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**Adnan Khan**  
Managing Editor

Dear Readers,

Technology has been advancing since the beginning of human history. But with the introduction of mobile technology and services this advancement has further accelerated. Everyday companies try to introduce something more advance to win consumers. One of the major progress and achievement witnessed by technology is the mobile subscription reaching over 6 Billion and Global smartphone shipment reaching 1.43 billion units in 2015. Along with increased smartphone and MBB penetration, apps have also become of primary importance. It is expected that app download will also increase and reach 284.3 billion in 2020. Considering this huge growth in mobile application, we have compiled a comprehensive report on the forthcoming trends in mobile app market.

An exclusive feature article on crowdfunding is also part of our current issue. Crowdfunding is a new concept so we have tried to explain the dynamics of crowdfunding platforms, and also tried to envisage the future of this new financial mechanism in the Pakistani market. Just like crowdfunding, mobile manufacturing is also something new for our local market. GFive and Haier are the two companies that have taken up this initiative. So we have analyzed the challenges and future prospects of local mobile manufacturing in Pakistan. Another issue that we have touched upon is the failure of contract phones Pakistan. Pakistani market dynamics are quite different from international markets so we have tried to point out some reasons why this could not pick up in the country.

Our in-focus section features an exclusive interview of Niaz A Malik, Deputy CEO of Zong Pakistan in which he shared his valuable insight on the telecom market and future prospects of the industry. Mr. Malik is a mover and shaker in the Pakistan mobile industry with vast experience. He played a key role in making Zong the third largest mobile operator in Pakistan.

Like always, our regular sections including phone reviews, TVC reviews, top applications and smartphone wish list are also part of our current issue. We always try to bring something new and interesting for our readers, we hope you guys will appreciate our efforts and give us your feedbacks so that we can improve further.

Enjoy Reading...!!!

Thank you,  
*Adnan Khan*

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# Contents

## National

44 Smart Moves for Smarter Nation

## Feature

10 Crowd Funding, The New Financial Phenomenon for Tech-World  
20 The Resilient Market of Mobile Applications  
40 Qualcomm Snapdragon 820 Tops the CPU and GPU AnTuTu Ranking  
42 Why Operators in Pakistan are Unsuccessful in Selling Contract Based Phones?

## International

44 Why do People Uninstall Apps??  
48 Smartphone Your Personal Trainer

## Phone Review

18 QMobile NOIR Z12  
28 Rivo Rhytham RX200  
38 Samsung Galaxy A3  
46 Hwawei Y6 Pro

## Photogalary / Press Release

45 Made in Pakistan, Story of GFive Mobile Assembling Plant  
57 Samsung Adds 'Airlink' as its New Distributor for Mobile Phones

## Wishlist

50 Online Shopping at Cheezmzll.com  
51 Phone Express - New Arrivals

## Telecom Campaign

52 A Critical Review of the Latest Ad Campaigns

## App World

54 Applications and Games for Your Smartphones



The Growing need of Local Mobile Manufacturing in Pakistan

14



Google Fiber, A Superfast Technology

26



Zong has Sheer Commitment Towards Quality of Service and Innovation  
**Niaz A Malik,**  
Dupty CEO of Zong Pakistan

30



Social Media Sparks New Marketing Trends for Business

34



Zero to Zenith in Just months

36



ICT Personality  
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56

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Issue 19

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# CROWD FUNDING

## The New Financial Phenomenon for Pakistani Entrepreneurs

Pakistan has enormous potential of starting its own sustainable, digital turnaround.

The country is blessed with huge talent pool of competent and energetic youth which is its biggest strength. According to Higher Education Commission, Pakistan passes out over 25K IT graduates every year. The IT and telecom sector is going through an evolutionary process with new technologies and applications released every now and then. The country is now embracing digital technology as a powerful tool which is not just limited to simple communication anymore rather it has become a life-changing catalyst.

The talent and opportunities in the IT sector are boundless but one of the main problem that is being faced by many young entrepreneurs is the lack of funding opportunities. This problem is not just faced by local entrepreneurs but

also effecting all the small businesses at international level. There are only limited options for young entrepreneurs and small business to get funding for their projects which are also time consuming and difficult to get because of various formalities.

**In Pakistani banking system, micro finance loans do exist but they are hard to get as the formalities are complicated additionally all asking for an equivalent collateral of the loaned amount**

In Pakistani banking system, micro finance loans do exist for smaller projects but they are hard to avail. The formalities are so complicated which make

it difficult to fulfill them with, most asking for an equivalent collateral of the loaned amount.

The Ministry of IT & Telecom through ICT R&D Fund and PSEB started offering Venture Capital (VC) Fund to support IT development in the country for young entrepreneurs but that is also quite difficult to achieve on the basis of the project. Additionally, the monitoring system is so complex that it has failed to achieve any substantial results over the past decade. The Government of Punjab through PITB and its incubation and acceleration programs such as plan9 and PlanX initiatives is trying to support and promote the young entrepreneurs in IT related projects but not everyone is able to reach these channels and secure funding. All of these issues create a huge barrier for young entrepreneurs to reach their true potential.

With advancement in the internet and IT technology, many doors

By Rizwana Khan

to development are opening up. The traditional ways of doing things are either changing or have been changed already. In the financial domain, E-commerce and m-commerce has revolutionized the business world. It is also an emerging trend in business world specially for technology related industry is gaining momentum that is Crowdfunding.

**Crowdfunding** is a latest concept that has gained instant popularity among the tech-savvy people of the world. It is a process through which entrepreneurs use online platform to raise money for a specific project or business venture.

**The Process** of crowdfunding is quite simple. The fundraising is done through an online platform.

**In Crowd Funding People visit fundraising websites and commit/donate specific amount for the project they like and often receive acknowledgement or reward in return for their committed amount/donation**

The campaign advertises the project details including the nature of the venture, the amount required and the campaign's fundraising deadline. People visit fundraising websites and commit/donate specific amount for the project they like and often receive some sort of acknowledgement or reward in return for their committed amount/donation.

**Types of Crowdfunding:** Crowdfunding can be distributed into three simple categories.

### Reward/donation

In return of a donation a reward or incentive is provide to the donor of the project.

### Lending

This comprises of peer-to-peer lending. Credit sites provide platform to connect borrowers and lenders over the internet for personal business loans.

### Equity Crowdfunding

It can be further divided into two parts.

#### a. Accredited Platforms

These platforms are only open for accredited investors and proper investing process is followed to fund various ventures.

#### b. Equity Crowdfunding

This platform provides opportunity to invest to anyone, accredited or not.

Crowdfunding is a relatively new concept but over the years this industry has witnessed an accelerated growth. According to Massolution crowdfunding report of 2015, the global crowdfunding industry grew immensely in 2014—[crowdsourcing.org](http://crowdsourcing.org) expanded by 167% to reach \$16.2 billion, up from \$6.1 billion in 2013. The industry raised more than double the funding once again and reached \$34.4 billion, in 2015.

**The global crowdfunding grew immensely in 2014—expanding by 167% to reach \$16.2 bn. The industry raised more than double the funding once again and reached \$34.4 bn in 2015**

The concept is especially popular in western countries where business ventures have raised huge amount of money. Recently, a Scottish interior design website, Houseology secured £1m crowdfunding where crowdfund investors will share an equity share of 11.17 per cent and a range of discounts on purchases. Similarly, The American Cancer Society is, for the first, time targeting millennial donors to give to cancer researchers.

**Few years back, entrepreneurs were reliant on bank and Venture Capitalists (VC) for funding but the new digital age has created boundless business opportunities**

Crowdfunding is important as even within hours huge amount of money can be collected for a business venture. Few years back, entrepreneurs were reliant on banks and Venture Capitalists (VC) for funding but the new digital age has created boundless business opportunities. The World Bank estimated that crowdfunding will reach \$90 billion by 2020. If the current trend of doubling year over year continues, we'll see achieving the \$90 billion mark well before time by 2017.

There are numerous crowdfunding websites that offer different types of funding options. These websites follow different models for collecting funding, some of them cater to specific industry. We have compiled a list of international crowdfunding websites that follow different repayment modes and process model.

Sites	Focus	Type of Crowdfunding	Fee	Repayment Mode	Models
experiment	Science	Donation	If your project reaches its goal 8% of Funds you raise (5% fee and a 3% processing fee)	Knowledge and information about project updates	all-or-nothing funding model
funder	community-oriented	Reward	Fixed campaign: 5% of earnings, plus a 3% transaction fee. For variable campaign: you can keep whatever funds you raise, minus a 7.5% fee and a 3% processing fee.	Rewards	All-or-nothing model and flexible model
INDIEGOGO	All business type, personal	Reward	All-or-nothing: 5% funding fee if you reach your goal, Flexible funding: 9% funding fee in any case. 3% transaction fee, 25% wire fee	Perks in the form of original work and merchandise	flexible funding and all-or-nothing
KICKSTARTER	Creative artists	Reward	5% funding fee, 3-5% transaction fee	Perks in the form of original work and merchandise	all-or-nothing model
KIVA	small businesses	Loan	Free, supported through grants, corporate sponsors, and foundations	Repayment of loan	Lending through field partners present in the area of borrower
GlobalGiving	underdog	Donation	15% fee on donations including transaction and administrative cost		Vetted by Global Giving, each organization is required to submit quarterly project reports, including activities, accomplishments and results of the project to-date, due diligence renewal on all organizations every two years
REALTY MOGUL	real estate investing	Accredited Platform	2% annual fee for administration, interest charges according to loan type	cash-on-cash yields	Loans and investment
EquityNet	investors and businesses	Equity crowdfunding	subscription fee of 600\$ for 3 months	Return on investments	Direct meetings between investors and EquityNet company
crowdcube	investors and businesses	Equity Crowdfunding	a success fee of 6.5% for entrepreneur, fee of £250 big companies, Administration and Corporate Services fee of £2,500 is charged upon completion	Return on investment	Equity and mini bonds

**According to Alliedcrowd statistics, Pakistan currently ranks 22 among developing countries on the crowdfunding market with annual estimated business of \$5.4M**

Everywhere in the world the biggest hurdle that most businesses face is lack of investment capital. Therefore,

like everywhere else in the international markets, crowdfunding is gaining popularity in Pakistan as well. The young and entrepreneurial population of the country is budding with new business ideas but they are struggling to initiate and expand their businesses because of no or very few source of funding is available. Although many industry giants have started various initiatives to support young entrepreneurs in their respective sector but only few out of thousands get the chance to secure sponsors and VC for their projects.



While some provincial Governments such as Punjab government have started interest-free karobar Loan Schemes, also National Bank of Pakistan and Punjab Bank have started similar financing initiatives, but the facts remains that the same strict regulations are a hurdle and it is

almost impossible to fulfill these regulations for start-ups. In such an environment crowdfunding can be very beneficial for Pakistan as it will not only create more jobs but will also improve general quality of life for the people.

According to Alliedcrowd statistics, Pakistan currently ranks 22 among developing countries on the crowdfunding front with annual estimated run rate of \$5.4M. Kiva, LendWithCare, GlobalGiving and YouCaring are among the top crowdfunding platforms. Seedout is also a non-profit organization and a charity based crowd-funding platform that provides small funds to young entrepreneurs. Transparent Hands is a health based crowdfunding platform which was incubated in 2014 by Lahore-based Plan9. The donations collected through this platform are used to provide health services to the poor. Since its launch, Transparent Hands has facilitated over 200 surgeries.

**There are not much local crowdfunding websites in Pakistan but once the concept is popularized, it may change the financing scenario for the start-up community in the country**

Although there are not much crowdfunding websites in Pakistan

right now but once the concept is popularized, it may change the financing scenario for the start-up community in the country. The budding startup culture can be further benefitted by crowdfunding and many new inventions and businesses will finally see the light of the day. The concept no doubt has huge growth promises but there are many hurdles that effect the success and failure of crowdfunding in any country including Pakistan. First of all, fundraisers do not conduct comprehensive research regarding crowdfunding platforms, they are also not aware of the marketing plan they need to follow for their projects. One other big challenge for crowdfunding in many countries including Pakistan is the lack of rules from corporate regulatory agencies. But just recently Securities and Exchange Commission of Pakistan has revamped its regulatory structure for non-banking finance companies. Under the new regulatory regime, micro lending has become a regulated activity and all the entities other than microfinance banks undertaking microfinance business will have to get a license from the SECP to undertake the same. So this will surely create more finance opportunities for entrepreneurs in Pakistan.

The prospects for crowdfunding are quite positive in Pakistan as small businesses and young entrepreneurship is gaining popularity in the country but lack of finance poses biggest hindrance for middle class population. Therefore, the ground is quite fertile for crowdfunding as it can act as a catalyst to promote businesses in the country. Although

accredited crowdfunding require new set of regulations from the government which will take time to be introduced but other types of crowdfunding can still be introduced in the country. The process that EquityNet follows could be adopted in Pakistan as this model directly connects fund seekers with potential investors. It works on the same model as OLX which connects buyers and sellers who meet each other directly after getting linked through the website.

**Although accredited crowdfunding require new set of regulations from the government which will take time to be introduced but other types of crowdfunding can still be introduced in the country**

Until local-based crowdfunding platforms are introduced in the country, the local entrepreneurs can use international crowdfunding platforms to attract funding for their ventures. But it's not just about starting a project on crowdfunding, one have to do a lot of homework to polish the idea and most importantly to protect it with legal backing before exposing it on the internet. Where there is a will, there is a way, so if you think you have worked out everything regarding a project and only lack finance, then crowdfunding is the option for you.

By Saima Ibrahim



# The Growing Need of Local Mobile Manufacturing in Pakistan

Mobile phone is now an integral part of our lives as it is the fastest source of communication in today's world. More than half of the population around the world is connected in 2016 through this small gadget; indicating a heavy usage of mobile phone. This excessive usage has enabled mobile phone manufacturing

companies to generate heavy incomes from this industry. The rise in cell phone penetration on monthly basis is another indicator of how rigorously this industry is growing and becoming fundamental contributor to the national exchequer.

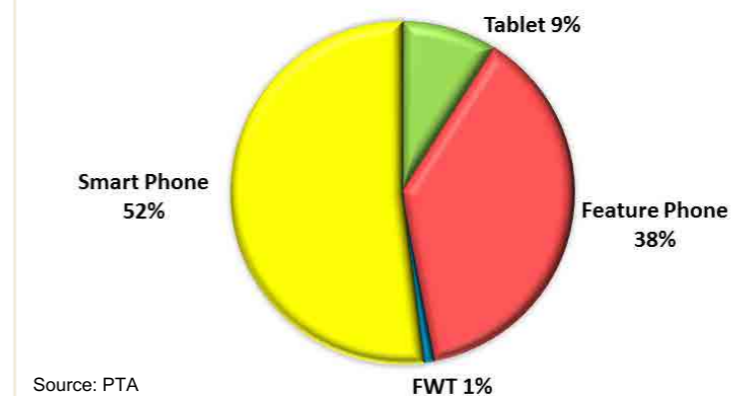
In Pakistan with a population growth getting close to 200

million and mobile phone penetration reaching 75%, there do exist potential for local manufacturing of mobile phones given the right business environment. The inception of 3G and 4G has also accelerated equally the use and subsequently the demand of smartphones in both rural and urban areas of Pakistan. According to Pakistan Bureau of Statistics (PBS),

mobile phone imports in the country reached USD 433 million in the present first half i.e. July 15-January 16, of the financial year recording 10.39% increase as compared to same period last year (USD 392.493 million).

During the year of 2015, "QMobile" remained the market leader although being a local brand with 58% share in the market. This phenomenon is quite unique as Pakistan is one of the few countries where local

SMARTPHONE MARKET SHARE DURING 2015



Source: PTA

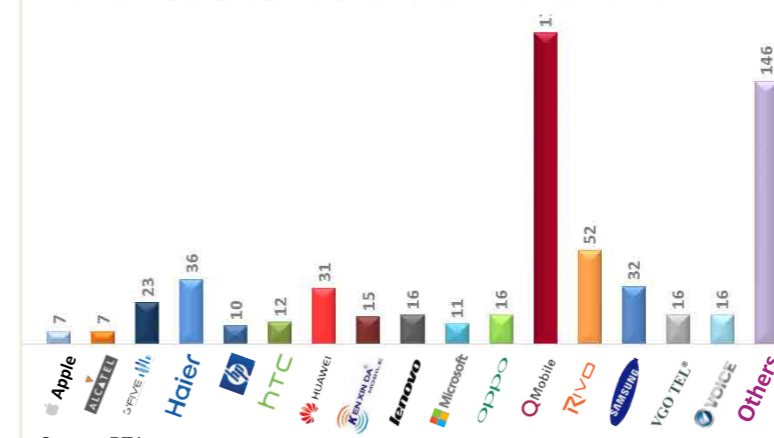
The graph clearly shows that the influx of smartphones in Pakistan during 2015 has increased and reached a very significant level. The majority market share i.e. 52% of smart phones indicates that Pakistan now imports high number of smartphones than feature phone and tablets put together. The growth in number and the overall value of the mobile phone import also points towards the fact that our country does have potential for local manufacturing of such mobile phones.

The potential for domestic manufacturing can also be judged from the presence of Mobile brands imported in Pakistan during 2015:

brand is the market leader. In addition to QMobile, there are many other local brands like Gfive, RIVO, and Voice etc. that did quite well in 2015 but has lately fallen out from the race. The rest of market is occupied by international mobile brands like Samsung, Apple, Huawei, Haier, Lenovo, Alcatel, HTC, OPPO etc. The above mentioned chart indicates the number of all mobile phone brands launched in Pakistan during 2015.

The opportunity presented by 3G/4G auction and the resulted rising demand of smartphones invited almost all

MOBILE BRANDS IMPORTED IN PAKISTAN DURING 2015



Source: PTA

on Pakistani market. Most of these companies did well and have earned profits in millions of dollars from Pakistani market. While, Pakistan continue to be a very favorite destination for local and internal brands but not the international brands neither Pakistani companies have been able to set up an assembly or manufacturing plant in Pakistan. They all use facilities either located in China or elsewhere for this purpose with only their sale points in Pakistan.

**At the start of 2016, 3.6 billion i.e. more than double of world population is connected through mobile phones all over the world; which indicates a heavy usage of mobile phone**

However, in 2015, the need for local manufacturing was finally realized and the Government announced to help or facilitate such companies that show interest in local assembly or manufacturing. While, the Government previously announced to provide a comprehensive incentive package for local manufacturing but this did not materialize and seemed to remain more of a promise. The lack of interest can also be judged by the fact that no practical incentives have been provided in the recently announced Telecom Policy 2015. However, the only practical incentive that came as a breather for interested parties is an Allowance and a 5 years relaxation of tax holiday as an incentive for manufacturing.

## The majority market share i.e. 52% of smart phones indicates that Pakistan now imports high number of smartphones than feature phone and tablets put together

The Allowance appeared in FBR's Income Tax Ordinance, 2001 (Amended up to 30th June, 2015) document Section 23A.



The document illustrates that extra incentives will be given for factories that are established in specified underdeveloped and rural areas and FBR will give the company first year allowance in lieu of initial specified allowance.

**23A. First Year Allowance.**— (1) Plant, machinery and equipment installed by any industrial undertaking set up in specified rural and under developed areas [or engaged in the manufacturing of cellular mobile phones and qualifying for exemption under clause (126N) of Part I of the Second Schedule] and owned

54

and managed by a company shall be allowed first year allowance in lieu of initial allowance under section 23 at the rate specified in Part II of the Third Schedule against the cost of the "eligible depreciable assets" put to use after July 1, 2008.

Source: FBR's Income Tax Ordinance, 2001

The amount of allowance is specified according to the cost of assets which will be evaluated according to the FBR provisions.

The Clause 126N of Finance Act of 2015 (The Gazette of Pakistan, Extra June 29, 2015) further

(126N) Profits and gains derived by a taxpayer from an industrial undertaking, duly certified by the Pakistan Telecommunication Authority, engaged in the manufacturing of cellular mobile phones, for a period of five years, from the month of commencement of commercial production:

Provided that the industrial undertaking has been set up and commercial production has commenced between the first day of July, 2015 and the thirtieth day of June, 2017 and the industrial undertaking is not formed by the splitting up, or the reconstruction or reconstitution, of a business already in existence or by transfer to a new business of any machinery or plant used in a business which was being carried on in Pakistan."

Source: Finance Act of 2015 (The Gazette of Pakistan, Extra June 29, 2015)

explains that profits and gains derived from by a taxpayer from an industrial undertaking, which must be certified by PTA and fulfils the mentioned criteria in the figure attached of official Act, will avail this incentive.

With poor response from the industry on these Government efforts they are now contemplating to enhance the incentives by announcing other steps such as flouting government owned entities such as an Expression of Interest (Eoi) for local manufacturing of mobile phones and smart meters under the revival and revitalization plans for Telephone Industry of Pakistan (TIP) which will also restore the factory built by Siemens of Germany. TIP was the first of its kind that started making telephone apparatus and later on full-fledged telephone exchanges and

telecom equipment at Haripur in KPK Province in 1950s. It is called "Mother of All Telecom products."

As is case the Government has to offer more in order to encourage domestic efforts of

mobile manufacturing. In order to entice brands specially the existing ones, there is dire need to provide business-friendly environment and incentivize not only the manufacturing but as step one brands also that are interested in the assembly of smart-phones in Pakistan. Based on the incentives the business case could be justified to graduate assembly into manufacturing.

## There is dire need to introduce business-friendly plans that can attract both local and international parties to invest in Pakistan as soon as possible

### Challenges in the Way of Domestic Mobile Phone Manufacturing:

The issues that are discouraging the assembly and manufacturing could be clubbed as follows:

- ❖ No clear incentive package besides those mentioned above for assembly and manufacturing introduced by the Government.
- ❖ Complex customs and taxation regime
- ❖ Smuggling of devices through grey channels into the country that is a greater threat to the competitive market.
- ❖ High cost and load shedding of electricity is another hurdle in the way of establishment of manufacturing plants.
- ❖ Lack of supply chain for components and competent HR (both managerial and technical) that has a vision and competency

to operate in such a competitive environment.

Quite recently, despite all the issues Haier and GFive has announced to set-up their assembly plant in Pakistan that could definitely contribute to push Pakistan towards graduating into local manufacturing and further increase the mobile phone penetration in Pakistan. G'Five has reportedly assembled around 87,000 mobiles units (both smartphones and feature phones) in Pakistan through this installed assembly line and has successfully collaborated with Warid Telecom to initiate Smarter Pakistan step in order to increase internet penetration as well by providing internet devices in a package.

**According to Pakistan Bureau of Statistics (PBS), mobile phone imports in the country have reached US \$ 433.276 million in the present first half i.e. July 15-January 16, of the financial year recording 10.39% increase as compared to same period last year (US \$ 392.493 million)**

### Prospects of Local Mobile Phone Manufacturing:

Some significant prospects for domestic Mobile Phone manufacturing includes:

- ❖ Large market for affordable mobile phones.
- ❖ Escape from import duties that

were recently almost doubled by the Government of Pakistan (The GST on mobile handsets was increased from levels of Rs150 (low-end handsets), Rs250 (mid-range handsets) and Rs500 (high-end handsets) to Rs300, Rs500 and Rs1, 000 respectively).

- ❖ Saving of foreign exchange, lesser reliance on foreign countries to fulfill local needs.
- ❖ Increase in Foreign Direct Investment.
- ❖ Local manufacturing will decrease the grey channel import of mobile phones as lots of smuggled devices are entering in the country and damaging the national economy.

- ❖ Respectability of products "Made in Pakistan" due to government support hence improving national image.
- ❖ Revival of industry and association of quality with local products.

Establishment of domestic manufacturing will also create job opportunities for talented but unemployed Pakistanis; which will encourage R&D culture in Pakistan as well. Local manufacturing will also ensure overall economic development which will further provide base to the local assembly and manufacturing as other brands will also be motivated to play their roles in domestic manufacturing. The shifting dynamics of the Pakistan mobile market due to the deployment of 3G/4G networks across the country has made the case of Pakistani market more interesting. Hence, the prospects of local assembling and manufacturing could be very bright in Pakistan.

**The Government must announce incentives so that local assemblies are leveraged as the greater accelerator of economic growth by devising aggressive long term goals to further increase mobile phone penetration and improve Pakistan's standing among the connected countries in the world from least connected to most connected country**

Countries across the world have seen great transformative impact of their economic indicators due to local manufacturing. Examples include China, Argentina, Vietnam, Portugal, etc. Pakistan has the potential to achieve same wonders only if it manages to wisely plan the strategies for this initiative. Once deployed, mobile phone plants can do wonders to economy, as they bring in other industries along with them such as, component manufacturers, circuit designers, accessories, packaging, and software industry to cater mobile software requirements, R&D, countless jobs and so on. The Government must set milestones and announce incentives so that local assemblies can be leveraged as the greater accelerator of economic growth by devising aggressive long term goals to further increase mobile phone penetration and improve Pakistan's standing among the connected countries in the world and transform it from least connected to most connected country.

# QMobile NOIR Z12

## The Super-fast Smartphone

QMobile Noir Z10 was launched a couple of months ago with good sales record so far. Now it has released another super-fast smartphone in the same series called Noir Z12.

### Design and Display

QMobile Noir Z12 is a stylish smartphone that is packed with the uni metal body and polished with gold hue. QMobile Noir Z12 has shiny edges and slightly curved from corners that give the smartphone good shape. It has 2 mm black line around the touchscreen. While the dimension are 152 x 75 x 6.5mm and weighs just 140 grams. The dimensions are a bit wider but with slim body the length looks good and can easily be operated with single hand.

QMobile Noir Z12 sports 5.3" super HD AMOLED display with protection of Gorilla Glass 3. It has 720px and 320 dpi density which provides delicate and transparent display sense. Android OS V5.1 Lollipop Amigo 3.1 user friendly interface supports its multi-touch screen up to 5 points.

### Processor

QMobile Noir Z12 is powered with a fast 1.3 Octa core, 64 bits MediaTek processor and runs on latest version of android 5.1 Lollipop. The processor is specially designed for mid-level smartphones. The key features of processor are 4G/ LTE support, Bluetooth 4.0, HD video recording and playback support.

### Memory

QMobile Noir Z12 comes with 3GB RAM, 32GB of ROM and expandable memory up to 128GB with micro SD card. The main memory can handle several apps at a time, giving a smooth processing while getting data from processor and vice versa. The 3GB RAM with combination of 1.3 GHz octa-

### Pros

- Super AMOLED display with good screen to body ratio
- Chameleon apps for custom theme
- Super-fast 1.3 Octa-core Processor, 3 GB RAM, 32 GB ROM
- Metal body
- Huge Battery
- Affordable price



core processor makes the processing super-fast and can play any kind of high graphic games and videos.

### Camera

QMobile Noir Z12 features a 13MP camera with SmartImage 3.0 which promises to deliver the clearest image in every shot. Photos are shot in a native 4:3 aspect ratio with a resolution of 4160 x 3120px. Apart from this, you can record FHD video of 1080px with the camera, video settings includes include Anti-shaking, microphone, scene mode etc.

QMobile comes with 5 MP front camera with 4:3 aspect ratios as well which brings it to a total resolution of 2560 X 1920 px. The front camera is capable of making FHD videos of 1080px.

### Battery performance

QMobile Noir Z12 is powered with 3150mAh battery, with an average use it can last for two days. QMobile Noir Z12 supports quick charging technology.

### Network/ Connectivity

QMobile Noir Z12 is a dual SIM smartphone that supports 4G/ LTE network technology. QMobile Noir Z12 is integrated with Rel. 9, CAT. 4 Modem for handling the network data at the speed of 150/50 Mbps.

The QMobile has fast internet connectivity via WiFi, 802.11 a/b/g/n, and WiFi Hotspot, type C (2.0) port, Bluetooth 4.0. GPS/AGPS.

### Cons

- No fast charging
- No NFC
- Type C but still 2.0

By Muhammad Awais

OS: Android 5.1 Lollipop

Display: 5.3" AMOLED HD Display

Battery: Embedded 3150 mAh, Li-Po

Dimensions: 152 x 75 x 6.5 mm

Camera: 13MP AF with LED Flash + 5MP Selfie Camera

Memory: 3 GB RAM + 32 GB

Processor: 1.3 GHz 64-bit, Octa-core processor

Price: 23,300 PKR



### GPU

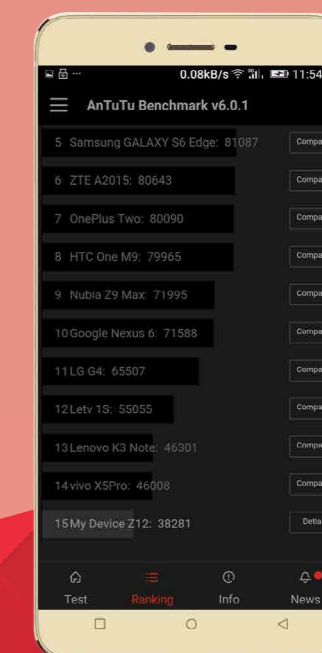
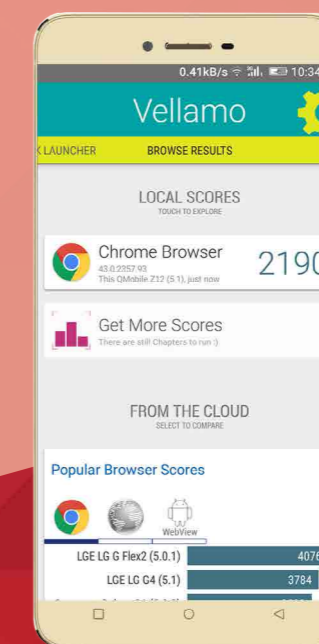
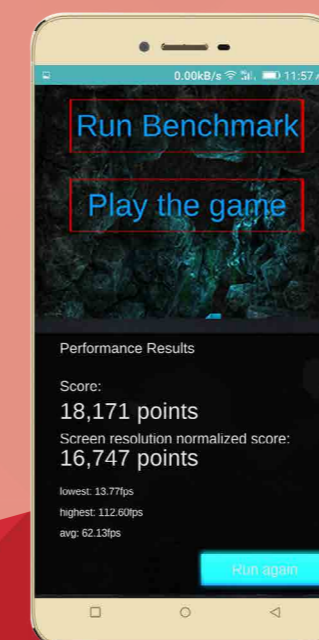
QMobile Noir Z12 is equipped with Mali-T720 GPU to handle the graphics and images. The frequency of GPU is 650 MHz which is a preferable for mid-range smartphones. The total score of QMobile Noir Z12 is 18,171 which is not an impressive number if we compare it to other mid-level smartphones despite of amazing display. The highest no. of frames per second are 112fps which means it can be good choice for gaming.

### Vellamo

The QMobile Noir Z12 secured 1542 point in Vellamo benchmarking test of multicore performance which is a good score for mid-level smartphone. Single-core performance of Z12 is also quite impressive. In single core and browser performance it is close to Google Nexus smartphones which is an achievement for QMobile Noir Z12.

### AnTuTu

QMobile Noir Z12 supports 10 point multi-touch which means it is a perfect smartphone for gaming. It got a decent score in Antutu benchmarking tests. The CPU score is also good that's 13,265 points.





# The Resilient Market of Mobile Applications

With smartphone sales climbing day by day and reaching 1441.7 million shipment in 2015, apps have also become of primary importance. Apps have become a major interface through which we interact, work and play. It has become the vital mode through which we not only interact with each other but also with businesses, social media and consumer items etc. This has further enhanced the strategic importance of the app market which spans well beyond gaming and media industries.

Now with increased smartphone penetration all around the world, app will become even more important.

**Globally, total time spent in apps grew by 63% on Android phones in 2015**

It is expected that installed base of application will be more than double from 2.6 billion in 2015 to 6.2 billion in 2020. Technologically the world can be divided in to two markets i-e developed markets and emerging markets. In the near future major changes can be witnessed in emerging markets where the primary growth will come from smartphone adoption. Whereas, in developed economies growth will be driven by phone replacements.

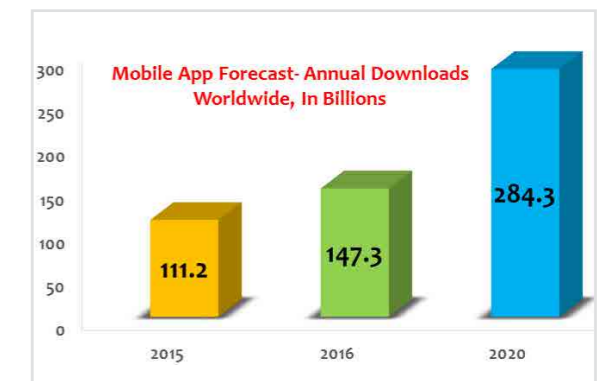
**Google Play being the most popular operating system will be the primary driver of global App growth as its downloads are set to more than triple and reach 166.4 billion in 2020**

Now that applications have become the go-to resource for all entertainment, productivity and communication needs, the average time spent on app have increased dramatically. According to App Annie, globally total time spent in apps grew by 63% on Android phones from 2014 to 2015. One of the major reason for this shift is the enhanced application based service offerings and engaging interfaces developed for the app ecosystem. For

example dating sites are existing for years now but, the simple mechanism of a swipe made Tinder a cultural phenomenon.

## App Store Downloads

With increased popularity of applications among smartphone users, it is expected that app download will also increase and reach 147.3 billion in 2016 and 284.3 billion in 2020.



The main competition in the app market is mainly between Apple's App store and Google's Play store. The Apple App store allows users to browse and download applications for any of their iPhone, iPad, iPod and iWatch.

**Consumer spent on app stores (gross app revenue) is estimated to grow and reach \$101 billion in 2020**

After the launch of Apple's iPhone 3G in 2008 Apple opened up its Apple Store. It started out with only 500 apps but within 3 months it had seen 100 million downloads and the number of apps jumped to 3000. By the end of 2009 Apple hit 2 billion download mark, by 2010 3 billion and in 2011 10 billion with total of 350,000 apps. In March 2013, about 25 billion across 550,000 apps were downloaded. A year later in 2014, 50 billion downloads were done and by the end of 2014, 85 billion apps were downloaded from the Apple Store. Apple had around 1.5 million iOS apps available for download in the fourth quarter of 2015.

Google on the other hand launched Android Market in 2008 with very few apps to download but quickly it started to move up the leader. By 2009, Google contained about 2300 apps and in the summer of 2010 there were 80000 app available for the users to download, the total number of downloads had surpassed 1 billion mark. However, it was still long

way behind Apple's App store. During 2011 Google made progress and hit 3 billion, 6 billion and then 10 billion of total downloads.

## Combined app revenue from Google Play and third-party Android stores is forecast to grow 3x from 2015 to \$55.7 billion in 2020

This trend of growing apps and downloads continue to grow and in 2012 the number of apps in Google Android Market surpassed 500,000 and the total number of downloads reached 25 billion. On 6th March 2012 Google re-branded its Android Market and merged it with Google Music and Google eBookstore. The Google store managed to exceed Apple store in terms of apps available towards the end of 2014. In 2015, the Wall Street Journal reported that the Google Play had 70% more app downloads than Apple's Play Store in the first quarter of 2014 but the revenue of Apple's app store was about 70% higher than Google Play store. In the fourth quarter of 2015 Google Android store had around 1.6 million apps available.

Google Play being the most popular operating system will be the primary driver of global growth as its downloads are set to more than triple from 2015 and reach 166.4 billion in 2020. Meanwhile, iOS downloads are expected to grow 46% to 35.2 billion over the same time period worldwide.

### App Store Consumer Spend

With massive increase in smartphone penetration and app usage, app revenues will also increase. Consumer spent on app stores (gross app revenue) is estimated to grow by 24% to \$50.9 billion in 2016 and will reach \$101.1 billion in 2020. Not only app revenues will increase but huge explosion in m-commerce will also take place.



There will also be a growing contribution from apps as they expand into new platforms, namely wearables,

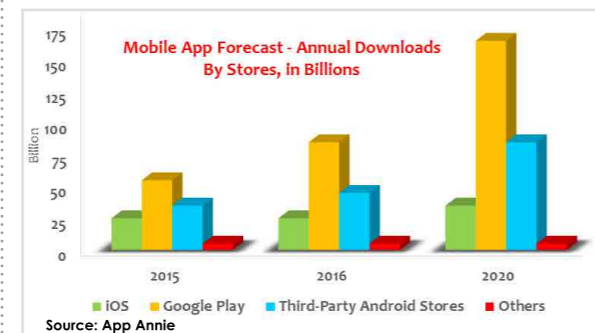
TVs, virtual and augmented reality (VR and AR), home Internet of Things (IoT) and automotive.

### Leading mobile App store

On the revenue side, iOS App Store is expected to remain the highest-grossing store through 2020, doubling from 2015 to reach \$44.8 billion. However, Google Play and third-party Android stores will experience stronger growth during this timeframe, with combined revenue growing from \$18.3 billion in 2015 to \$55.7 billion in 2020.

**In just two year time Pakistan mobile broadband has taken over 88% of broadband market share. In February, 2016 the number of broadband subscriptions in the country surpassed 29 million for the first time out of which 26 million were mobile broadband users**

Games have always been the favorite app among smartphone users and app developers alike. In 2015, 45.4 billion games were downloads that accounting for 41% of overall downloads across app stores.



Driven by surging smartphone penetration in emerging markets like India, Pakistan and Southeast Asia, game downloads are expected to hit 102.2 billion in 2020. Besides gaming apps, other app categories will also increase at a faster pace and grow from 65.7 billion in 2015 to 182.1 billion in 2020.

### Growing App Revenues

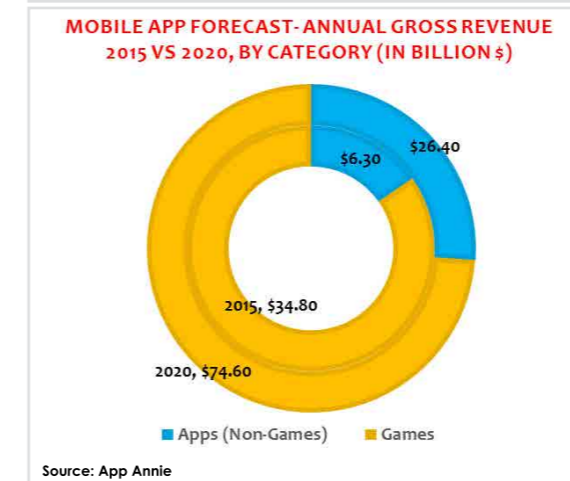
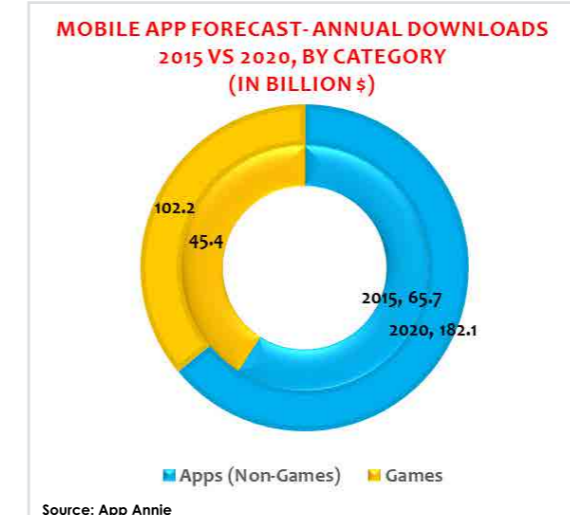
Along with huge increase in downloads app revenues

will also increase. Games generated approximately 85% of app market revenue in 2015, representing a total of \$34.8 billion across the globe.

Games category will grow to \$41.5 billion in 2016 and \$74.6 billion in 2020. Meanwhile, revenue from other apps is expected to grow even faster – from \$6.3 billion in 2015 to \$9.4 billion in 2016 to \$26.4 billion in 2020.



Although this is only one part of the monetization story in the app ecosystem. The actual value of revenues will be much higher though in-app advertising revenue which will double the size of the app market. In addition to this, we also need to take into account subscriptions paid for on other platforms



but consumed through mobile apps (e.g., Netflix).

We must also consider massive transactional revenue from e-commerce, on-demand and travel commerce apps which are also not routed through app stores. Given the nature of these apps, usage is expected to be strongly correlated with revenue performance.

### Emerging Mobile App market of Pakistan

Pakistan is among the emerging countries where app market is going through evolutionary process. Although mobile applications are in use since the late 90s but increased smartphone penetration in the recent years has made their presence felt more deeply.

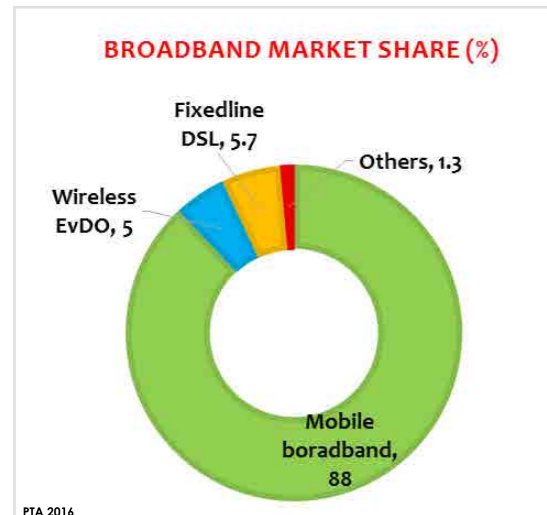
## Non-game App downloads are projected to exceed 182 billion in 2020

The explosive growth of 3G/4G technology has also changed the dynamics of mobile market in Pakistan. In just two year time mobile broadband has taken over 88% of broadband market share. In December, 2015 the number of broadband subscriptions in the country surpassed 25 million for the first time out of which 23 million were mobile broadband users.

**Pakistan is one of the fastest growing smartphone market in the world. Currently, almost 31% of cellular mobile handsets imported in Pakistan are smartphones, which were only about 7% in 2012**

With the growing smartphone market, apps market is also growing at turbulent pace and is ready to dominate the mobile eco-system. With increased use of smartphones, mobile app usage in Pakistan has also skyrocketed, more and more people are using mobile applications. Now all kinds of applications are available including, m-health, m-education,

m-government and m-commerce applications along with usual apps available in the app stores. Consumers spend more time on mobile apps rather than mobile sites and this trend has led to rapid and impressive growth of app downloads. Apps are easier to use as compared to mobile browser and enable users to get more out of their device.



Pakistan is one of the fastest growing smartphone market in the world. Currently, almost 31 per cent

of cellular mobile handsets imported in Pakistan are smartphones, which were only about 7 per cent in 2012. Companies are also developing mobile app and mobile websites keeping in view the fast smartphone adoption which will further increase in future.

## There are currently 126 million active mobile connections in Pakistan out of which 19 million are mobile social users

According to the data released by WeAreSocial in January, 2016, there are currently 126.3 million active mobile connections in Pakistan out of which 19 million are mobile social users. After smartphones surpassed computer penetration in Pakistan, smartphones have become the ultimate multi-productive gadget.

Major section of Pakistani population is the younger generation who wants to stay connected and on the top of all happenings which makes the Pakistani

market ripe for data interventions and application usage.

Mobile applications have become quite popular in Pakistan and now m-services are gaining stronghold in the market. M-health, m-agriculture and m-education applications have attained huge popularity. Government has also digitalized its services through introducing various applications to offer services. Currently Punjab government is playing quite an active role through PITB. E-commerce websites like Daraz.pk, Kaymu, OLX Pakistan etc have also launched mobile applications. Telecom sector is also making use of mobile applications to enhance users experience through offering value added services. Mobile operators are not only offering special social media packages but they have also launched their own applications like My Telenor, Mobilink TV, MyWarid, UfoneCare and My Zong.

## Mobile applications have become quite popular in Pakistan and now m-services are gaining stronghold in the market. M-health, m-agriculture and m-education applications have specially gained popularity

The introduction of 3G/4G technology and the penetration of smart phones in Pakistan have opened up new vistas for app developers to explore new frontiers coincide with the tight job market, pushing graduates and entrepreneurs to consider innovative business strategies in comparison of finding a place in the conventional economy. Pakistani developers are making wide range of apps including social networking, games, entertainment business and finance, navigation and utility apps, such as budgeting and data backing. In order to educate and motivate app developers Government


and telecom companies such as Zong and Telenor have to step forward to uncover local talent and to spur app-making for the local market.

## Apps are expanding into new devices, Apple and Google are driving development of optimized apps for VR, wearables, TVs, smart home devices and cars

App market has evolved enormously nationally and internationally alike. It has become an indispensable repository that meets our day-to-day need so it is no surprise that app usage has skyrocketed all around the world. Developers are completely aware of this explosive growth that is why they continue to develop innovative and unique apps. Furthermore, with increased mobile broadband and smartphone penetration, apps have reached critical mass. Apps are also expanding into new devices, Apple and Google are driving development of optimized apps for VR, wearables, TVs, smart home devices and cars. Internet of Things (IoT) is the new revolutionary phenomenon of which apps are the basic constituent. Right now we are in the early stages of this revolution but apps are set to become the most important interface for businesses and consumers alike. Global mobile app store downloads will reach 284 billion in 2020, so we can expect similar growth in Pakistan as well, especially when public and private companies are taking initiatives to develop a conducive environment for app developers.

## Global mobile app store downloads will reach 284 billion in 2020, so we can expect similar trends in Pakistan as well




 By M.Bilal Abbasi


**G**lobal communications is going through major innovation and transformation period with unique gadgets surfacing the market every day. But the backbone in global communication is undoubtedly the optical fiber. Due to the compatibility with other communication technologies, growing cost effectiveness and unlimited bandwidth, optical fiber has the capacity to grow and adapt future consumer demands for data, voice and video.

To provide high speed data rate to the home users it is essential to provide each end user with separate fiber optic lines, but the major problem faced by the developers of the fiber optic communication systems is that it is quite expensive. Google took an initiative and in February

2010 when it announced its Google fiber project. Google fiber is designed to offer a Gigabit service with 100 times faster speed compared to the broadband speed that America received at that time.

**Due to the compatibility with other communication technologies, growing cost effectiveness and unlimited bandwidth, optical fiber has the capacity to grow and adapt future consumer demands for data, voice and video**

**Google fiber is an internet and television service provided by Google. The speed of the internet provided by Google Fiber is blistering fast i.e. 1Gbps (or 1,000 Mbps)**

For many years users did not react to such services as it was too expensive and consumers did not care about getting a Gigabit speeds. But last year, Google started to offer the gigabit services at much affordable prices. This announcement made by Google placed it in competition to other fiber service providers and a setting the stage for a potential "Game of Gigs". Google fiber is an internet and television service provided by Google.

The speed of the internet provided by Google Fiber is blistering fast i.e. 1Gbps (or 1,000 Mbps).

**Google hopes to connect homes and small to mid-sized business to its internet services by mid-2017 that promises speeds up to 1 gigabit per second**

The service also provides television channels for some extra monthly charges. Putting 1Gbps of speed into perspective theoretically an average 1080p movie can be downloaded in a minute. Certainly, 1Gbps of speed can't be provided since there are connection loses a bit of quality while travelling through different loops before reaching the house of the consumer. So, keeping in mind all the losses and delay a 1080p movie can be downloaded in a five minutes which is still impressive.

**Google took an initiative in February 2010 when it announced its Google fiber project. Google fiber is designed to offer a Gigabit service with 100 times faster speed compared to the broadband speed that America received at that time**

As of now Google fiber is only available in US and in selected cities i.e. Atlanta, Austin,

Charlotte, North Carolina, Kansas City, Missouri, Nashville, Provo, Utah, Raleigh-Durham, Salt Lake City and San Antonio. Google has been very deliberate with its expansion of the service, carefully selecting the metro areas that it deems worth enough for Fiber.

**Google fiber is an internet and television service provided by Google. The speed of the internet provided by Google Fiber is blistering fast i.e. 1Gbps (or 1,000 Mbps)**

The first town to receive Google Fiber was Hanover Heights, Kan. U.S.A. To bring Google Fiber to town, the company installed fiber optic cables through the neighborhood and has started connecting subscribers to the network. "There are two stages to getting you connected," Google said on its official blog in 2012. "First, we'll pull your Fiber from the street to the side of your house; we've already done this for several houses in Hanover Heights. Then we'll get in touch with you to schedule the second stage, your in-home installation."

To connect the users to Google Fiber, Google first installed fiber into the homes via fiber jack, which converts the optical signals into data for your computer to understand. After this it gets online when the network box (a router) is plugged to provide fast speeds with built-in Wi-Fi. The TV

subscribers of the Google fiber also get a Google DVR called a storage box and a Google Fiber TX box for each connected TV.

Google hopes to connect homes and small to mid-sized business to its internet services by mid-2017 that promises speeds up to 1 gigabit per second. This speed is 85 times faster than average current speeds available to users. As the speed increases a problem arises that the Gigabit internet won't be much use to the people who do not have devices that can make use of it. While internet enabled homes are common place in low income households, it's not a given that everyone has a PC or other bigger-screen device suitable for schoolwork and other educational activities of the sort that this initiative is designed to encourage. So Google Fiber is working with local partners to make refurbished PCs and other devices available at affordable prices.

In the near future, Google is planning to expand its Google fiber project in most of the urban and suburban areas, offering high speed data rates up to 100 Gbps to home users, providing high speed data, high definition videos (around 1080p) and flawless communication.

**Google is planning to expand its Google fiber project in most of the urban and suburban areas of USA, offering high speed data rates up to 100 Gbps to home users**

# Rivo Rhythm RX200

## Superior Power with 5" HD Display

*We're extremely excited to bring you this review as every new model that Rivo Mobile releases appears to be more sophisticated, more powerful and continually more affordable. This is as true as ever of Rivo's latest release, the fashionably powerful RX200. On paper, the phone appears to have it all and ticks in all the right boxes. But read on to discover just what the RX200 actually has to offer.*

### UNBOXING:

Right from the start, the RX200 feels premium and well-designed. The stylish cardboard box that it comes in is compact, colourful and tastefully designed without any extra or unnecessary paper, materials or other wastage. Opening up the box, the first thing you find is the RX200 handset wrapped in a shielding plastic wrapper. Lifting this first tray inside the box reveals the included accessories such as charger, hands-free kit, data cable, user manuals and even an included leather case that protects the phone from dents and scratches. This is a particularly nice touch that Rivo have added since the first thing that users usually buy after purchasing their smartphone is a protective case or bumper and of course, a screen protector. Better still, the RX200 comes with an included screen protector too.

### STYLE & SEMBLANCE:

As soon as you remove the RX200 from its protective plastic, the first thing you notice is just how sleek, stylish and snazzy the phone really is. Available in a choice of white or grey, both colors really compliment the phones form and dimensions. Speaking of dimensions, the RX200 is 142.8 x 72.6 x 8.8mm. At less than 9mm thick, the RX200 maintains its sleekness despite being a fairly large size. In fact, just a couple of millimetres is what keeps the RX200 from falling into the 'phablet' category. With a weight of 156g, the handset feels durable and solidly constructed yet not so heavy as to weigh down on your pockets. Else, the phone's appearance is smartly minimalistic. The front makes up of mostly the large-size display. On either side are the standard buttons of power on/off and volume rocker, plus a sim-card slot. The rear hosts a removable panel that keeps the battery in place, whilst also enhancing the phone's grip as it's got a soft, rubberized feel to it. The top of the phone has a 3.5mm audio input for your earphones or hands-free kit, and a particularly exciting IR transmitter that we'll tell you a little more about later. On the bottom you'll find a tiny opening for the mic and the charging input.

### DISPLAY:

Perhaps one of its biggest strengths, the RX200's 5-inch HD IPS display is nothing short of exquisite. Its size is ideal keeping in mind the rising popularity of larger and larger smartphones, yet managing to strike a perfect balance between bulk and pocketability. And what's more, the RX200's screen is certainly not a case of quantity over quality. In fact, this IPS screen boasts up to 16 million colors, resolutions as high as 1280 x 720 pixels, and a pixel density of over 293ppi. So you can be sure your HD movies, videos, photos, 3D games or browsing, are all going to look fantastic on this display!

### PERFORMANCE & PARTS:

So, just what's under the hood of this superbly crafted handset? Well, a lot actually! For a start, it's powered by a 1.3 GHz Cortex A7 quad core processor that's lightning fast and handles all your productivity, entertainment and multitasking in a breeze. The chipset is the popular and extremely proficient MediaTek MT6582, one of the manufacturer's most energy-efficient platforms. Add to that a multi-core Mali400-MP2 GPU for graphics, and you've got a smartphone that's ready to deliver top-notch Full HD video recording and playback at up to 30fps, up to 1280 x 720 display control, imaging up to 8 megapixels and of course, hours and hours of high resolution fun! And it gets better still, thanks to the RX200's 1 GB of RAM, 16 GB of internal storage, and Android's newest Lollipop 5.0 OS. Combined, this all results in an astonishingly powerful handset, yet at an unbelievably affordable price tag.

### PHOTOGRAPHY:

Again, the RX200 doesn't disappoint. On the contrary, the phone's got not one but two excellent cameras plus some particularly useful features including Geo Tagging, HDR, Smile Shot, Panorama mode, Voice Capture, Face Detection, Beauty mode and more. The primary rear camera being a full 8 megapixels delivers striking results that are rich and vivid and pin sharp. It captures resolutions up to

2448 x 3264. A bright LED flash helps in all your low-light situations. Video recording capabilities include capturing up to full HD 1080p videos at 30 frames per second. Unlike many other smartphones, the RX200's secondary or front facing camera is equally well-equipped also. At up to 5 megapixels in resolution, this camera is perfect for selfies, video calling and other such features.

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### BATTERY:

The RX200's battery is a removable li-ion with a capacity of 2,200 mAh. Given the large and bright IPS display and high-powered hardware, this is a reasonably adequate capacity and actually exceeds most of the like-priced smartphones currently available. The handset can stay switched on for up to 520 hours in standby with talk time of up to 10 hours on 3G and 15 hours on 2G.

### CONCLUSION:

The RX200 has exceeded most of our expectations, given the high-end specifications the phone possesses, yet at such an exceptionally affordable price. It's solid, well-built and superbly designed. And it's also a seriously proficient performer that's ready to tackle whatever your needs may be. Moreover, some useful added extras, such as the IR Transmitter we mentioned earlier which turns your phone into a remote control capable of controlling countless appliances and products in your home or office, make the RX200 one of our favourite smartphones currently on the market!





## Zong has sheer commitment towards Quality of Service and Innovation

# Niaz A Malik,

Deputy CEO Zong Pakistan

When China Mobile Acquired Paktel, it created a stir in not only the local market but also the global arena as this was considered the Chinese operator first outing overseas it made other operators fear the awakening of the Chinese dragon in the telecom space as well. The significance of the move based on the success of Huawei and ZTE, the two Chinese vendors that routed Giants like Nokia, Ericsson, and Motorola etc., who had ruled the world for decades. The move by China Telecom sure was a matter of concern with for Global Telcos who had their presence in Pakistan such as Telenor, Etisalat, Vimplecom but they could rightly sense the same fate globally as was done by the two Chinese manufacturing giants.

Since, its entry in the market, most of the fears vanished as the impact has evaporated somehow with CM PAK (Zong) still trying to catch up with the competitive Pakistan operators business. We spoke to Niaz A Malik on the various aspects of Zong and their plans, who has been with the company for quite some time and is now the Deputy CEO of Zong Pakistan. Niaz Malik earlier was the Chief Strategy Officer and the driving force to carve out the growth plan for China Mobile Pakistan. The company acquired substantial market share in the Pakistani market in the year 2013, got success after success, and became number 3 player.

Mr. Malik also remained the Chief Corporate Sales officer, Chief Information Officer, Chief of

Enterprise and Governance. He also headed its multi dimension Platform and Partnership (P&P) initiatives along with being head of its PR and its Mobile Financial unit (MFS) in the recent years.

**4G is the next big thing and I am very excited as it is going to transform Pakistan in to something that the industry has never seen before**

In this exclusive interview with PhoneWorld team (PW), Niaz A Malik (NM) shares his insight on the telecom market settings of the country and future prospects in the industry.

**PW: What do you find the most challenging aspect of your role as an industry leader?**

**NM:** The most exciting and challenging aspect of this job is to figure out what's next big move that will happen in Pakistan. Zong always has taken great endeavors in providing the best technology platforms. For that, we have invested close to 1 billion dollars in the 4G. We believe that 4G is the next big thing and I am very excited about that as it is going to transform Pakistan in to something that the industry has never seen before. It will provide a solid infrastructure and communication vehicle. In this revolution, Zong is going to be in the forefront and that excites me every day. Yet at the same time, there are lot of responsibilities as being a leader in the telecom industry and the Zongers, our peoples who work for zong, go through constant endeavors to ensure to provide the best technology to our people.

**Market growth has been quite phenomenal; i think that companies have come up with robust innovative methods, which has given hope to masses of Pakistan**

**PW: How do you differentiate from other operators, what do you believe is the main strength of Zong?**

**NM:** Zong have always been associated with most

innovative technology platform. If you look at the past few years, over 50 % of new users that came on board choose Zong as the preferred platform. We consistently are growing in this intensified market. We are the largest 4G network, people believe in us, and that is what differentiates us in the market place.

We are the only company that provides the state of the art network through which the Pakistanis connect to their loved ones and to all those people who are living abroad. Digitalization is the core of everything; we have made huge investment of over 600 million dollars more than anyone else has on this alone.

**PW: How is Pakistani telecom market different from other markets in your opinion?**

**NM:** Pakistani market is very different. A lot of innovation has taken place in the industry over the last few years. We have very innovative market in terms of price plans that you enjoy in Pakistan, you will not find such plans anywhere else in the world.

**4G is the most cutting edge technology through this platform we are providing new and innovative services such as m-health, m-education and M2M that will completely change the market scenario**

The growth of the market has itself been quite phenomenal; i think that companies have came up with robust innovative methods, which has given hope to masses of Pakistan. This is the reason why, telecom industry is one of the most developing industry of the country that has provided a great amount of dividends to other sector of the economy in this country.

**PW: What innovative solutions are you working on, what cutting edge offering can we expect from Zong in the coming years?**

**NM:** 4G is the most robust and cutting edge technology that no other competitor is offering. This is the platform through which we are providing new and innovative services such as m-health, m-education, and machine-to-machine learning

that will completely change the market scenario. In an industry, where there is stiff competition, only Zong has the platform that will facilitate the changes in the economy.

**In order to foster this technology, a great innovation is required, not only on the part of telecom operators but also on the part of Government. It is very important for Government to understand and make policies that will help facilitate the pace of growth**

**is the main challenge to succeed in this fast paced innovation market?**

**NM:** Investment is the most important factor in expansion and development of any business. In telecom sector, along with network expansion we need to focus on speed, content and innovation. We have already started working on that being the leading telecom operator that is revolutionizing the industry. We have so far made investment of over 600 million dollars on this and our portfolio includes some unique products and services with regard to long distance, corporate sales, IMFs. In order to foster this technology, a great innovation is required, not only on the part of telecom operators but also on the part of Government. It is very important for Government to understand and make policies that will help facilitate the pace of growth. Government should work with telecom operators on important topics like rationalizing taxation regime, Spectrum clearance and Quality of Service. It should also support operators to enhance the availability, affordability and quality of

forward-to. It is a bit too early to judge that right now so we will have to wait for the outcomes.

**In the post 3G/4G era, the most important factor for the success of the company will be providing consumers excellent Quality of Service, therefore companies are strategically positioning themselves for this specific aspect**

However, we believe that as leading force in telecom business and digital revolution, we have sheer commitment in terms of network expansion

most robust network. At the end of the day, it is the delivery of network and user experience is what makes the ultimate difference.

**PW: Another spectrum auction expected soon. Do you think that there is any appetite for further spectrum auction?**

**NM:** This is something Government has to look at. We are more concerned about our efforts in terms of mobilizing our 4G network and providing greater experience to our customers.

**PW: 10. What is the best advice you wish to pass on to our readers?**

**NM:** I am extremely thankful to all the people who rely on Zong every day and trust our service and we will try to come to their expectation. We will ensure that you continue to enjoy good speed, innovative content and excellent quality. For that, we are building an entire eco-system; we are bringing different forces together in order to ensure that Zongers



**PW: Initially when Zong entered the local market it followed a very aggressive strategy but later on, especially after the 3G/4G spectrum auction Zong seems to slow down a little bit. What is the reason behind that?**

**NM:** I think we have not slowed down at all. Even if you look at last year's network expansion of 3G and 4G, you will find that no operator in the market has moved that quickly. Our 4G base is one of the best and leading in the industry and our network service portfolio is expanding day by day. Our network aspiration for this year includes additional 3000 3G/4G sites in the country. We are moving ahead at a rapid pace. The brand of 4G itself is the kind of investment we have done; we have outdone everyone in the market.

**PW: What are the key trends in your opinion that will have greater impact on the IT and Telecom market over the next few years? What**

mobile broadband because it has a direct impact on GDP of the country.

**PW: What is your take on recently approved Telecom Policy? Do you think it will help or throttle growth of telecom sector of Pakistan?**

**NM:** The current telecom policy obviously is a good initiative on the part of government; they have taken input from different stakeholders.

**Our network aspiration for this year includes putting up additional 3000 3G/4G sites in the country**

From policy point of view, better document came out this time as compared to the last one. How government will implement it and how effective it will be at grass root level is something we all are looking

and advancement of technology therefore; government will find us on its side. We will obviously be the part of all those great initiatives that can differentiate our country in the League of Nations.

**PW: In your opinion, what is the main trend currently affecting the telecom market now that industry is going through a transformation in post 3G/4G scene?**

**NM:** I think in the post 3G/4G era, the most important factor for the success of the company will be providing consumers excellent Quality of Service. Companies are strategically positioning themselves for this specific aspect. Lots of mergers and acquisitions are taking place in the industry, as various companies are trying to better position themselves in the market. In this regard, we have taken a leading edge by investing in 4G and making sure that we have fastest and the

and our valued customers have the best possible experience in the world.

**We will ensure that our customers continue to enjoy good speed, innovative content and excellent quality. For that, we are building an entire eco-system; we are bringing different forces together in order to ensure that our valued customers have the best possible experience**

By Asma Baloch



# SOCIAL MEDIA

## Sparks New Marketing Trends for Business

Social media holds a tremendous influence over the way people of all ages around the world share information. Social media is a cluster of Internet-based applications that led to the creation and exchange of user generated content. In addition, social media depends on mobile and web-based technologies to form highly communicative platforms through which individuals and communities share, co-create, deliberate, and amend user-generated content. This makes implications for business even more profound.

**Social media has facilitated to form a new online market, connecting customers and businesses in almost every country**

Social media has always relished strong equilibrium as a marketing and communication tool. But

increasingly, sales groups are finding means to integrate it into their sales processes; and those who do are witnessing some extraordinary results. It has facilitated to form a new online market, connecting customers and businesses in almost every country.

**Social media depend on mobile and web-based technologies to form highly communicating platforms through which individuals and communities share, co-create, deliberate, and amend user-generated content**

While formulating marketing campaigns social media has turn out to be influential. Online marketers are beginning to see the profits of combining social media into their marketing

tactics. They are recognizing that consumers are turning to social media for acquiring products and services.

**Due to the rising number of social media channels, accomplishing online brand reflectivity has become easier for businesses**

Due to the rising number of social media channels, accomplishing online brand reflectivity has become easier for businesses. Social media has also impacted search engine optimization by prompting social signals to form a website's ranking. Social signals are made by social media audiences as they 'like', 'share', or comment on a business. Search engines pick up on these signals and as a result lift a business's position on result pages.

Leveraging the power of content and social media marketing can help in increase of audience and customer base in a dramatic way.

With the help of social networking people all over the world can communicate with each other. This has led to the increase of a brand's potential reach. Consumers are more likely to trust word-of-mouth promotion through social media rather than how a business markets their product or service on a website. From people simply 'liking' or 'sharing' information about a brand online can send brand viral across all the social platforms.

**From people simply 'liking' or 'sharing' information about a brand online can make brand viral across all the social platforms**

Social Media has also become one of the greatest influencer in marketing, making it an essential part in any successful business marketing strategy. Consumer appraisals are considered by shoppers as more dependable than the marketing promotion which comes directly from the brand site.

The majority of popular brands

have a social media page in order to broaden the horizon of their marketing coverage, making their brand more accessible among social media users.

**Consumer appraisals are considered by shoppers as more dependable than the marketing promotion which comes directly from the brand site**

Social Media has changed the marketing trends in a remarkable way. It has not only made it easier for consumers to purchase things online but has also helped small businesses to promote their business in every corner of the world.

The era of Social Media came with the age of active listening, with all this active listening came active responses, letting companies to figure out better methods to assist and target their audience after learning more about their essential

consumer's desires and needs. Active listening and answering to your community keeps businesses lean since they're getting feedback and iterating based on that feedback.

The social media world is changing at a wild pace, dozens of new platforms are arriving each year. Companies and businesses are striving extra hard to stay ahead in the game. If history and some recently emerging trends are any indication, 2016 will be a host for a variety of new trends and changes in the social scene. Although there are still some constraints that make it difficult for people to trust the medium. However, this should not deter the use of social media as the benefits outweighs the risk associated with it.

**If some recently emerging trends are any indication, 2016 will be a host for a variety of new trends and changes in the social scene**



## Zero to Zenith in just Months

Pakistan's Ecommerce has tremendous potential. That is the reason why players like TCS, Alfatah and plenty of others have jumped into this industry one by one. But when we look at the ecommerce industry currently, the market is full of fake products, bad services, and all kinds of problems, which is very frustrating for people who just get ready to embrace the convenience and advance of online shopping. There is no institute in the country that taught Ecommerce neither you find any skilled workforce related to this field. But just due to entrance of one Chinese player cheezmall.com in the market, the revival of industry has started...



Launched few months ago cheezmall.com has achieved something which other platforms unable to achieve even after years of operations in Pakistan's Ecommerce industry.

The introduction of new concepts like flash sale, today's shocker and rush hour are some of the ideas which are becoming so popular that has raised the sense of getting crazy for online shopping in Pakistan. Even rush hour is the segment that is clearing stocks within minutes with the backup of big discounts, which is a big shock for traditional retailers but huge good news for online shopping consumers.

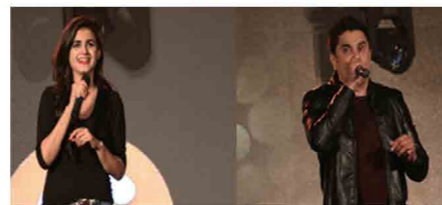
With the massive launch party on January 29th in PC Lahore, Cheezmall again became the hottest topic at that day. The grand launch didn't just rock Lahore at that day but also rock the whole Pakistan.

During the press conference, Cheezmall announced its following strategy, bringing more and more International brands into Pakistan and offering the best discount which no one else can achieve by dealing with the brands and manufactures directly.

Besides the best products and best discount commitment, Cheezmall is also aiming to provide the most warm and friendly online shopping services. In the press conference, HBL, OCS and Mobicash rushed to declare their strategic partnership with Cheezmall on online payment services, logistics and telecom financial services respectively. All of the major partners are excited to have the cooperation chance with Cheezmall, which sooner or later will lead the future of Pakistan's e-commerce.

In the grand launch conference on January 29th, Chief Guest was Ch. Sarwar along with elite gathering of Ministry of IT. Huge participation from Chinese embassy, Ministries, Artists, Bloggers, Media like ARY, Samma, Geo, Jung group, Radio channels and officials from telecom and ecommerce industry were there.

Event also highlighted the performances of QB and Roxen that just rock the floor and media covered that event in all the leading newspapers, TV news and social magazines.

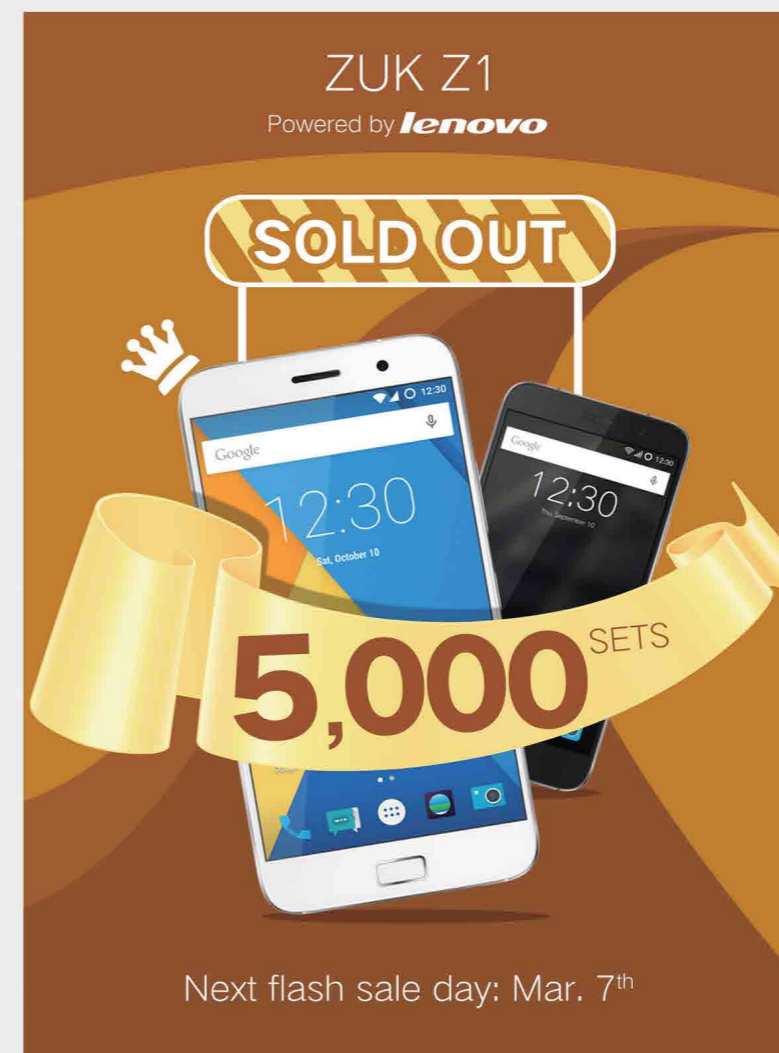


The event also witnessed the launch of **Lenovo ZUK Z1** which is the most advanced smartphone in Pakistan till date.

This success didn't stop here. February 19th was the day when Pakistan's Ecommerce history has witnessed the biggest Flash sale in the history of Pakistan when in just 24 hours of flash sale, cheezmall.com has attained the zenith of flash sale's glory.

It is not wrong to say Cheezmall as godfather of flash sale in Pakistan. For **Lenovo ZUK Z1** this time they offered something which customers could not let go easily. Along with each handset they gave free smart watch and Zong 12GB package for 6 months. The overall package was around PKR 8,000!

According to the news, this first smart phone flash sale in Pakistan has sold over 5000 sets **Lenovo ZUK Z1** within 24 hours, which has amazed everyone. This huge success has also motivated Cheezmall management to bring further great brands in Pakistan. On March 7th, Cheezmall will hold the next round of flash sale for **Lenovo ZUK Z1**. Let's wait and see what Cheezmall will bring us next.



Now one can easily smell such sort of approaches from **Cheezmall.com**. It would not be wrong to say that soon **Cheezmall.com** would bring Pak-China Ecommerce Corridor in Pakistan.

If it is so, then this would be a big achievement Pakistan can have through China. Because until now only infrastructure benefits have been brought in to Pakistan, but bringing in the Chinese models of Ecommerce in Pakistan is something that can raise the standards of shopping, products and the discounts which every Pakistani shopper can be benefited from it and enjoy the best online shopping experience.

Already other platforms have started copying models and strategies of **Cheezmall.com** but this won't work because every time **Cheezmall.com** have something new and crazy. What **Cheezmall.com** is achieving in just months is again something which others haven't even dreamed off in coming five years. With the fast growing speed of cheezmall, it is very possible that Cheezmall will soon become the biggest giant of Pakistan's Ecommerce.

Samsung's Galaxy A range of smartphones is certainly designed for a younger, trendier crowd who can't afford its higher end flagships, such as the Samsung Galaxy S6 Edge. For 2016, Samsung launched updated versions for A-series. Is Samsung Galaxy A3 2016 really better than its predecessor? Find out in our review.

### Design & Display

Samsung Galaxy A3 has a beautiful design and pretty similar to Samsung Galaxy S6. It has same shiny metal glass cover on back that improves the beauty of the phone and makes it more light in weight and handy. The dimensions are 134.5 x 65.2 mm as the thickness is just 7mm which is the distinct feature of this handset. The Samsung Galaxy A3 has smooth round edges and hue is matte metallic. Smartphone is available in four variant colors: Black, White, Gold, and Pink.

Samsung Galaxy A3 is supplied with 4.7" Super AMOLED display. In Pakistan the mid-level smartphones are usually launched with HD IPS display to keep the price low and affordable. The display has (720 x 1280) pixels resolution with 320 dpi that enhances the viewing angle. Samsung has employed Corning Gorilla Glass 4 for protection of display which provides protection against dust and scratches.

### Processor

Samsung Galaxy A3 comes with Samsung Exynos 7580 chipset with 1.5 GHz of clock speed. The processor has 4 active cores although the chipset is Octa-core. The processor is capable of handling the 4G/LTE and HSPA with speed of HSPA 42.2/5.76 Mbps and LTE Cat4 150/50 Mbps respectively. The processor can execute 3 to 4 apps simultaneously due to multitasking feature of Android Lollipop 5.1.

### Memory

Samsung Galaxy A3 comes with 1.5 GB RAM and 16 GB of ROM for storing data like videos and digital files. However the user is left with 11GB of space, almost 4 to 5 GB space is used for data swapping.

### Camera

The rear camera of Galaxy A3 has 13 MP sharp lens for capturing the image in low light with LED flash and a 5 MP Selfie snapper at the front. The mid-range smartphones are usually equipped with

### Pros

- Gorilla Glass 4 protection
- MicroSD support
- NFC support and OTG support
- Beautiful elegant with thickness of only 7.3 mm

## SAMSUNG GALAXY A3



13MP but their results are not as good as Samsung Galaxy A3.

Samsung Galaxy A3 13 MP rear camera has resolution of (4128 x 3096) pixels. The camera has good result in low light with help of LED. The stabilization of camera has been improved as compared to version of Samsung Galaxy A3. Samsung Galaxy A3 supports FHD video recording of 1080px with 30fps and setting gives you two more options of HD and VGA video recording.

5 MP Selfie camera on front has image resolution of (2576 x 1932) pixels with wide angle selfie support. The predefined modes include Selfie, Wide Selfie, Continuous shot, Night and Download. Front camera can also make video of 1080px.

### Network/ Connectivity

Samsung Galaxy A3 is a 4G/LTE enabled dual SIM smartphone and both support 4G/LTE bands and HSDPA. The speed of HSPA is 42.2/5.76 Mbps and LTE CAT 4 150/50 Mbps, but actual speed depends on network that you are using.

Other connectivity options include NFC support, WiFi 802.11n, Bluetooth 4.0, MicroUSB 2.0, WiFi Hotspot.

### Cons

- Slow charging
- 2300 mAh Battery

**Dimensions:** 134.5 x 65.2 x 7.3 mm

**Display:** 4.7" Super AMOLED LCD

**Battery:** Embedded 2300 mAh

**Weight:** 132 grams



**Camera:** 13MP, Auto Focus, LED Flash, 5 MP Front

**Memory:** 1.5 GB RAM + 16 GB ROM

**Processor:** 1.5 GHz 64-bit Quad-core, Exynos 7580

**Price:** 34,000 PKR

## Benchmarking

### Vellamo

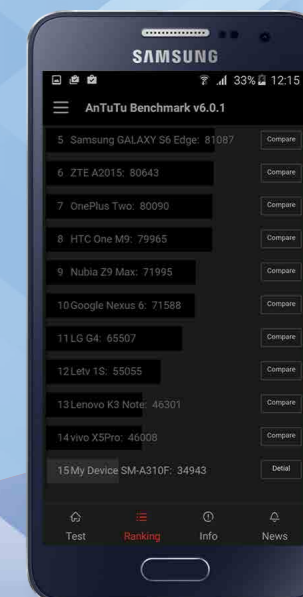
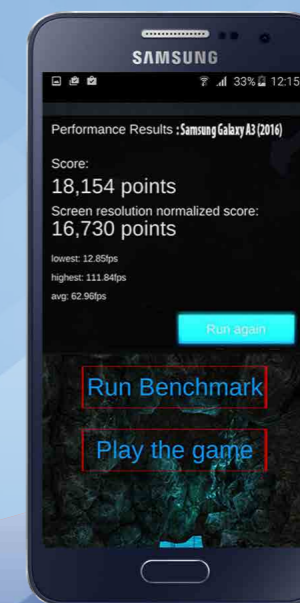
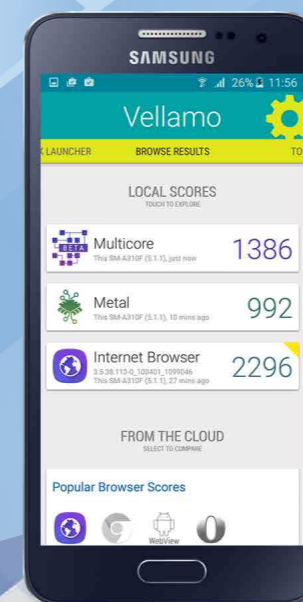
In Vellamo benchmarking the Galaxy A3 has shown its class with impressive score card. Samsung Galaxy A3 successfully got 1386 points that proves that it can do multitasking smoothly. The single core performance is also impressive with 992 points. The last test was carried out to check the performance of browser which was also quite decent with 2296 points.

### GPU

Samsung Galaxy A3 comes with powerful Mali T720 GPU with the frequency of 650 MHz which is an ideal GPU for mid-level smartphones. The performance of GPU was remarkable with 18,154 points and screen normalization score of 16,730 points.

### Antutu

Samsung Galaxy A3 got 34943 points in Antutu benchmarking test which is quite decent for a mid-level smartphone. The screen test confirmed that it supports 5 point multi touch that makes it suitable for any kind of games.



# Qualcomm Snapdragon 820

## Tops the CPU and GPU AnTuTu Ranking



By Rizwana Khan



AnTuTu is one of the most popular benchmarks used for testing smartphones and tablets. It is one of the most widely followed benchmark app that comprehensively tests all aspects of a device, including UX, GPU, RAM, CPU, I/O and individually and gives a relevant score.

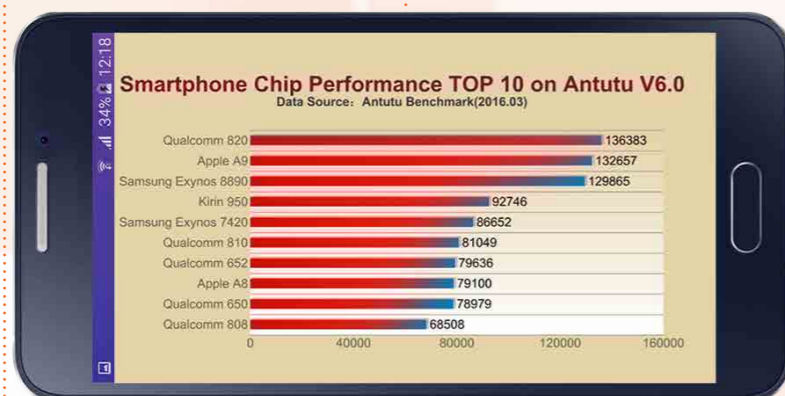
**It is one of the most widely followed benchmark app that comprehensively tests all aspects of a device, including UX, GPU, RAM, CPU, I/O and individually and gives a relevant score**

AnTuTu has just released the top 10 rankings for Central Processing Unit (CPUs) and Graphics Processing Unit (GPUs). According to the report, Qualcomm Snapdragon 820 has topped in both categories i.e CPU and GPU.

According to the most updated ranking of TOP-10 performance smartphone chips, Qualcomm

Snapdragon 820 processor won the first place and it got a score of 136,383, which is nearly 4000 higher than that of Apple A9. Samsung Exynos 8890 also performed well, and its performance is already close to that of Apple A9.

Qualcomm Snapdragon 820-powered smartphones include: Samsung Galaxy S7, Letv MAX Pro, Mi5, LG G5, Sony Xperia X Performance, etc; currently, only one smartphone is Exynos 8890-powered, i.e. Samsung Galaxy S7.



**Currently, the GPU with the highest performance is Qualcomm Snapdragon 820 (Adreno530), and its GPU score has already reached a score of 55,000**

**Qualcomm Snapdragon 820 processor won the first place and it got a score of 136,383, which is nearly 4000 higher than that of Apple A9**

The newly launched Qualcomm Snapdragon 652 & 650 also gave outstanding performance, and Qualcomm Snapdragon 652 is already close to Qualcomm Snapdragon 810 in performance.

Qualcomm Snapdragon 650 has surpassed Qualcomm Snapdragon 808, which brings brand-new power to the market of midrange smartphones.

The typical Qualcomm Snapdragon 652-powered mobile phone is Samsung Galaxy A9; the typical Qualcomm Snapdragon

650-powered mobile phone is Red Mi Note3.

In recent years, smartphones are attracting increasing importance to the GPU performance, since the GPU performance is closely related to the game performance and using fluency of a mobile phone, and it has a direct impact on users' actual experience. Currently, the GPU with the highest performance is Qualcomm Snapdragon 820 (Adreno530), and its GPU score has already reached a score of 55,000.

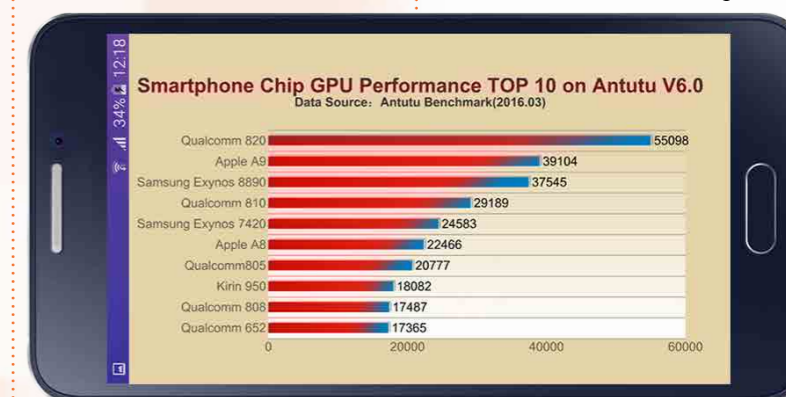
**GPU performance is also directly related to the screen resolution of your smartphone**

Samsung Exynos 8890 (Mali-T880 MP12) nearly equals Apple A9 (PowerVR GT7600). As for HiSilicon Kirin 950 (Mali-T880 MP4) that is well known to all, its GPU performance is similar to Qualcomm Snapdragon 808 (Adreno418) and Qualcomm Snapdragon 652 (Adreno510).

In fact, the GPU performance is also directly related to the screen resolution of your smartphone. Currently, the mainstream resolution is 1080P, and 2K resolution has become a trend of high-end smartphones.

Without the support of strong GPU, even 2K resolution will lead to bad user experience.

We should be fully aware that nothing but the powerful performance of the chips is the foundation of an outstanding



Of course, the factors that determine the performance of a mobile phone is far more than CPU and GPU.

**The factors that determine the performance of a mobile phone is far more than CPU and GPU. We should be fully aware that nothing but the powerful performance of the chips is the foundation of an outstanding user experience!**

user experience! Without the support of strong performance, any user experience will be an empty talk, as a proverb goes, "you can't make something out of nothing!"

The above-mentioned information is just AnTuTu's report on top-10 performance smartphone chips. From these data analysis, we can find out that Qualcomm Snapdragon 820 has taken the lead regarding its chip performance. Although Apple has not released new processors, the overall performance of Apple A9 is still powerful. Relying on Exynos 8890, Samsung equals Apple A9 in overall performance. Generally speaking, the performance of Samsung Exynos 8890 is very impressive.



# WHY OPERATORS IN PAKISTAN ARE UNSUCCESSFUL IN SELLING CONTRACT BASED PHONES?

By Kanwal Ayub

Internationally, contract base method of phone purchase is quite popular among consumers but in Pakistan that's not the case. The Pakistani mobile phone market is another world; there are no phone contracts, operator subsidies or even a preference for 3G connections. To understand why operators in Pakistan are unsuccessful in selling contract based phones, we should first know what 'contract based phones' are? Well, contract based phone means that you pay a specific monthly fee for a fixed period of time. Like there will be a billing cycle of a month or so and service provider provides credit to consumer.

**Contract arrangement works really well for all parties involved, such as the mobile company will be able to sell more handsets, the operator will get more users and most importantly user will get handset at a very convenient payment method**

In this arrangement, you are essentially promised to continue to pay the service provider a certain monthly rental in

exchange for a discount on the upfront cost of your phone. Since the operator is getting certain amount from the customer for a reasonable period of time, they can afford to offer you the handset. One of the important thing to note here is that these phones are often „locked“ to the service provider it is purchased from.

**One of the biggest reasons for this is the inability of service providers to ensure that you stick with them for the 1 or 2 year of contract period and continue to pay the minimum monthly rental**

In this contract system, the operator pays the whole amount to the mobile manufacturer and funds the handset for its customer, which allows customer to get the handset at a cheaper price or even for free. Normally this type of arrangement works really well for all parties involved, such as the mobile company will be able to sell more handsets, the operator will get more users and most importantly user will get handset at a very reasonable payment method. Most mobile phone contracts provide mobile

customers with a handset and a monthly allowance of calls, data and texts. And when a customer has contracted or assured to be with a particular service provider, he is offered certain concessions & discounts based on duration of contract.

Looking at the market realisms of Pakistan, the first and the foremost thing one will notice is that Pakistani consumers are very price sensitive. We are the ones who communicate with 'Missed Calls', subscribe daily/weekly/monthly bundles and what not. So the service providers in Pakistan have accordingly introduced products and services suiting needs and use of their consumers. Call charges in Pakistan are very low, our telecom operators play on the principles of low charges as their call rates stand among the lowest call rates when compared to any other country.

**We don't have National Insurance numbers or a proper system through which one can make customers to pay their monthly rent**

One of the biggest reasons for failure of contract base phone is the inability of service providers to ensure that you stick with them for

the 1 or 2 year of contract period and continue to pay the minimum monthly rental.

Another prominent issue here is that Pakistani market is predominantly a 'Pre-Paid' market. The reason why we see contract base phones in west is because they are post-paid market. The 'pay-as-you-go' preference is the first and the prime advantage of prepaid plans as compared to postpaid plans in Pakistan and anywhere in the world. The possibility of having complete control of cost is the most attractive option for many users. This is also one of the reasons that our operators aren't investing in introducing the contract base phones in Pakistan. Let's take an example of Ufone Super Card, keeping in mind the capacity of majority of Pakistani consumers, the operator has understood users' need and introduced a solution that is highly appreciated by the consumer. It reflects the market needs and consumer behavior of two totally different markets. On the one hand, there are users who are price conscious and want to spend as low as possible and on the other hand users who prefer postpaid.

**Mobile Number Portability also facilitates frequent changes in operator based on cost and service benefits; this allows customers to change their network without changing the number**

Another major issue is that operators don't offer contract option because in Pakistan it's easy for people to just disappear.

We don't have National Insurance numbers here or a proper system through which you can make customers to pay their monthly rent. Also in our mobile market, mobile users switch their networks depending on the packages and offers by service providers. Seamless number portability i.e MNP (Mobile Number Portability) also facilitates frequent changes in operator based on cost and service benefits; this allows customers to change their network without changing the number. Which is a hurdle that makes operators to think twice before offering contract based phones.

There are certain operators, banks and companies that have started offering contract option, for example Ufone and Faysal Bank; both companies have partnered to offer smartphones not only at discounted rates but also an easy payment option with no markup or down payment, but this offer is only for Faysal Bank's credit card customers.

Things are changing: the new trend is for EMI; customers buy the phone and they have to pay for it in Equated Monthly Installments. Since this kind of arrangement can be spread over a time of 6-24 months it has brought pricey smartphones in the reach of more people. I would like to give an example of www.homeshopping.pk; they have started offering smartphones on EMI (Easy monthly installments) and they are doing really good. Again, the issue with them is that their

service is limited to Lahore and Karachi, plus they only offer this service to people having a salaried account.

One more example of companies offering EMI in Pakistan is 'Mian Group of Chakwal', that has outlets in seven major cities of Pakistan. They are offering EMI on variety of products including smartphones but on a very high interest rate.

**In an open market such as Pakistan where customers are mostly enrolled for the prepaid option, the contract option is actually more of a bane than a boon for the customers and operators alike**

I feel that in an open market such as Pakistan where customers are mostly enroll for the prepaid option, the contract option is actually more of a bane than a boon for the customers and operators alike. The mentality of the customer is to save on Calls/SMS/Data bundles, which are usually. Contract based phones will become more widespread in Pakistan at an opportune time. To me mobile and telecom market is fiercely competitive market in our country and anything valuable to consumers will be a hot cake for both consumer and provider. As of now it seems the idea of 'contract based phone' is not a really a thing for Pakistan. But who knows, Pakistani consumers may even get something hotter than contract based phone.



By Saima Ibrahim

# Smart Moves for Smarter Nation

Keeping in view the world wide advancements in technology, Pakistan is also trying to improve its system with the help of latest technologies. All provincial Governments have started working on many projects of e-Governance & m-governance by making use of latest ICT developments. The provision of technological services will no doubt revolutionize the performance of Pakistani Government from many perspectives. In this section we will discuss all initiatives taken by government to make Pakistan a Smart Society.

## • NTC 'GoSmart Mobile' App

National Telecommunication Corporation (NTC) has launched a new application called 'GoSmart' to facilitate subscribers to use their landline number through their mobile phones. The application will assist government customers to use their landline numbers through their mobile phones using WiFi/4G/3G Media. NTC is the first organization to use this kind of application in Pakistan for its customers, the new application has been launched in partnership with LMKT (Pvt) Ltd.



The application will facilitate the user of landline numbers while on move, away from the office and residence.

## • AgriSmart by PITB

Introduced in 2013 as a pilot project in Lahore, Faisalabad and Rajanpur, AgriSmart, within a short span has prospered across 36 districts of Punjab, with more than 2700 users. Punjab Public Management Reform Program (PPMRP) team at

PITB has trained and equipped Agricultural Officers (AOs) with app installed-Smartphones for effective implementation of AgriSmart.



The digitization of agricultural data through PPMRP developed AgriSmart facilitates the implementation of long-term strategies to increase yields and land use maximization with an aim to help farmers and improve productivity, while the database of the reported activities shall be used to plan more effective agricultural interventions.

## • Mobile Meter Reading

The Government of Sindh has introduced Mobile meter reading with the help of android cell phones in the province, a move that's designed at bringing precision and transparency in the system.



Such Mobile meter reading systems have already been introduced in Rawalpindi and Islamabad. New mobile sets have been given to the reading workforce so that cameras on the new mobile sets can take good quality pictures. Additional D.G (IS) GEPCO has been directed to deliver computer operation training and mobile software skills to the concerned staff so that improved services could be provided to the clients in future.



# Made in Pakistan Story of G'Five Mobile Assembling Plant

G'FIVE Group is among top 10 OEM companies in world in terms of global sales volume with established strong sales networks based in the 95 global countries including Pakistan. It is also the first company to start mobile phone (both smart phone & feature phone) assembling in Pakistan. Since 2014 GFIVE team has put up huge efforts to establish international standard assembling lines in Pakistan with "Made in Pakistan" label.



GFIVE has state-of-the-art assembling plant and equipment approved by Pakistan Telecommunication Authority (PTA) with the capacity to produce over half million handset per month. GFIVE started its trial assembling operations successfully in January 2016, and produced over 87,000 mobile phone units that meet the high quality international standards.

GFIVE started its trial assembling operations successfully in January 2016, and produced over 87,000 mobile phone units that meet the high quality international standards

It has only been made possible through local mobile assembling that G'Five now offers

Pakistan's most affordable 4G LTE handsets, G'Five LTE 2 and G'Five LTE 3 available at PKR 6,999 and PKR 10,999 respectively. Warid Telecom has recently teamed up with G'Five and also started offering Warid LTE SIM and lightning Tez LTE internet for 1 whole year at 2GB/ month. These handsets come with 15 months of warranty exclusively for Warid customers as well.

It has only been made possible through local mobile assembling that G'Five now offers Pakistan's most affordable 4G LTE handsets, G'Five LTE 2 and G'Five LTE 3 available at PKR 6,999 and PKR 10,999 respectively

G'Five Management primarily focuses on introducing reliable products to their customers at a very economical prices with strong after sale services & support centers nation-wide. It covers all major & connecting cities of Pakistan through its strong distribution channels including wholesaler, dealer/retailers. G'Five devices are also available to customers through Hypermarkets, Mobile Operators, Online Stores and Banks, etc. In addition to this, GFIVE mobile phones are also available on its own outlets, regional offices and Customer Care Centers.



# HUAWEI Y6 Pro

## The New Power Device

After the successful launch of Huawei Y6, Huawei has now introduced Huawei Y6 Pro, another mid-level smartphone which is a variant of Y6. Huawei Y6 Pro comes with 5" HD IPS display with 720p resolution compact with stylish body. The device is powered with 1.3 GHz Quad core processor paired with 2 GB RAM and Android 5.1 Lollipop. The smartphone is packed with a huge 4000mAh battery that will surely provide good backup timing. The price of Huawei Y6 PRO is PKR 22,000 in Pakistan.



**OS:** Android 5.1 Lollipop



**Display:** 5 inches



**Battery:** Embedded 4000 mAh, Li-Po battery



**Dimensions:** 143.1 x 71.8 x 9.7 mm



**Camera:** Rear 13 MP AF with LED Flash, 5 MP Front



**Memory:** 2 GB RAM + 16 GB ROM



**Processor:** 1.5 GHz 64-bit Quad-core processor, MediaTek MT6735P



**Price:** 22,000 PKR



### Design and Display

Huawei Y6 Pro has almost same design and shape as Huawei Y6 but the latest model does have few tweaks in design. The bezel around the screen is now more visible. The back cover of Huawei Y6 Pro is a polycarbonate plastic which gives the guise of embossed patterned but in reality it is a design that is printed on the back. The dimensions of Huawei Y6 PRO measures 143.1 x 71.8 x 9.7mm. The thickness is 9.7 mm that might be a bit thick to fit in palm and also feels heavy so you cannot use it for long time with single hand.

Huawei Y6 PRO is packed with 5" HD IPS display screen with smooth touch and 320 dpi, making the screen more attractive and shiny. Huawei Y6 Pro is launched with 720p HD screen resolution which is an ideal resolution for mid-level smartphone.

### Processor

Huawei Y6 pro comes with 1.3 GHz Quad-core chipset (model MT6735). The processor is capable of handling multiple apps without any lags. The processes are smoothly switched between the processor and RAM. Huawei Y6 Pro supports 4G/LTE network connectivity with CAT4 modem. The other features are Bluetooth 4.0, WiFi b/g/n and WiFi directs. The processor doesn't faces any heating issue and smoothly processes the data.

### Pros

- Huge battery
- Smooth touch
- 2G of RAM
- Notification LED
- HD IPS display with 720p resolution mesmerizing with EMUI custom interface

### Memory

Huawei Y6 Pro come with 2 GB RAM and 16 GB ROM which is a good combination for mid-level smartphone. With 2 GB RAM Huawei Y6 PRO can accommodate 34 apps at a time. Memory is expandable up to 128 GB with Micro SD card.

### Camera

Huawei has 13 MP rear camera with flash light and 5 MP front selfie snapper. Both cameras in Huawei Y6 Pro have good image quality. Camera resolution, Geo tagging, ISO, image adjustment, white balance, burst mode, shutter and many more operations of camera can be managed from settings.

The rear camera of Huawei Y6 Pro is 13MP with LED flash which is capable of taking best shots. The actual resolution of rear camera of Huawei Y6 PRO is 4160 x 3120 pixel. The front camera has 5MP lens that gives you amazing experience of selfies with wide angle. Camera resolution is 2592 x 1952 pixels.

### Battery Performance

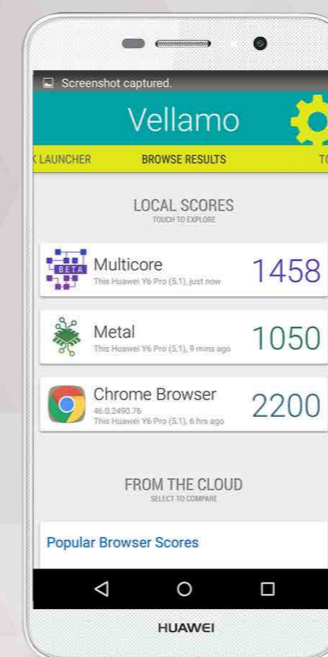
Huawei Y6 pro packs with 4000 mAh huge battery which is non-removable. The mighty battery takes time to charge however once it is fully charged it can work for two days with normal usage. It can last for one whole day while making 3G calls and videos streaming frequently. The interface of Huawei Y6 Pro is also battery friendly.

### Cons

- Thick and heavy
- Take time to charge
- Non removable battery
- No Gorilla Glass protection

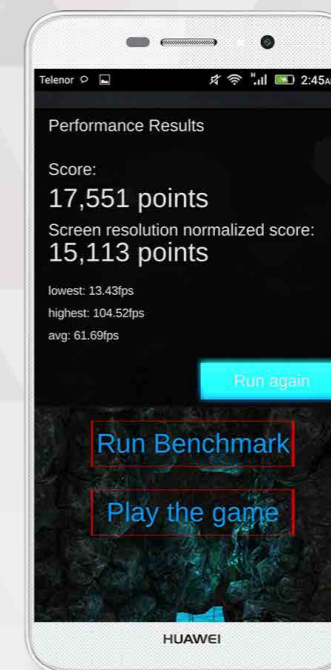
### Vellamo

Huawei Y6 Pro is tested with Vellamo benchmarking apps for analysis. In Vellamo benchmarking the Y6 Pro was put in three different tests to measure the performance of hardware. The Multicore test has checked the communication among the cores of processor of Huawei Y6 Pro, in which it got pretty decent points 1458. Likewise the single core performance is also tested in which it got 1050 points. The browser test score is 2200 which shows Huawei Y6 pro has fast and responsive browser.



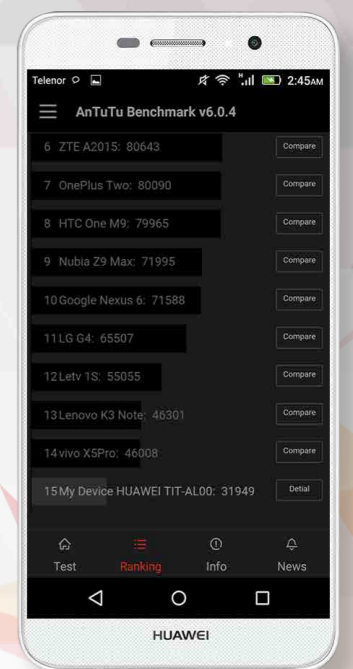
### GPU

Huawei Y6 Pro has Mali-T720 GPU with API version OpenGL ES 3.1 which is a latest API version. The test is attempted to examine the core performance of GPU. Huawei Y6 Pro has a decent GPU to control graphics, it got decent points in GPU benchmarking. You can play HD movies, high graphics games with Huawei Y6 Pro without any lags.



### Antutu

Huawei Y6 Pro has shown good performance in Antutu benchmarking test. It got 31949 point which is great achievement and proved itself to be a first choice of users. The 3D test points are also shown in the below screen shot.





# SMARTPHONE, YOUR PERSONAL TRAINER

Smartphones have become like a phantom limb of our generation, it is so much a part of us. I always refer this generation as 'smartphone generation' because you can always see them carrying their gadget on them, like ALWAYS!

Smartphones, with roughly more than 1 billion users worldwide and 2.7 million apps are impacting day-to-day life in some surprising ways. According to a survey conducted by Qualcomm and Time, smartphones are so cherished by this 'smartphone generation' that 68% of them sleep with their phones at their bedsides.

With this level of monumental impact, we tend to use cellphones

in such a way that it makes our lives stress-free and more convenient.

**There are plenty of potential superpowers these always-on devices could give us**

There are plenty of potential superpowers these always-on devices could give us. But the question here is how smartphone will help us in staying healthy.

It's no secret that obesity rates have tripled since 1980; people are fatter and sicker than ever before.

Putting on few pounds may not seem like a big deal, but the problem will soon surface if you keep on adding these pounds to your weight. Aside from all the health issues overweight folks have to deal with the humiliation and discrimination by others.

Mobile devices and health-related apps offer many benefits to health-care providers, trainees, and patients. There are numerous ways in which our smartphone can act like our personal assistant that motivates us in staying fit and healthy. Studies have demonstrated that if you keep track of your workouts and what you put in your mouth, your chances of staying hale and hearty increase exponentially.



By Kanwal Ayub

➤ In 2012, the Association of American Medical Colleges (AAMC) reported on the rapid growth of health-related smartphone applications.

➤ According to Mobile health market, 500 million smartphone users worldwide, including health-care professionals and patients, are using a health-care application.

➤ By 2018, the number of users could rise to more than 3.4 billion.

Muneeb, a businessman in Lahore, said that he is thankful to the smartphones and health apps that have made it incredibly easy for him to record workouts and daily food intake; He also mentioned that he shed around 40Kg.

**It's no secret that obesity rates have tripled since 1980; people are fatter and sicker than ever before**

Fortunately, there is a plethora of such apps in app-stores, here are some top health apps:

**Diet Assistant – Weight Loss**

iPhone - 4.5 stars - Free  
Android - 4 stars - Free

Diet Assistant, an app that will make it easy for you to keep track of what you eat. It is an easy app to use, just enter in your target weight and the app will design a meal plan of foods that suit



your tastes to get you to your ideal weight.

**MyFitnessPal**

iPhone - 4.5 stars - Free  
Android - 4.7 stars - Free

MyFitnessPal is a top pick because it incorporates the two weight loss essentials: diet and exercise. Its has more than 3 million foods, which lets you track the calories, fat, carbs, and cholesterol in everything you eat and more than 350 cardio and strength training exercises to help you trim down and tone up.



**Lose It!**

iPhone - 3.5 stars - Free  
Android - 4.5 stars - Free

Lose It designs a custom plan for user, where it tracks the calories and exercise to help them get healthy.



Apart from this, it allows users to achieve other goals, such as sleeping better and skin care or more nutritious diet. It also has groups and one-on-one connect feature that helps users to get support from friends and fellow dieters in the program.

**7-Min Workout**

iPhone - 4.5 stars - \$2.99  
Android - 4.3 stars - Free

The 7-minute workout is based on research, which found that doing seven-minute bouts of intense

exercise is an efficient way to lose weight and strengthen muscles.



The app alternates 30 seconds of high-energy exercises like jumping jacks, push-ups, squats, and planks with 10 seconds of rest. This workout gets your heart pumping and works out your muscles, all in a very manageable timeframe.

**Muneeb, a businessman in Lahore, said that he is thankful to the smartphones and health apps that have made it incredibly easy for him to record workouts and daily food intake; He also mentioned that he shed around 40Kg**

**Nike + Running**

iPhone - 4.5 stars - Free  
Android - 4.4 stars - Free

Nike + Running is designed to help you build stamina and increase your speed. Users can use the coaching programs to get into shape or train for a race. Track your distance, pace, and time with each run to see how you're improving. Then, challenge family and friends to a race to find out who's got the fastest time.



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Avenue, Blue Area, Islamabad

### QMobile Noir Z12



**OS:** Android, V5.1 (Lollipop)  
**Display:** 5.3" HD AMOLED  
**CPU:** Octa-core 1.3 GHz  
**Camera:** 13 MP, LED Flash, Auto Focus  
**Memory:** 32 GB ROM, 3 GB RAM

### Rivo Phantom PZ18



**OS:** Android, v5.0 (Lollipop)  
**Display:** 5.3" HD IPS  
**CPU:** Quad-core 1.3 GHz  
**Camera:** 13 MP Auto Focus with Triple LED Flash Light  
**Memory:** 16 GB ROM, 2 GB RAM

### Sony Xperia Z5



**OS:** Android, v5.1.1 (Lollipop)  
**Chipset:** Qualcomm MSM8994 Snapdragon 810  
**CPU:** Quad-core 1.5 GHz  
**Camera:** 23 MP, LED flash, Auto Focus  
**Memory:** 32 GB, 3 GB RAM

### QMobile LINQ L20



**OS:** Android, v5.1 (Lollipop)  
**Display:** 5" HD IPS  
**CPU:** 1.4 GHz Octa-core  
**Camera:** 13MP, LED Flash, Auto Focus  
**Memory:** 16 GB ROM, 2 GB RAM

### Lenovo ZUK Z1



**OS:** Android v5.1.1 (Lollipop)  
**Chipset:** Qualcomm MSM8974AC Snapdragon 801  
**CPU:** Quad-core 2.5 GHz  
**Camera:** 13 MP, dual-LED flash, Auto Focus  
**Memory:** 64 GB, 3 GB RAM

### Rivo Rhythm RX150



**OS:** Android v5.0 (Lollipop)  
**Display:** 6" QHD IPS  
**CPU:** Quad-core 1.3 GHz  
**Camera:** 8 MP Auto Focus with LED Flash Light  
**Memory:** 8 GB ROM, 1 GB RAM

### Microsoft Lumia 650



**OS:** Microsoft Windows 10  
**Chipset:** Qualcomm Snapdragon 212  
**CPU:** Quad-core 1.3 GHz  
**Camera:** 8 MP Auto Focus, LED Flash  
**Memory:** 16 GB, 1GB RAM

### Haier Esteem i90



**OS:** Android, v5.1 (Lollipop)  
**Display:** 5" HD IPS  
**CPU:** Quad-core 1.3 GHz  
**Camera:** 13 MP, Autofocus, Dual-LED Flash  
**Memory:** 16 GB ROM, 3 GB RAM

### Samsung Galaxy S7



**OS:** Android, v6.0 (Marshmallow)  
**Chipset:** Qualcomm MSM8996 Snapdragon 820  
**CPU:** Dual-core 2.15 GHz & 1.6 GHz, Quad-core 2.3 GHz + quad-core 1.6 GHz  
**Camera:** 12 MP, Autofocus, LED Flash  
**Memory:** 32/64 GB ROM, 4 GB RAM

### QMobile Noir W7



**OS:** Android OS V4.4 (KitKat)  
**Display:** 4"  
**CPU:** 1 GHz  
**Camera:** VGA Capture impressive photos  
**Memory:** 512 MB, 256 MB

# TELECOM CAMPAIGNS



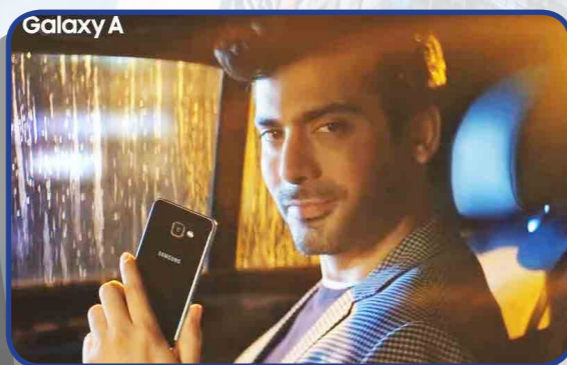
By Saima Ibrahim

The advertising campaigns play a vital role in promoting a brand/product. A truly memorable campaign creates a visceral response – but one bad campaign can ruin it all. PhoneWorld keeps a close eye on the latest ad releases in telecom industry. Here is a critical review of the latest telecom campaigns.

**5** **Samsung Galaxy A Series 2016**

**Samsung** has released a powerful TVC to launch their upgraded Galaxy A Series 2015 smartphones. The background music is quite powerful that represents the power of Samsung Galaxy A series smartphones. The advert is basically a one minute narrative explaining the journey to being your best self by taking risks and unlocking your true potential; according to Samsung, it all starts with an "A". The setting and environment of the commercial is very strong and has a certain type of mysterious feel. The tagline for the advert is "Be who you are" which is very strong and catchy. To top it all, the commercial features Pakistan's hottest heartthrob, Fawad Afzal Khan.

**Verdict:** Powerful brand, powerful campaign !!!



**5** **Telenor HD Calling**

This is what advertising is all about. Telenor HD Calling TVC Series is a best example of an effective communication with just the right amount of WOW factor. No over theatrics have been added and a right quantity of emotions with extremely good performances. A lesson for all agencies and clients that produce adverts. The team perfectly presented the stories by giving sentimental effects to it. It is the only ad that gave me goosebumps up till now.

**Verdict:** kudos Adcom Team and Telenor



**4** **Warid & G'Five Smarter Pakistan**

**Warid-G'Five** TVC is an awareness campaign produced for the first time by any operator in Pakistan. It spreads beautifully yet in simple way the message of smarter Pakistan initiative which is collectively introduced by Warid Telecom and G'Five to connect the un-connected people through high speed internet of Warid and affordable handsets of G'Five. The TVC is well-knitted having all ingredients of a good advertisement.

**Verdict:** Effective Campaign!

**Warid & G'Five Smarter Pakistan**

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**Verdict:** Effective Campaign!



**2** **Huawei Honor 5X**

**Huawei** Honor 5X TVC didn't turn out as catchy and interesting as the brand had showed-off before it's launch. The advertisement is a simple campaign featuring Atif Aslam as the new brand ambassador who was previously a QMobile face. The advert is quite ordinary in terms of acting and direction, even the song used in the TVC is quite old. The campaign is a story-less advert lacking creativity and oomph.

**Verdict:** Big fuss, tiny result...!!

**2** **Zong 4G Internet SIM**

**Zong** has launched a unique 4G internet SIM but unfortunately its TV commercial is not unique and innovative at all. Same and lame technique of pulling legs of competitors is used in this TVC. The characters, setting, acting or music in TVC is worth praising. It's about time that marketers realize that splashing dirt on others doesn't make you shine. You need to come up with something good to make your mark.

**Verdict:** Really needs to Work Hard...!!!



**5** **Telenor djuice Internet on kar**

**Djuice** is a youth-centric brand of Telenor and keeping in mind its target market, Telenor always comes up with very upbeat and energetic TVCs for djuice brand. Its newest TVC is an example of that. Directed by Umar Anwar, the ad is shot in Bangkok. TVC music is outstanding; the features of djuice internet are explained through superb lyrics. This TVC is a complete package, with good music, direction and visuals. Plus the Ali Zafar's brother in the TVC is also getting great attention.

**Verdict:** Great effort...!!!

# TOP MUST HAVE APPLICATIONS & GAMES FOR YOUR SMARTPHONE

## Safe Taxi



Order a taxi anywhere in Islamabad by tracking a taxi driver in your near locality. In order to ensure safety of our customers we follow a strict screening process for selection of our drivers. You can follow your driver in real time through GPS. In addition, you will also be able to see driver's identity, mobile number and license plate along with calculated fares before booking. To maximize the safety and protection, customers can also send their location to their emergency contacts by tapping "Emergency Number" icon in the app.

Rating : 4.2 Price: Free

PAKISTANI SOFTWARE DEVELOPER APPLICATION

## SalesTax Calculator

This is a simple and easy to use app. You can calculate the tax by simply entering the sales price of the product and sales tax ratio (%) and it will calculate the net price for you and also tells you how much the tax amount is on your sales.

APPNEX

Rating : 5.0 Price: Free



PAKISTANI SOFTWARE DEVELOPER APPLICATION

## 7 Minute Workout



This 7 minute workout is based on HICT (high intensity circuit training) that is proved to be the most "safe, effective, and efficient" way to improve your muscular and aerobic fitness, and make you healthier. The 7 minute workout only consists of 12 exercises to be done for 30 seconds, with 10 seconds breaks between each exercise.

Rating : 4.5 Price: Free

## Waze

Waze is the world's largest community-based traffic and navigation app. Join drivers in your area who share real-time traffic & road info to save time, gas money, and improve daily commuting for all.

Rating : 4.6 Price: Free



## Ghost Photo Camera



Full of fun and free to enjoy Ghost Photo Camera App. Scare your friends and family by placing ghost, soul, spirit, shadow, apparition, phantom, specter, banshee, witch, poltergeist, supernatural soul, jinnat, jin, spook, and zombie images in a photo of your own choice or capture a photo on real time. Your friends will definitely scared with these terrifying images app.

Rating : 4.0 Price: Free

PAKISTANI SOFTWARE DEVELOPER APPLICATION

PUREPUSH ON THE GO

## 1Password

1Password remembers all your passwords and other sensitive information so you don't have to. Keep your digital life secure, always available, and safe behind the one password that only you know.

Rating : 4.3 Price: Free



## Podcast & Radio Addict

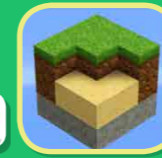
Rating : 4.6 Price: Free

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## Exploration

Rating : 4.2 Price: Rs 380



Build your own base, mine, castle or whatever you imagine! Exploration is a game - editor which allows you moving, building & transforming the terrain in the 3D environment.

## Criminal Case

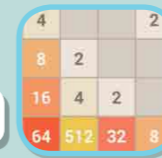
Rating : 4.5 Price: Free

Criminal Case - the #1 free hidden object game! Are you ready to solve murder cases? Download now and discover who killed Rosa Wolf... Join the Police of Grimsborough to solve a series of murder cases in this captivating hidden object, adventure game.



## 2048

Rating : 4.4 Price: Free



2048 game is a number puzzle game that is one of the cool math games of all times! 2 4 8 16 32 64 128 256 512 1024... Join the numbers and get to the 2048 tile! Extremely addictive number puzzle game 2048 which was originally developed by Gabriele Cirulli is now in Android with online leaderboard. You can login with Google+ to submit your score and compete other fans all around the world.

## Khan Academy

Rating : 4.5 Price: Free

Learn using videos and in-depth articles on math (arithmetic, pre-algebra, algebra, geometry, trigonometry, statistics, calculus, and linear algebra), science (biology, chemistry, and physics), economics, and even the humanities with tutorials on art history, civics, finance, and more.



## YouCam Makeup- Makeover Studio

Rating : 4.5 Price: Free



YouCam Makeup is the best makeover and hairstyle studio with lipstick, eye makeup, blush and more for your digital makeover! Create makeup looks, hairstyles and change hair color instantly. Makeover in real-time or on your photos. Stay stylish with makeup tips and tutorials using the best makeup app and luxury fashion guide.

## Snapguide

Rating : 4+ Price: Free

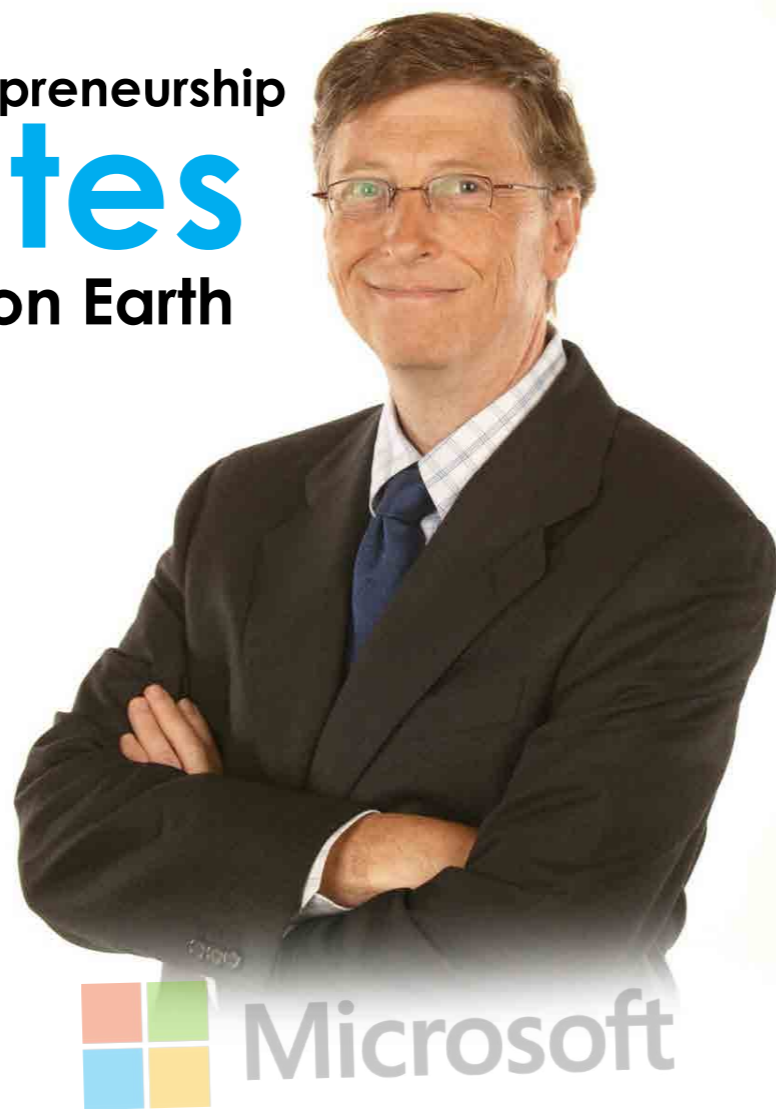
Snapguide is a beautiful, easy way to create and share how-to guides. Discover new recipes, DIY projects, fashion ideas, make-up tricks, tech tips and life hacks. Create your own guides and share what you love doing.



# Founder of Tech Entrepreneurship **Bill Gates** the Richest Man on Earth

**B**ill Gates, born William Henry Gates III was rolled in Harvard University originally thinking for a career in Law but he spend more time in computer lab than in class. Later on, along with Paul Allen he developed a software to run Altair 8800 mini-computer made by a small company in, New Mexico, called Micro Instrumentation and Telemetry Systems (MITS). They developed the software without even trying it out on an Altair computer. It worked perfectly and Allen was hired by MITS, Gates soon joined him. In 1975, Gates and Allen formed a partnership they called Micro-Soft, a blend of "micro-computer" and "software." After that there was no stopping them and rest was made history.

*The man who built the world's largest software business, Microsoft*



In 2014, Gates stepped down from his role of CEO but remained on board and begun serving as technology advisor. These days Bill focuses most of his time on the work he and Melinda, his wife are doing through their foundation. People are often surprised to hear him say that this work has a lot in common with his work at Microsoft. In both cases, he gets to bring together smart people and collaborate with them to solve big, tough problems.

*Success is a lousy teacher. It seduces smart people into thinking they can't lose*

As for Gates, despite some jostling every couple of years between Slim and Buffett, he has sat firmly at the top of the list for over two decades—including a 13-year streak from 1995 to 2008

where he went uncontested. That's arguably the longest reign anyone's had in modern society. Gates is currently working on many projects to address world issues that are of grave nature. Besides his Bill and Melinda Gates Foundation to promote the use of technology in the world, he has also launched the Giving Pledge with Warren Buffett, a commitment by the world's wealthiest people to dedicate most of their wealth to philanthropy. In 2010, Bill and Melinda challenged the global health community to declare this the Decade of Vaccines. They pledged \$10 billion over the next 10 years to help research, develop, and deliver vaccines for the world's poorest countries.

## Bill Gates on Forbes Lists

- The Richest Person In America's 50 Largest Cities (2016)
- #6 Powerful People (2015)
- #1 Forbes 400 (2015)
- #1 Richest In Tech (2015)
- The Richest Person In Every State (2015)
- #1 Billionaires (2015)
- #1 in United States

## Samsung adds 'Airlink' as its new Distributor for Mobile phones

**S**amsung Pakistan is a global technology leader. Its powerful Hand-held devices and other award-winning innovations enjoy tremendous popularity, fulfilling the needs of diverse consumer segments in Pakistan too. Samsung has already established an extensive distribution network all over Pakistan. In pursuit of further expanding the dealer network, Samsung has recently added 'Airlink Communication' as a new distribution partner for Hand-held Devices (Mobile phones) in Pakistan. This resourceful collaboration will further enhance the consumers' retail experience and ease product availability, as Airlink has been appointed due to its world-class service standards, vast network of outlets and 45 years of professional experience, with specialization in distribution of advanced telecom devices and Mobile phones.

A press-conference was held in Lahore, to officially announce this new partnership, while Samsung's top officials also appreciated the robust performance of Samsungs existing distributors - Muller & Phipps Pvt. Ltd. and GreenTECH, who are successfully marketing the wide range of Samsung devices and products all over Pakistan. As Samsung is at the forefront of nurturing growth of the hand-sets market in Pakistan, it has meticulously selected Airlink - which is established as the leading service provider with strong international presence.

Speaking on the occasion, the President of Samsung Pakistan - Mr. J. H. Lee stated that: "The appointment of Airlink as a distribution partner is a major milestone for further enhancing our distribution capabilities and outreach. As Samsung continues to inspire and empower the consumers with innovative technologies and revolutionary devices, we are consistently expanding our network and enriching the retail-experience for the consumers.

Airlink's vast experience in marketing telecom devices will also play a critical role in further elevating the brand-image and consumer-perception of the Samsung 'Galaxy' range of premium smartphones, which are already the most preferred smart phone devices in the Pakistan market.

The President of Samsung Electronics Pakistan (SEPAK) - Mr. J. H. Lee was the Chief Guest at this media event, held at the 'Royal Palm Country Club' in Lahore. It was attended by the senior management of Samsung Pakistan, officials of Samsung's distribution partners, along with many prominent personalities and dozens of media personnel, news publications and TV channels.



# QMobile NOIR Z12

## INTRODUCING

### METAL THAT MELTS HEARTS

- 1.3 GHz OCTA Core
- 32 GB ROM, 3 GB RAM
- Android Lollipop 5.1
- 5.3 Inch AMOLED Screen
- Corning Gorilla Glass
- 4G LTE Technology
- 13 MP Back Camera
- 5 MP Selfie Camera
- Phase Detection Auto Focus
- HDR Panoramic Photos
- Face Beauty & PicNote
- QR Code Scanner
- Chameleon & Theme Park

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4.5 FWVGA Display



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