mean 5 models in a series is understandable, but Samsung is going non-stop with the Galaxy series and no one can deny the amount of technology and goodies that they offer! Same is the case with the new Samsung Galaxy Nexus TELUS, it's a full touch screen phone garnished with a 5MP Primary and a 1.3MP primary Camera, powered with a Dual Core 1.2 GHz Cortex A9 CPU. It surely is going to be a beast! And for desert Android is offering its new Android OS 2.4 (Ice Cream Sandwich).

Additional Features

OS	Android OS v2.4 (Ice Cream Sandwich)
Chipset	TI OMAP 4460
CPU	Dual-Core 1.2 GHz Cortex A9
GPU	PowerVR SGX540
Sensors	Accelerometer, gyro, proximity, compass, Barometer
Camera	1.3 MP
Card slot	No, 16GB and 1GB RAM
2G Network	GSM 850 / 900 / 1800 / 1900
3G Network	HSDPA 850 / 1700 / 1900 / 2100

by Hassan Saleem

NOKIA Lumia 900



Well with the Success of the Windows Phone OS (7 and Mango), Don't let it be a surprise to you that the upcoming high end phones from Nokia would be Windows activated!

The Software giant is now the only saving grace for the Mobile company, as Symbian wasn't much of a threat to the likes of Android and IOS. The Lumia 900 is the next product from Nokia Windows Phone Mobile. The phone though has no significant design changes as that from the 800, but still with a 8MP camera and a Qualcomm powered Mango OS, who wouldn't want one.

Additional Features

2G Network GSM	850 / 900 / 1800 / 1900
3G Network	HSDPA 850 / 900 / 1900 / 2100
OS	Microsoft Windows Phone 7.5 Mango
Chipset	Qualcomm APQ8055 Snapdragon
CPU	1.4 GHz Scorpion
GPU	Adreno 205
Sensors	Accelerometer, gyro, proximity, compass
Camera	Yes 1.3MP
Card Slot	Yes

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by Hassan Saleem

L.G Spectrum



LG, has to be the most underrated mobile company in the Pakistani market of today. They have made some good phones in the past but due to the lousy resale value, L.G was never had a hot sale in the market. But L.G has made some new phones and the Spectrum just has to be one go them. The Spectrum is a full touch phone, and combined with a 8MP camera and a Dual core 1.5 GHz Scorpion CPU from the best chipset producers in the world; Qualcomm, this phone is going to be simply amazing!

Additional Features

2G Network	CDMA 800 / 1900
3G Network	CDMA2000 1xEV-DO
OS	Android OS v2.3(Gingerbread)
Chipset	Qualcomm MSM8660 Snapdragon
CPU	Dual-core 1.5 GHz Scorpion
GPU	Adreno 220
Sensors	Accelerometer,gyro,proximity, compass
Camera	1.3 MP
Card slot	Yes (Up to 32 GB), 16GB Included and 4GB Storage with 1GB RAM

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4210 MOVIE MAKER

by Fareed Khan

A mazing phone for capturing precious moments haven't been easier before, with MEGAGATE MOVIE MAKER go out to take pictures and make videos instantly. Enjoy these moments later through high quality media player.



Specifications

Network	Dual Band - GSM900 / 1800MHz
SIM/Standby	Dual SIM / Dual Standby
Battery	1000mAh
Weight & Dimension	71g / 106 x 45 x 14.3mm
Standby Time	20 Days
Talk Time	240 Min
Colors	Coal Black, Maroon Red
Display Colors	1.77" QQVGA Screen / 65k Color
Memory	SMS 300 / Phonebook 500 / up to 8 GB
Camera	Digital Camera with Video Recording
Bluetooth	Bluetooth v2.0
Video Player	AVI / MP4 / 3GP
Music Player	MP3 / MIDI / WAV
FM Radio	Wireless FM With Recording
Games	Yes
Torch Light	LED Torch
Social Networking	Face book / MSN / Yahoo / Twitter
Other Apps & Features	Alarm / Mini USB / GPRS / MMS.

And the Nation Keeps on Texting!

SMS-ing or Texting has recently become an addiction. And in order to succeed in the mobile sector, different operators have set many packages that comprise number of SMS's in a day. These packages are all valued at different rates. But usually because of the cheap rates no one individually gives it a thought. But surprisingly according to a recent survey and a report from Pakistan Telecommunication Authority (PTA), it has been verified that the public of Pakistan has spent a Whopping Rs.22.5 billion on 175.6 billion SMS's in the year 2010!

Ufone to Aim Hard at 3G

Information Memorandum is already floated by PTA and cellular companies are working out on it to determine their best options to deal with 3G license auction. Ufone had good opportunity to get a 3G license based on the fact that it has Etisalat on its back. Etisalat has edge of holding USD 800 million dollars from PTCL's sale which it can now lend back to government of Pakistan to get a 3G license. Market analysts said that Ufone will try its best to get 3G. Ufone will compete with Mobilink in the bidding considering Telenor and Zong are hot favorites.

3G Prospects for Telenor Pakistan

Telenor Pakistan is hot favorite to get a 3G license, rightly so, for the kind of attitude they have developed over the years, it looks apparent for them to have a 3G license in the auction. They were first one to think of up grading their network to support 3G. Currently Telenor Pakistan have around or over 28 million subscribers. Telenor is hoping that highest bid for 3G wouldn't top \$300 million.

“SWAPP” the App Store from MegaGate!

It was not long ago that the local brand created a huge fuss in the mobile market by becoming highly successful that the company once again amazes us by launching Pakistan's first online App store. “SWAPP” which is the name of its online store currently has some 20 applications mostly related to gaming category. The online store has been developed in association with mBounce, a Hong Kong based mobile application development company.

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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