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Adnan Khan
Managing Editor

Dear Readers,

The telecom and IT industry of Pakistan is going through a steady evolution and every month some important events take place. MoITT has completed its third year and like every year, our team has evaluated its annual performance. Read the complete performance report in our article, "MoITT 3 Years Performance Update". The article provides a thorough breakdown of each achievement and letdown of the ministry this year.

In last few months where approval of Telecom Policy and Telenor's 4G services were a welcome addition in the industry, the 2016-17 budget and Cybercrime Bill got mixed reactions from the ICT industry as it raised taxes on mobile phones and telecom services. Therefore we have prepared a comprehensive analysis of new taxation policy to make it more understandable for our readers. Get the detailed breakdown of taxation 2016-17 in our feature article, "Taxation & Its Impact on the ICT Industry- A Post Budget Analysis".

Our current issue of Phoneworld magazine also covers an exclusive interview with Junaid Iqbal, the CEO of Careem. Junaid is among some of the most successful young entrepreneurs of Pakistan and has work experience with some of the most successful companies. In his exclusive interview with our team, Junaid shared Careem's story and discussed the changing trends of Pakistan's digital market. Our magazine also features an article about the new rebranding fever that has taken over telecom industry. The article explains what rebranding actually is and to what extent our industry players have been successful in their rebranding efforts.

Like always, our regular sections including phone reviews, Smart moves, 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,

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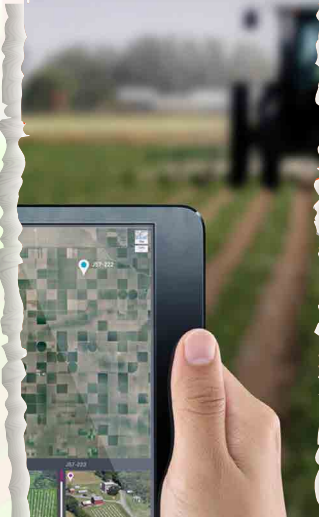
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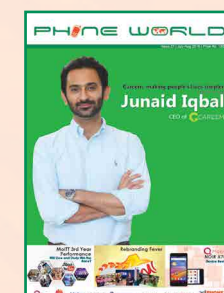
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MoITT 3RD YEAR PERFORMANCE

WILL SLOW AND STEADY WIN THE RACE?

Technological intervention in human life cannot be overlooked in today's era. It has enabled man to reach space and conquer almost every idea on logical grounds. The potential of information and communication technologies has been well recognized by almost all nations of the world and that is why from developed to underdeveloped and developing countries, technological measures have been introduced by the Governments to make use of tech advancements. In this regard Pakistan's standing has also improved as compared to past years. Keeping in view the significance and wonders of information technology, Phone World Team always tries to come up with unbiased

approach towards MoITT yearly performance analysis, hence, this year its performance evaluation is also done with great effort from available information sources. Just as last year, 2016 also proved to be a positive year in the telecom sector from many angles. The country has achieved further milestones in the field of Information and Communications Technology (ICT). Let's look at both the achievements and letdowns of Information & Telecom Sector of Pakistan during 2015-2016:

Telecom Policy:

The beginning of 2016 was marked with a hallmark achievement of Ministry by finally coming up with the long awaited "Telecom Policy", which should have come as first priority. The

Ministry of Information Technology and Telecommunication (MoIT) in Jan, 2016 officially launched the "Telecommunication Policy", after its approval by the Economic Coordination Committee (ECC).

This policy has touched upon additional areas which were not part of earlier policies. Some important areas being:

- Market & Services (Competition Rules, Licensing Framework, Transfer of Business, OTT, PTCL, Cross Border P2P, Public Wi-Fi)
- Infrastructure (RoW, Sharing, National Roaming, Disaster Management)
- Spectrum (Harmonization, Sharing, Trading, Testing, Mergers & Acquisition, Interference)

By Saima Ibrahim | Sufyan bin Azam

- Telecommunication Laws & Regulations (Type approval, Content and Legal Intercept)
- Satellite Services (Licensing)
- Public Sector Service Providers (Manufacturing)
- Convergence
- Policy Review & Implementation

The industry overall appreciated the effort of MoITT on the issuance of the Telecom Policy document and expressed their hope that the policy will have a positive impact on the telecom sector of Pakistan.

The inclusion of new areas in the policy like Mergers & Acquisition, Interference, Telecommunication Laws & Regulations (Type approval, Content and Legal Intercept), Market & Services (Competition Rules, Licensing Framework, Transfer of Business, OTT, PTCL, Cross Border P2P, Public Wi-Fi) etc. will introduce encouraging reforms in the industry. Hence, coming up with the policy is the most praise worthy effort of Ministry of the year.

Successful 850 MHz Spectrum Auction:

Another milestone achieved mainly due to the efforts of Pakistan Telecommunication Authority (PTA), is the auction of leftover spectrum of 850 MHz this year.

Hallmark achievement of MoITT is the announcement of "Telecom Policy", which should have come as first priority

For this purpose, based on the policy from MoITT, PTA released Information Memorandum (IM) to grant the successful bidders the right to establish, maintain and operate Next Generation Mobile

Networks (NGMN) and to provide Next Generation Mobile Services (NGMS) across Pakistan. The policy had set USD 395 Million as the base price for spectrum. Telenor was the only operator that applied for the spectrum and eventually became the winner and an addition in 4G operators in Pakistan.

The award of 850 MHz to Telenor by the Government of Pakistan is a success story as its transparency and fairness is recognized by the Industry as well.

Assembly (NA), and Senate. Cyber Crime bill was in process since 2009 i.e. almost over 7 year now and has been criticized by certain segment of the civil society citing reasons for curbing human rights and giving overreaching powers to law enforcement agencies.

The fundamental criticism from civil society that stopped the cyber bill to become law from many years is that it harms the "level of freedom" of public on social media.

MoITT Major Achievements

1st Year	2nd Year	3rd Year
3G/4G Auction	ITU Council Membership	Telecom Policy
LDI license to CMPAK/ Zong	Increased e-Governance	Successful 850 MHz Spectrum Auction
Accreditation & Certification of Pakistani IT Companies on ISO9001 and ISO27001 Standards at Subsidized Rates	Abolition of ICH to Curb Grey Traffic	Exemption of Taxes on IT Exports Extended till 2019
—	—	Establishment of National Incubation Center
—	—	Cyber Crime Bill
—	—	ITU Secretary General Visit to Pakistan
—	—	Unblocking Youtube

MoITT Major Letdowns

1st Year	2nd Year	3rd Year
Grey Trafficking	Electronic Crime Bill Still Pending	No IT Park
Draft of Prevention of Electronic Crime Bill	High Telecom Sector Taxation	High Taxation
—	No National ICT Policy	No IT Policy
—	Weak Virtual Presence	Weak Virtual Presence
—	Youtube ban still intact	—

Telenor, the second largest cellular operator by subscribers also happens to have over 8 million mobile broadband subscribers, and the newly acquired spectrum will help telenor in growing the mobile internet penetration rate in the country. Hence, conducting the spectrum auction fairly is also a praise worthy effort by the MoITT and PTA.

Cyber Crime Law:

Another achievement attained during this year was the approval of Cyber Crime Bill by the National

National Assembly designated a special committee of Senate and asked civil society members to come up with amendments and suggestions. The National Assembly and then lately Senate made over 50 amendments before the Bill was finally approved by the National Assembly last month.

Despite criticism, keeping in view the growing rate cybercrimes in the country, the Cyber Crime Law is meant to provide legal cover to the development of IT sector and prevents any misuse of IT system especially for any anti state

activities. This law is seen as a fundamental requirement to ensure that the Pakistan Legal system provides a system of check and balance for the smooth running of services that are based on IT system such as health, education, commerce etc.

Cyber law is a fundamental requirement to ensure that the Pakistan Legal system provides a system of check and balance for the smooth running of IT systems supporting health, social media, education, commerce etc

The law includes a total of 21 offences related to misuse of Internet and some of these crimes prescribes jail terms as well. These crimes include use of cyberspace for terrorism, hate speech, pornography, cheating for fraud and tampering information etc. while others include:

- Unauthorized copying
- Unauthorized access to critical data, social media accounts etc.
- Cyber Terrorism
- Electronic Fraud
- Offenses against dignity of a person
- Online harassment, vulgar, indecent communication

Cyber Law is meant to be used against any individual for prosecution if he commits the above mentioned crimes. According to some legal experts Cyber Crime law has the potential to become the foundation for other parts of legislations and modifications in the country as well.

Extended Exemption of Taxes on IT Exports

Keeping in view, the significance of Information Technology Industry, the MoITT has been instrumental in the announcement of extending the exemption of taxes on IT exports through the budget 2016-17. This has been very well appreciated by the IT industry and will have a very positive impact on the growth of the IT industry in Pakistan that is mainly dependent on IT Exports. The Ministry extended the date for tax exemption on IT services and products till June, 2019 for the IT companies especially for those who are in the export business. Reason being that as the IT sector in Pakistan is going through infancy stage and requires support.

That is why the Government came up with the proposal to extend the exemption in taxes till June, 2019. Furthermore, IT companies – availing the tax exemption – will have to remit 80% of their revenues to Pakistan through banking channels while they can retain 20% of the revenues outside of country for meeting their expenses. This move will definitely impact the growth of IT in Pakistan in a positive way.

ITU Secretary General's Visit to Pakistan

Pakistan's IT and Telecom growth has even been observed by the international organizations and that is why the Secretary General of International Telecommunication Union (ITU) for the first time visited Pakistan in June 2016.

The efforts for such high profile visit such as ITU Secretary General is quite praiseworthy and at the same time coinciding with the visit PTA successfully organized the "ITU-PTA Asia-Pacific Regulators' Roundtable"

and the "ITU-PTA International Training Program (ITP) 2016". These events were held from 18-22 July 2016 in Islamabad, Pakistan.

Organizing events such as ITU Regulatory Symposium can bring lot of international coverage to Pakistan's IT and Telecom sector hence, elevating country's image in international arena

This Regulators' Roundtable was the 6th consecutive time since the Asia-Pacific Region took the initiative to organize the annual Roundtable to provide telecommunication/ICT regulators in the region. Such events in the country get a lot of positive international coverage that uplifts the country image, which is very vital from a national level.

Unblocking YouTube

YouTube, the video-sharing website was blocked across Pakistan following orders of Prime Minister Raja Pervez Ashraf back in September, 2012.

Extention of Tax Exemption has been very well appreciated by the IT industry and will have a very positive impact on the growth of the IT industry in Pakistan that is mainly dependent on IT Exports

Under pressure from religious parties on the blasphemous film uploaded on YouTube, the PM issued instructions to the Ministry of Information Technology to

block access to entire YouTube throughout the country. Unfortunately, this issue remained unresolved for more than 3.5 years as the Ministry was unable to reach any understanding with Google to block blasphemous content on YouTube.

Finally, this year the Ministry and PTA were able to convince and come up with an understanding with Google to launch the local version of YouTube with .pk domain for Pakistan. Unblocking YouTube after such a long time is still a very good initiative taken by the MOITT as some of the services being offered by the content providers are based on the YouTube engine in addition educationists, researchers and consumers who will benefit from the useful content available.

Establishment of National Incubation Center

The Ministry of IT also collaborated with ICT R&D Fund to establish its first National Incubation and Acceleration Center in association with Mobilink. The center has been developed to further the Government's vision of a digital Pakistan.

YouTube unblocking is a very good initiative taken by the MoITT as some of the services being offered by content providers are based on the YouTube engine

The center will nurture talent from across Pakistan under the Mobilink sponsored 'Jazz XLR8 Program'. The program shall help in showcasing how to bridge the gap between Entrepreneurs, Innovators and Investors, while providing state-of-the-art incubation facilities and access to experts and advisors. This is a very good

step that the Incubation Centre being set-up will be run under the patronage of both MoITT and Mobilink. Pakistan as a country with approximately 25K-30K IT Professional graduating each year will need such centers in hundreds if not thousands and that too in more cities than main three cities of Karachi, Lahore and Islamabad.

Pakistan, a country with approximately 25K-30K IT Professionals graduating each year will need incubation centres in hundreds if not thousands and that too in more cities than main three cities of Karachi, Lahore and Islamabad

Such efforts will no doubt set example for rest of the mobile companies and they would also play their roles in establishment of such technology incubation centers.

The Letdowns of Ministry

No IT Policy

A major short coming of the present government and MoITT is its failure to introduce an IT policy while one expected it to be a part of the overall converged ICT Policy (in some countries even broadcasting is part of the ICT Policy); this is not the case in Pakistan. The lack of an IT policy could be detrimental to the well-being of the IT sector- that has its entire technology asset based on local resource. From the mishandling of blocking and subsequent unblocking of YouTube and to larger issues that Pakistan has not been able to make it mark in the IT Sector

despite its capability is primarily because of the absence of a comprehensive IT Policy.

This would not have happened if an IT policy was in place addressing all issues relating to the branding, Software Export Potential, Human Resource Development, Infrastructure and handling of websites and the censorship of content suitable for Pakistani audience. It is given on the MoITT web site that Ministry of Information Technology has formally started consultative process on IT Policy frame-work in order to get inputs from all stakeholders. In the first phase, they have planned consultations with the industry which they have indicated that it has already been concluded and in the second phase, the ministry has solicited input from academia. It is very important that the MOITT completes and announces the IT Policy that is generally the primary task of the ministry and should have been done quite some time back.

IT Park still on Drawing Board

ICT has become an important part for every nation and countries are leading themselves to become best in this field in order to achieve higher standards of living through technological interventions.

It is very important that the MoITT completes and announces the IT Policy that is generally the primary task of the ministry and should have been done some time ago

IT Parks play a crucial role in the development of this sector. But IT Parks, aside from serving the purpose of technological advancement, aim to bring up

the economic standard of the country. Through Foreign investments and infrastructure build- ups, development of IT Parks are a source for creating job opportunities for the domestic people and therefore are essential for a nation's economy.

Unfortunately, the development of IT parks has always been on the back burner that needed practical steps to be achieved at an accelerated pace. This year while budget has finally been allocated but it is yet to be seen if Ministry will be able to make any practical steps in realizing this dream.

NITB has offered nothing new since its establishment besides a name change from Pakistan Computer Bureau and E-Government Directorate to NITB

One positive development in this regard is the collaboration of MoITT with Exim Bank Korea. The bank was engaged and has developed a feasibility report for the IT Park which is proposed to be built in Chak Shahzad Islamabad. Also the ministry plans to replicate this progress in Lahore and Karachi.

Although the signs indicate a step towards the right path, let's hope that the budget allocated this year is put to use within this fiscal year and we are able to see the actual signs of development in due time.

Weak Virtual Presence

With shifting trends in technology the Government sector also needs upgradations to keep up with the fast paced changes. E-government and innovation can

provide significant opportunities to transform public administration into an instrument of sustainable development.

We haven't seen any good news on TIP and the worst part is that time is not on TIP's side as its situation has declined beyond repair

Through e-government innovation, public administrations around the world are becoming more efficient and effective respond to demands for transparency and accountability. But unfortunately our Ministry is still unable to recognize its potential which indicates its ineffective approach towards the most important sector of Pakistan. One such example includes the establishment of National Information Technology Board (NITB). Unfortunately, NITB has offered nothing new since its establishment besides a name change from Pakistan Computer Bureau (PCB) and E-Government Directorate (EDG) which were preferably dissolved to create NITB expecting to increase Pakistan's virtual presence. Nothing worthwhile has been achieved by the NITB which the organization could proudly share with the readers. As "Hope is the thing with feathers" and it enables one to keep on believing so we will keep our fingers crossed and wait for the outcomes and efficiency of the National Information Technology Board.

Rejuvenating TIP

Not only in the last 3 years but probably now for over 8 years we kept hearing on media with

MoITT informing everyone that in the TIP board meetings the Ministry is committed to revitalize TIP as soon as possible and that it is working on it. Going through the record available on public domain even as close as in 2014, during 179th board meeting of TIP, no less than the Minister directed the TIP management to prepare a complete revitalization plan for TIP and submit in the next board meeting and this plan probably never came through as we saw in 2016 during 184th board meeting, the Minister asking for the same plan on deteriorating status of TIP and how to bring it back on its feet.

Unfortunately, we haven't seen any good news on this and the worst part is that time is not on TIP side as its situation has decline beyond repair.

Conclusion

The overall performance of MoITT this year has improved as it was able to achieve many significant milestones that will have a positive impact on the Telecom and IT sector of Pakistan. However, there is always room for improvements and the opportunities are unlimited. We expect that next year the IT Ministry will be able manage and achieve the remaining milestones and target it missed out this year.

Overall performance of MoITT this year has improved as it was able to achieve many significant milestones that will have a positive impact on the Telecom and IT sector of Pakistan



PTA Hosted ITU-PTA ASIA-PACIFIC Regulators RoundTable and International Training Program 2016

Pakistan Telecommunication Authority (PTA) in collaboration with International Telecommunication Union (ITU) organized a three days International Training Program. The program, which ran from 20-22 July, 2016 featured several sessions with national and international speakers.

These sessions focused on new ways and means to address issues and challenges popping up in the ICT sector of the Member States. Representatives from several countries from Asia Pacific Region including Bhutan, Bangladesh, China, Cambodia, India, Indonesia, Nepal, Maldives, Philippines, Papua New Guinea, Sri Lanka, Samoa, Solomon Island, Timor Leste, Vietnam participated in the event.

During three days, Director Generals of PTA and senior officials of the telecom operators conducted training sessions on different topics such as biometric verification of SIM users' data, spectrum management and auction in Pakistan, competition issues in telecom market, online child protection, broadband for networked society, digital financial inclusion and mobile apps, cyber security, consumer protection & quality of Service, OTT players and ICTs for persons with disabilities & women empowerment.

The training covered principles, practices and recommendations which are expected to assist regulators in the Asia-Pacific region in addressing the telecommunication/ICT regulatory challenges.

Mr. Sameer Sharma, Senior Advisor ITU Regional Office for Asia-Pacific said that deliberations through such conferences are helpful in providing international experiences with a focus on current issues and challenges in ICT sector. He said these events have been able to showcase the achievements of Pakistan telecom sector. He also appreciated Government of Pakistan for doubling its contribution to ITU and thanked PTA for making excellent arrangements for the events.

On this occasion, Chairman PTA Syed Ismail Shah said that this conference was very helpful in highlighting the policy and regulatory issues in the region. He said PTA will continue to host such events in future also to have fruitful discussions. Participants from various countries including Nepal, China, India and Papua New Guinea appreciated hospitality extended to them by the host country.



Minister of State for IT Mrs. Anusha Rahman with Secretary General ITU Mr. Houlin Zhao chairing briefing session at MoITT in Islamabad

Islamabad, July 18, 2016: Group Photo of participants of "ITU-PTA Asia-Pacific Regulators' Roundtable" Conference with Secretary General ITU Mr. Houlin Zhao and Minister of State for IT & Telecom Ms. Anusha Rahman Ahmad Khan

By Muhammad Awais

Q Mobile Noir X700 Pro

Q Mobile, the leading mobile brand of Pakistan has launched 7 new devices with its rebranding launch. We have picked QMobile Noir X700 Pro for our exclusive review. Here are the results.

Display

QMobile Noir X700 Pro sports FWVGA display with 480 x 854 pixel resolution. The capacitive display supports 2-point multi-touch. Although we were expecting HD IPS display with at least 5-point capacitive touch since its a mid-range smartphone.

Design

The design is the same as QMobile's traditional polycarbonate plastic body frame like its other devices. The dimensions measure 144 x 71 x 9 mm with 151 grams weight -a bit heavy device, despite being coated with plastic frame. But it can easily be handled with single hand.

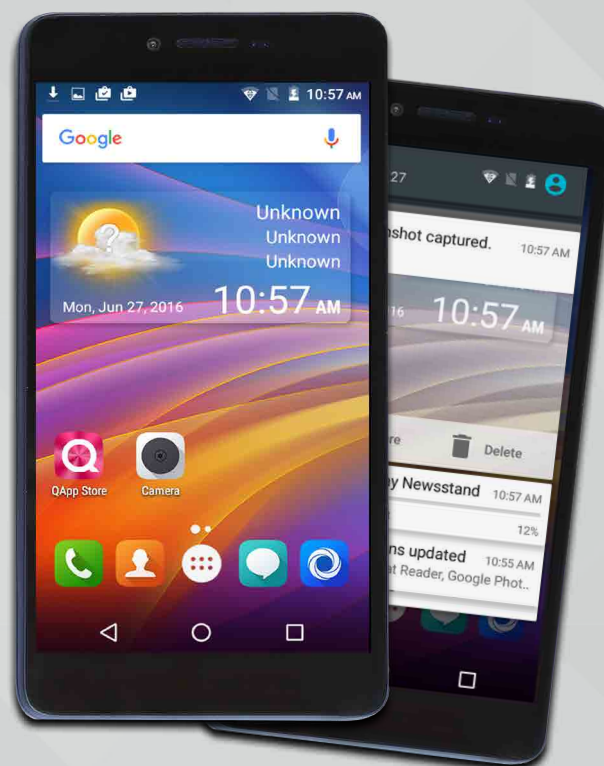
Memory

QMobile has been quite generous in memory section with 2 GB RAM, 16 GB ROM. A smartphone with 2GB usually preforms well in processing, the internal memory is also enough to carry necessary data however, Noir X700 Pro also has an expandable memory up to 32GB.

Camera

QMobile Noir X700 Pro features 5 MP back camera and 2 MP front selfie snapper. In the given price range, this combination is much better as compare to other brands.

The rear camera is 5MP supported with LED flash that captures the photo with 3072 x 1728 pixels resolution with 4:3 native ratio. Rear camera has autofocus and touch focus mechanism to lock the object. QMobile Noir X700 Pro provides just two pre-loaded modes that are Beauty and Panorama. However the HDR and gesture features have also been added up. Noir X700 Pro is capable of making FHD 1080p video with rear camera. While the 2 MP



front camera, captures photos with 1600 x 1200 pixel resolution.

Battery performance

Noir X700 Pro comes with 2200mAh battery. It's a removable battery with decent capacity which works fine on GSM Networks. The battery juice is enough to keep Noir X700 Pro alive for whole day while using GSM Network for calls and Messaging.

On 3G Network, it can work for 6 to 7 hour with consecutive use of data on 3G network.

Network/ Connectivity

QMobile Noir X700 Pro is a dual SIM 3G enabled smartphone that supports 3G communication on 2100 MHz band. The speed of HSPA network is 42.2/5.76 Mbps. Further connectivity options include Bluetooth 4.0, WiFi 802.11 b/g/n, Hotspot. For positioning it has A-GPS module. Noir X700 Pro has FM Radio, too.

Processor

QMobile Noir X700 Pro is powered with 1.3 GHz Quad core processor that belongs to MediaTek family. The chipset model is MT6580M -an average performing processor that is mostly employed by QMobile for its mid-range. Noir X700 Pro has Mali-400 MP, the only GPU which is compatible with MT6580M.

OS: Android OS, v6.0 (Marshmallow)

Display: 5.0"

Battery: 2200 mAh, Removable,

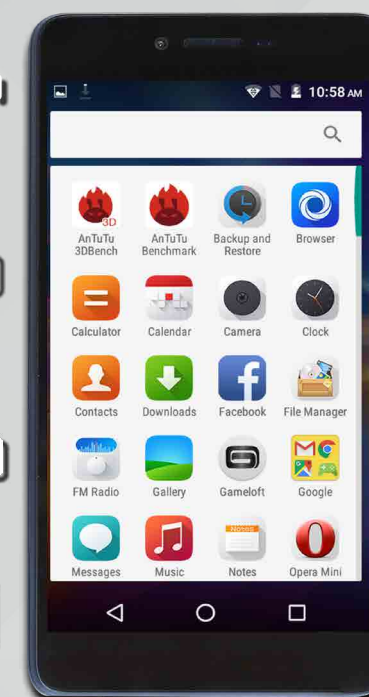
Dimensions: 144 x 71 x 8.9 mm

Camera: 5 MP, Autofocus, LED flash

Memory: 2 GB RAM, 16 GB ROM

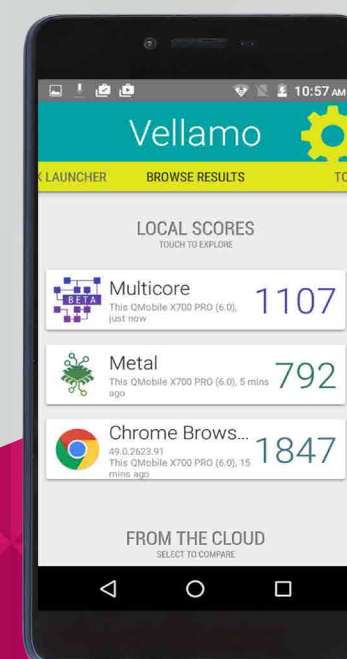
Processor: 1.3 GHz, Quad-core

Price: 9,400 PKR



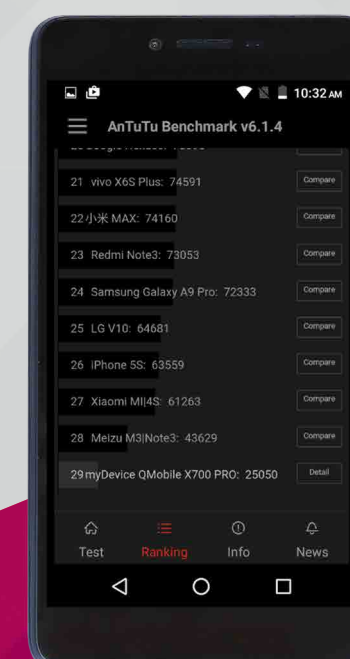
Velamo Benchmarking

In Velamo benchmarking test. QMobile Noir X700 Pro got average points with acceptable results. Noir X700 Pro achieved 792 points in single core test -that is admirable, but it scored just 1107 points in multi core test which doesn't match expected results. The last one is browser test, it managed to get 1847 points.



Antutu Benchmarking

In Antutu benchmarking, Noir X700 Pro got pretty decent points. Thanks to its 2GB RAM and quad-core processor.



Good

- Quad-core Processor
- 2 GB RAM & 16 GB ROM
- 5 MP HDR camera

Bad

- No extra mic for noise cancellation
- Slow charging

Final Verdict

QMobile Noir X700 Pro is a mid-range smartphone with decent specifications available at a very competitive price, which is hallmark of QMobile.



By Saima Ibrahim



Sufyan bin Azam

TAXATION & ITS IMPACT ON THE ICT INDUSTRY

A POST BUDGET ANALYSIS

Taxation, “the levying of tax” by the government is a fundamental financial tool that has strong effect on almost every sector of a country. Also the budget allocated to each industry by the government demands a system of “check and balance” so that it is used in an effective way for the betterment of the entire nation as well as to benefit the industry stakeholders. Similarly, in Pakistan the start of a fiscal year i.e. 1st July is of critical importance as it brings some good or bad news for all sectors of Pakistan. The 2016-17 budget in Pakistan got mixed reactions from the ICT industry as it raised taxes on mobile phones whereas there was good news for IT sector in the form of tax exemption on software exports with reasonably good budget for development projects.

The government was able to generate an all-time high amount of USD 1.1 billion alone from the sale of 3G/4G spectrum in 2014

Taxation holds great importance to run the affairs of the state as the amount is used to finance the country's requirements. But over taxation can seriously affect the business environment and impede growth. High taxation has many adverse effects on the industry's growth, some of which are as follows:

- ✓ Discourage investments in the network expansion that negatively impacts customer uptake.
- ✓ Increased taxes on handsets not only impact the mobile phone penetration in Pakistan but encourage continuous influx of grey channel phones in the country that are a serious threat to

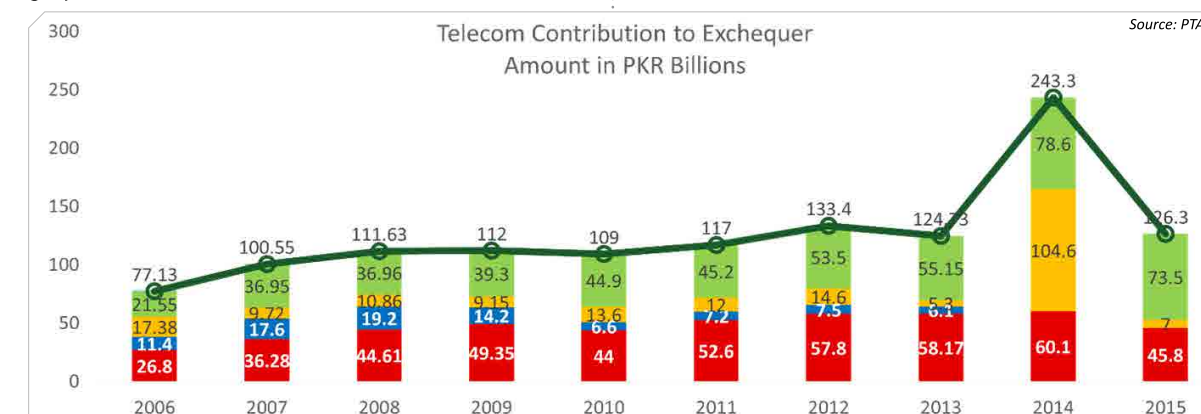
the national exchequer and security.

- ✓ Increase in network usage cost decreases network usage itself resulting in challenging ARPU/ RoI.

Pakistan's ICT Taxes: Soured Past:

According to a GSMA study conducted in 2015, Pakistan stands in the category of the countries that have a very high tax on network usage and consequently contributed almost 7% of total tax in the year 2013. This sector has also quite high tax i.e. 30% as a proportion of Total Cost of Mobile Ownership that when compared with regional peers, makes it quite unattractive. Not much has been done over the past couple of years to remove this disparity as the Telco policy makers have little or no say when it comes to telecom sector taxation that is generally and arbitrarily set by Ministry of Finance or the Federal Bureau of Revenue (FBR).

Before going into the details of fiscal budget 2016-17, one must understand the past patterns of ICT taxation in Pakistan. The past Telecom and IT sector tax regime with high tax ratio has no doubt stifled the growth of telecom sector specially the uptake of internet. The past trend of tax collected by the government from the telecom sector is shown in the graph.



The government was able to generate an all-time high amount of USD 1.1 billion alone from the sale of 3G/4G spectrum in 2014. PTA further sold 10 MHz spectrum recently to Telenor for USD 395 million; which is not reflected in this chart. Besides, it also got an additional USD 39.5 million from Telenor as withholding tax; a huge amount by any means primarily contested by the operator. Moreover, the upward trend of tax collected over the years can be clearly seen in the chart. The only amount that saw decline and was

eventually removed is the “Activation Tax” from 2014 onwards which was tax on the sale of new SIMs being paid by the operators but now imposed on the consumers. Let's analyze the taxes on consumers and the telecom industry separately.

The 2016-17 budget in Pakistan got mixed reactions from the ICT industry as it raised taxes on mobile phones but at the same time offered tax exemption to software exports with reasonably good budget for development projects

Consumer Related Taxes on Mobile Phones & Services

There are various types of taxes being collected from the consumers under different tax statutes. One can see the complete list of pre and post budget taxes paid by a Pakistani consumer for both devices and

services in the following figure.

Consumer Taxes on Mobile Devices & Services in Pakistan					
			Tax Rate		
Tax Base		Tax Type	2015	2016	
Tax on Consumers	Devices		PST	Handsets:PKR 300, 500 or 1000 Other devices: 17% Additional Sales Tax on Imports: 3%	300, 1000 or 1500 Exempted Same
			Income Tax on Imports	5.5%	Same
			Custom Duty	PKR 0-250	Same
	Usage	Call/SMS, Mobile Broadband & m-Money	PST/FED	19.5/18.5%	Same
			Withholding Tax	14%	Same
	SIM Cards		Fixed Fee	PKR 250	Same

Source: Digital inclusion and mobile sector taxation in Pakistan, 2015

Source: Digital inclusion and mobile sector taxation in Pakistan, 2015

The first thing that we see here is the increase in sales tax of handsets categorically (explained

later). While the tax on import of smartphones has increased, a welcome change is the exemption of sales tax on laptops and desktops.

Industry Related Taxes on Telecom Equipment & Services

It is pertinent to mention here that the amount paid by consumers is directly proportional to the taxes paid by the operators. The higher taxes on operators, the more taxes will be imposed on consumers because at the end of the day, the operators are here to make revenues. Following types of taxes are paid by the Pakistani mobile companies:

We can see a downward trend in the ARPU and despite the inclusion of more productive 3G/4G users and data being the new means of generating earnings of the future, it hasn't seen any substantial increase. However, the 2016 and beyond figures may see some growth in ARPU levels.

Consumers will pay more call set up charges despite the annoyance shown by PTA not to burden the consumer

Taxes Levied on Mobile Operators in Pakistan

	Tax Base	Tax Type	Tax Rate	
			2015	2016
Tax on Operators	Imported Network Equipment, Scratch Cards & SIM Cards	PST	17%	Same
		Additional Sales Tax on Imports	3%	
		Income Tax on Imports	5.5%	
		Custom Duty	0-25%	
Corporate Tax Alternatives	Taxable Profits	Corporate Tax	34%	
	Revenues	Additional Corporate Tax	17%	
	Accounting Profits	Minimum Tax	1%	
Adjusted Revenues		Universal Service Fund	1.5%	
		R&D Fund	0.5%	
		Annual License Fee	0.5%	
One-off Fees		Initial Spectrum Fee	Set in Auction	
		Advance Income Tax on Spectrum Auction	10%	
		Numbering Fee	PKR 0.5 per number	

Source: Digital inclusion and mobile sector taxation in Pakistan, 2015

As it can be seen here, there hasn't been any relief given to the operators in this year's budget again as was expected by the industry in the form of tax break.

With the high taxes, the mobile operators are forced to other find ways to increase their profitability (or in technical terms, their ARPU (Average Revenue per User)). Below is a representation of the combined ARPU of telecom sector for the last 5 years.

Another step taken by the mobile companies to increase their profitability is that they have increased their tariffs of call set up charges. Consumers will pay more call set up charges despite the annoyance shown by PTA not to burden the consumer. This year in July, Zong has increased its call set up charges from 10 paisas (inclusive of taxes) to 15 paisas following the footsteps of Telenor and Ufone; that have already increased these charges in March 2016. Mobilink and Warid, probably busy with their merger details, are the only ones left to increase the call setup charges.

Explanation of ICT Budget 2016-17

Tax Exemption on IT Exports

The good news in this year's budget came for IT companies in the export business as the government extended tax exemption on IT services and

products till June, 2019 as the IT sector of Pakistan is in its infancy stage and requires support. However, IT companies that are availing the tax exemption will have to remit 80% of their revenues to Pakistan through banking channels while they can retain 20% of the revenues outside of country for meeting their expenses.

The previously imposed 8% minimum tax on service provider companies remain the same which was previously scheduled to be reduced to 2% by the government. The Software industry showed its disappointment on retaining this tax as they believe that this situation is actually forcing IT companies to shift their sales to foreign countries in order to evade taxes.

Public Sector Development Program

Public Sector Development Program has been allocated Rs. 1.10 billion for ongoing schemes and new projects for Telecom and Information Technology.

Out of this allocated budget, Rs. 938 million will come from Federal Budget and Rs. 171 million will come through foreign aid. Rs. 898.25 million will be utilized to complete ongoing projects, whilst Rs. 211.22 million will be invested in three new projects to be launched in the coming fiscal year.

Total Amount Allocated by Government	PKR 1109.25 million
On-going Projects	PKR 898.25 million
New Projects	211.22 million

Source: Budget 2016-17

Some of the development projects under the umbrella of PSDP are as follows:

- ✓ Rs. 230 million for Pak-China Fiber Optic Cable.
- ✓ Rs. 50 million for Pakistan Software Export Board for enhancing IT Export.
- ✓ Rs. 10 million for replacement of GSM network in Gilgit Baltistan and Azad Jammu Kashmir.
- ✓ Rs. 50 million for GSM coverage on Karakoram Highway.
- ✓ Rs. 151.23 million for technology parks in Islamabad.

It is important to note that Rs. 800 billion in total is available for public sector development program in budget 2016-17 while a total of Rs. 260 billion has

been allocated from Transport & Communication and IT & Telecom fund. It's no surprise that construction of roads is taking 99% of this fund.

Taxes on Smartphones:

This year's budget didn't provide any relaxation to the mobile phone importers and subsequently the consumers have to pay more as the government has raised taxes on the import of mobile phones. The following list briefly illustrates the increase in taxes on mobile phones that was announced by the government in the fiscal budget of 2016-17.

Category	Sales Tax	
	2015	2016
Feature Phone	300	Unchanged
Mid-Range Smartphone	500	1000 (100% Increase)
High-End Smartphone	1000	1500 (50% Increase)

Source: Budget 2016-17

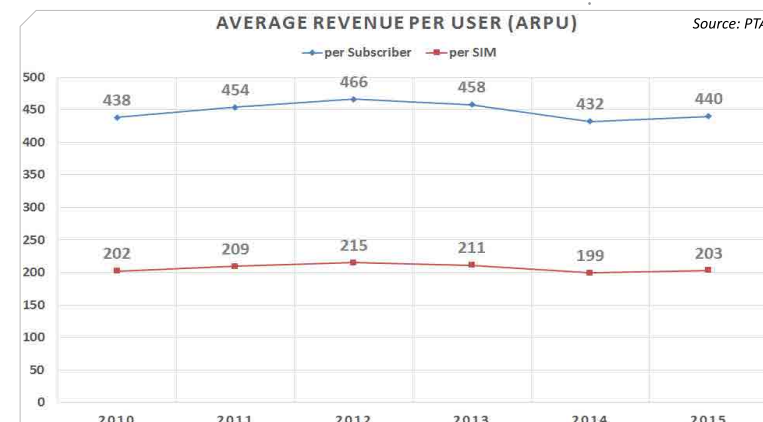
The current sales tax rates of Rs. 500 and Rs. 1,000 have been doubled and increased to Rs. 1,000 and Rs. 1,500 for medium and high-end mobile phones, respectively. Whereas the tax on low category mobiles remains the same i.e. Rs. 300.

Increasing duties on the mobile phones will not only slow up the mobile broadband penetration rate but severely impact the business of the existing mobile phone importers. The industry has shown dismay at the Government decision for such steps and strongly reacted to the proposed hike in duties on import of phones.

The industry experts sight high taxation as one of the reason that could result in slowing up the industry to achieve exponential mobile broadband growth that we saw in the initial period soon after 3G/4G auction. The tax at the import level increases the cost of entry that has negative impact on the growth specially for bringing in new broadband customers.

The tax at the import level increases the cost of entry that has negative impact on the growth specially for bringing in new broadband customers

Also cumulative tax percentage are as high as 33% i.e. broken down into 14% withholding tax and 19.5% GST on mobile and fixed line internet



connections over 2Mbps. Below is the tax grid on consumer for WHT & GST for each province:

Territory	With-holding Tax	General Sales Tax
Sindh	14%	18%
KPK	14%	19.5%
Punjab	14%	19.5%
Balochistan	14%	19.5%
Rest of Pakistan	14%	18.5%

Source: Phoneworld Research

Unfortunately, this means that the case of taxation on mobile card recharge is made more adverse in this year budget as now the user will only get Rs. 64 out of Rs. 100 on recharge.

Pakistan's Failed Tax Collection System Punishes Honest Brokers

Unfortunately, the system of tax collection is not effective in Pakistan, it puts a lot of burden on the honest brokers i.e. a very efficient mobile industry is now seen as an extension of Pakistan tax collection machinery. The mobile operators' capacity to collect and decently handover the taxes to the federal government has now ranked them as the second largest tax paying industry in the country.

The system of tax collection is not effective and puts a lot of burden on the honest brokers i.e. a very efficient mobile industry which is now seen as an extension of Pakistan tax collection machinery

Due to the country's defective tax collection system, there is no incentive for people to proactively participate in the tax return exercise. Hence, they indulge in tax evading practices putting pressure to introduce higher indirect taxation such as the one being collected by the mobile operators and other utility companies.

The Federal Board of Revenue collected Rs. 43 billion on account of withholding tax during 2014-15. Only 0.9 million out of 120 million total users deposited tax return claims and got back what they paid in advance. The remaining amount of more than Rs. 40 billion was automatically taken

by the government at the end of the financial year. Comparing the last year mobile card recharge tax

with this year, one could be easily convinced that mobile taxes are higher than any other of taxes.

It must be mentioned here that Pakistan is currently embarking on a smartphone uptake frenzy. The influx of smartphones in Pakistan is on the rise as

many international and local brands have entered Pakistani market. Smartphone penetration has doubled to an estimated 35 to 40 percent in less than two years after the start of 3G and 4G services in the country.

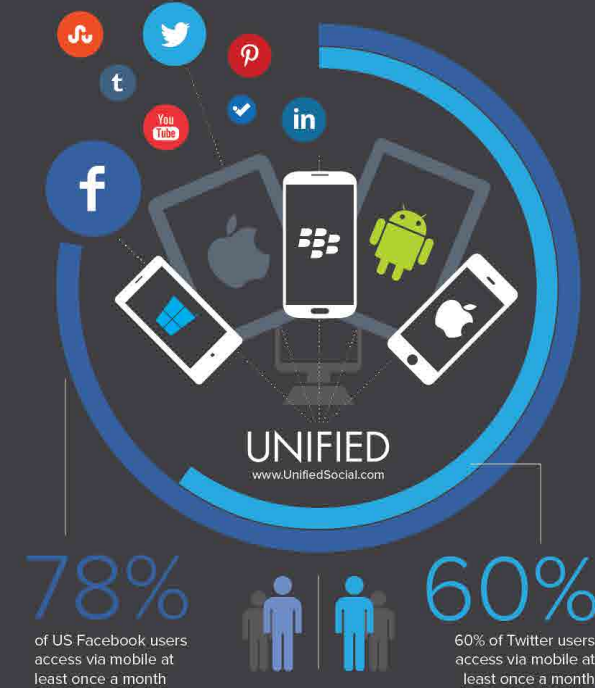
Government needs to realise that high taxes on the ICT industry will only add to the woes of the users and damage the overall growth of technology in Pakistan

This influx has enabled Pakistan to lead in MBB penetration growth rate in the region according to the GSMA Intelligence report i.e. 19%. The country was also recently ranked as 6th on the list of top smartphone markets for growth by value. There is no doubt that the government has well realized the potential of IT industry and that is why it has especially worked on the taxation regime this year. Therefore, the government needs to comprehend that high taxes on the entire ICT industry will only add to the woes of the users while damaging the overall growth of technology in Pakistan. The government further needs to collaborate with the relevant stakeholders in the telco sector so that this sector can be taken to the next level. Some development projects that have been allocated budget in 2016-17 are also quite interesting and need to be successfully implemented by the ministry to realize any positive changes in the industry this year.

Government needs to collaborate with the relevant stakeholders in the telco sector so that it can be taken to the next level

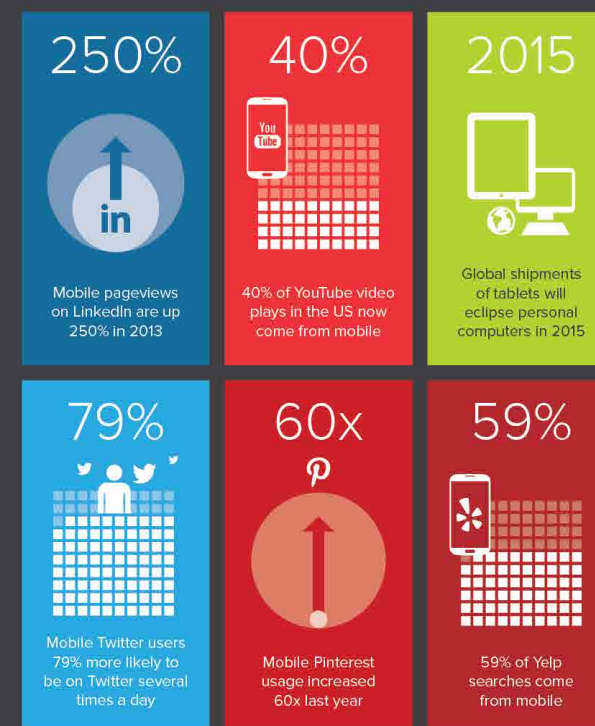
WHY SMART SOCIAL MARKETERS THINK MOBILE FIRST

As the social advertising market grows to a projected \$11 billion by 2017, the ongoing shift to mobile is top of mind for marketers. Read on to learn why savvy marketers are targeting mobile social network users.



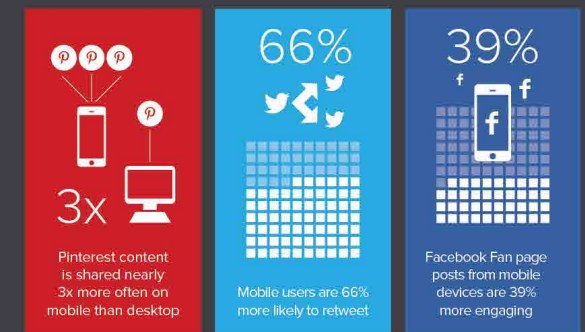
MOBILE ISN'T COMING SOON - IT'S ALREADY HERE

In many countries, consumers use mobile devices as their primary access point for social networks, and the US is quickly catching up.



MOBILE USERS SHARE TWICE AS OFTEN

Mobile users share content more often than desktop users, so they can extend content's reach while boosting engagement.

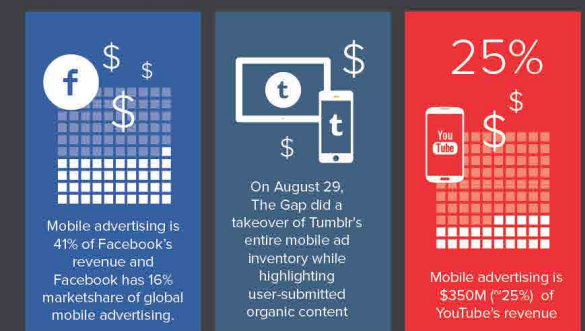


SHARING AS A PERCENTAGE OF TOTAL ACTIVITY



SMART MARKETERS ARE ALREADY TARGETING MOBILE USERS

Smart marketers are already taking advantage of organic content and paid advertising strategies to reach mobile users.



UNIFIED'S TIPS FOR MOBILE SOCIAL MARKETING SUCCESS



If you want to drive social marketing success via mobile, consult the experts: Visit www.UnifiedSocial.com

SOURCES: techcrunch.com, unifiedsocial.com, fastcompany.com, mashable.com, bloomberg.com, facebook.com, sfgate.com, engadget.com, sharethis.com, paidcontent.org, marketer.com, socialfresh.com

Unified is an award-winning cloud marketing technology company. Unified provides professional marketers with end-to-end solutions for data-driven insights, real-time news feed optimization, and programmatic advertising across all major social networks in one system of record. Our cloud-based Social Operating Platform features patent-pending social ROI measurement and predictive engagement modeling. Unified serves over 400 customers, including Global 2000 enterprises and their advertising agencies, from its offices in New York, San Francisco, and Chicago. Unified is a Facebook Preferred Marketing Developer, a Twitter Ads API partner, and a LinkedIn Ads API partner. For more information visit www.UnifiedSocial.com.

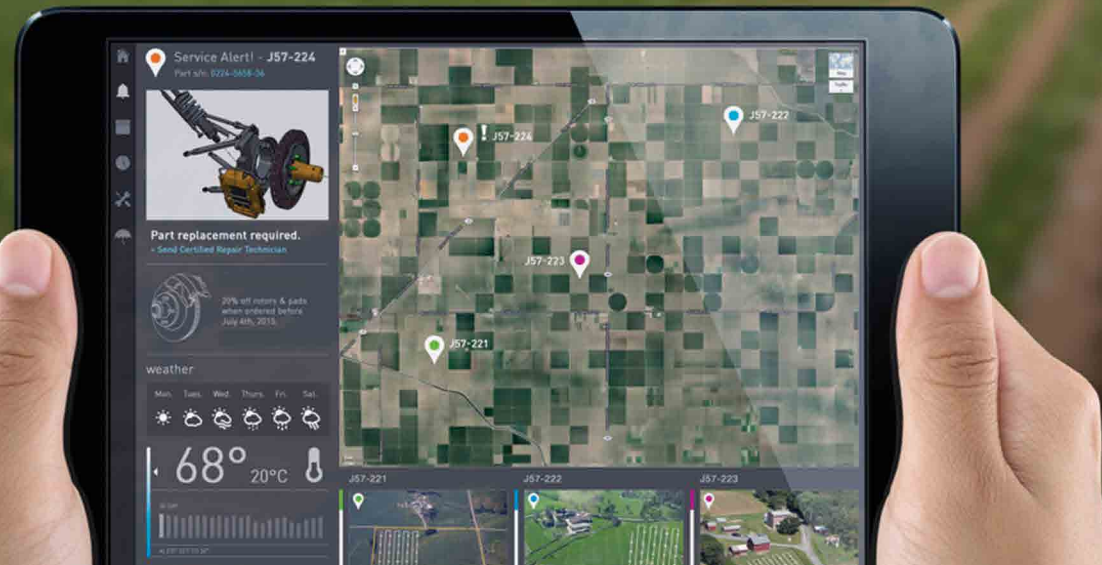
UNIFIED
Smart Social for Smart Marketers.



By Asma Balouch

m-Agriculture

An emerging field to Revive Agriculture in Pakistan



Agricultural sector is the pillar of our economy. It provides the raw materials to down the line industries and helps in poverty alleviation. According to the Economic Survey 2015-16, agriculture sector contributed 19.8% in GDP and it remains by far the largest employer, absorbing 42.3 percent of the country's total labor force. Despite being the most important sector, Pakistan's agriculture sector is facing many problems and is in dire need of improvements. Both government & private sectors are working on agriculture research & development. But still Pakistani farmers are way behind the average and potential revenue. The main reason behind the deficient agricultural sector is that research information is restricted within the four walls of agricultural research stations. Also, there is lack of linkages between research & agricultural extension.

Agriculture sector contributed 19.8% in GDP and it remains by far the largest employer, absorbing 42.3 percent of the country's total labor force

Therefore, the government should be very focused on improving agricultural productivity by employing different techniques to increase crops yield, enhance profitability of the farming community, improve competitiveness and ensure the environmental sustainability of agriculture. All of which is not possible without systematic application of better inputs and advanced technology. One such revolution is Mobile agriculture (m-agriculture). It is

about bringing mobile information admittance to rural communities and small-hold farmers. While the notion is still in its initial stages, early executions recommend that it can make a huge difference.

With the support of m-agriculture, rural societies will become capable to have access to the latest information and techniques regarding agriculture

With the support of m-agriculture, rural societies will be capable to have access to the latest information and techniques regarding agriculture. Pakistan's agriculture community consists of small farmers who are facing limitations in their day to day farming practices that has

resulted in lower per yield level than what is required to cater the nutritional needs of the population. Thus, m-agriculture can be an important medium to educate them which otherwise is difficult to attain.

The main reason behind the deficient agricultural sector is that research information is restricted within the four walls of agricultural research stations, also, there is lack of linkages between research & agricultural extension

The access of 3G and 4G technology has now opened up

many possibilities for farmers and local traders in terms of access to useful information. With the increased smartphone penetration and mobile application development, farmers can now be better informed about modern agricultural techniques and trends, as well as timely information about commodity and financial markets, to empower them.

Investment in easy-to-access m-agriculture apps can play a great role in improving the qualitative and quantitative outputs of the industry. Such initiatives are already being taken to improve the access

of information to local farmers in Pakistan through the help of foreign aid organizations. More local initiatives in the development of mobile apps are offering quick and easier access of information to farmers in local languages that have made significant improvement on the currently available resources.

Telenor Pakistan is the leading operator of Pakistan that is working aggressively in creating a digital society in Pakistan. It has also taken up an initiative to improve the agriculture sector and has introduced Khushal Zamindar mobile agriculture service. This service strives to endow farming households by improving access





to well-timed and actionable information for viable impact through better yields.

Mobile apps are offering quicker and easier access to information to farmers in local languages that have made significant improvement on the currently available resources

The service offers access to agricultural advisory information and news through IVR that are sent via SMS or OBD alerts that inform the user twice a day. Another initiative regarding m-agriculture is Bakhbar Kisaan. It is a project of both Pakistan NARC and Switch Communication Pvt. Ltd. Switch Communication Pvt. Ltd. has generated a platform for farmers which would be reachable over the Telecom Medium by every farmer of Pakistan.

By the help of this platform farmers will have access to the modern farming techniques, cures of diseases, amount of fertilizer to be used for a specific crop and all other information which is required by farmers to surge the yield and productivity.

Punjab Information Technology Board (PITB) has also played an important role in the advancement of m-Agriculture. It has developed an app AgriSmart for effective agricultural developments. Whereas, Pakistan Telecommunication Authority is also quite active in instilling smart technology in the country.



Its Smart-Pakistan initiative is aimed at offering one stop depository and manual of mobile applications concentrating on various thematic areas such as mEducation, mHealth, mGovernment, mAgriculture, etc. It offers an easy to use platform where a manipulator can search for applications related to their requirements. Being an agrarian country,

developments in agriculture are of monumental importance. Therefore m-agriculture is an area which should be facilitated by the government and private sector should also be encouraged to invest in it.



This will not only increase the agricultural yield of the country but it will also attract enough private sector solutions to deliver the potential value to the local farmers. Hence, such initiatives are suitable for the development of agriculture sector and such technological intervention will help farmers to a greater degree. If this pace continues, soon our country will enter the list of progressive countries in the region.

Smart-Pakistan initiative is aimed at offering one stop depository of mobile applications related to mEducation, mHealth, mGovernment and mAgriculture



By Rizwana Khan

Steve Wozniak

One of the founders of Apple and the inventor of the Apple II computer

If any one person can be said to have set off the personal computer revolution, it might be Steve Wozniak. He designed the machine that crystallized what a desktop computer was: the Apple II.

A Silicon Valley icon and philanthropist for the past three decades, Steve Wozniak helped shape the computing industry with his design of Apple's first line of products the Apple I and II and influenced the popular Macintosh. In 1976, Wozniak and Steve Jobs founded Apple Computer Inc. with Wozniak's Apple I personal computer. The following year, he introduced his Apple II personal computer, featuring a central processing unit, a keyboard, color graphics, and a floppy disk drive. The Apple II was integral in launching the personal computer industry.

Wherever smart people work, doors are unlocked

For his achievements at Apple Computer, Wozniak was awarded the National Medal of Technology by the President of the United States in 1985, the highest honor bestowed on America's leading innovators. In 2000, he was inducted into the Inventors Hall of Fame and was awarded the prestigious Heinz Award for Technology, The Economy and Employment for "single-handedly designing the first personal computer and for then redirecting his lifelong passion for mathematics and electronics toward

lighting the fires of excitement for education in grade school students and their teachers." After leaving Apple in 1985, Wozniak was involved in various business and philanthropic ventures, focusing primarily on computer capabilities in schools and stressing hands-on learning and encouraging creativity for students. Making significant investments of both his time and resources in education, he "adopted" the Los Gatos School District, providing students and teachers with hands-on teaching and donations of state-of-the-art technology equipment. He founded the Electronic Frontier Foundation, and was the founding sponsor of the Tech Museum, Silicon Valley Ballet and Children's Discovery Museum of San Jose. Wozniak served as Chief Scientist for Fusion-io and is a published author with the release of his New York Times Best Selling autobiography, iWoz: From Computer Geek to Cult Icon, in September 2006 by Norton Publishing. Woz is currently Chief Scientist at Primary Data.



By Shaheer Riaz

Haier 3G PURSUIT G40

Haier mobile aims to catch the market with its premium products at an affordable price range. Haier has already launched its PURSUIT category mobile phones, this time they have introduced one more device "Haier 3G PURSUIT G40".

Design and Display

Haier 3G PURSUIT is a mid-range smartphone with 5 inch FWVGA IPS display, 480x854 pixels and 240 dpi density. Weight is 140 grams, so it is easy to handle. The handset has dimensions of 144.5x72x 9mm.

System of Haier G40 is supported with android 5.1 lollipop whereas android latest version 6.0 is also available for upgrade. Renderer is Mali-400 MP based on the architecture of ARM Cortex-A7.

Display and color results are satisfactory as it is mid-range phone. No LED notification light is available. Back body has plastic material while edges are covered with plastic as well.

Memory

Haier G40 has 1GB RAM and 8GB ROM, accessible RAM is 576MB and 4GB internal memory. Internal memory can be increase up-to 64GB with the help of memory card.

Camera

Camera of Haier G40 displayed average results and features. Back Camera has 5MP supportive lens and front has 2MP fixed focus lens. It provides us several options like self-timer, HDR adjustment and flash light options. It has fixed focus lens so you don't have any control to focus some specific object. Front camera is carried with 2MP fixed focus lens. The results are quite satisfactory from mid-range smartphone's standpoint.



Processor

Haier G40 is boosted with Spreadtrum SC7731C chipset with clockspeed of 1.2GHZ Quad-Core and based on the architecture of ARM Cortex-A7. Multiple applications or videos can run without any delay.

Battery

Haier G40 supports 1800 mAh removable battery which lasts for almost 6-7 hours after consecutive usage. Videos and games can run efficiently. 1A charger is provided to charge that would definitely takes 2 hours to charge the device completely. Excessive use of 3G can drain battery power very quickly.

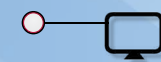
Network & Connectivity

Haier G40 is a 3G supported smartphone. Other connectivity options include Wi-Fi, Bluetooth and FM Radio. Dual SIM card option is accessible and USB port is given for data transfer and to charge the device.

OS: Android OS V5.1 (Lollipop)



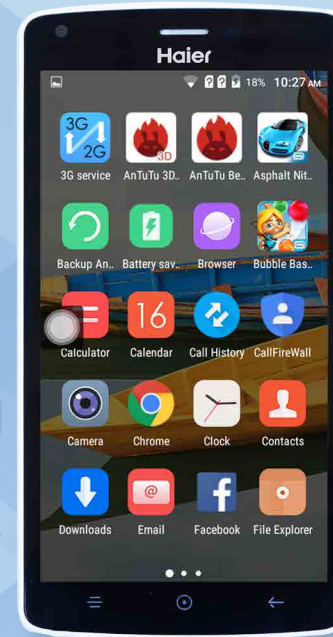
Display: 5 inches



Battery: 1800 mAh



Weight: Bluetooth 4.0, USB, WLAN, GPRS, EDGE, 3G



Camera: 5 MP, Auto Focus, LED Flash



Memory: 1 GB RAM, 8 GB ROM



Processor: 1.2 GHZ Quad-Core



Price: 8400 PKR

Benchmarking

Vellamo

Vellamo tests the device in the scheme of single core test, multi core test and browser test plus it compares the efficiency of device with other relative devices. 1231 points in single core test show efficient single core functioning while in multi-core the results were quite average. Browser performance was also substantial.

Antutu

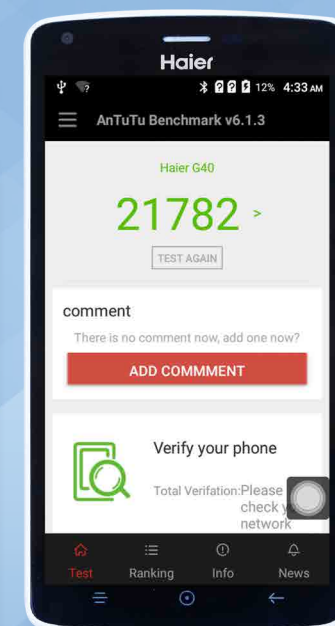
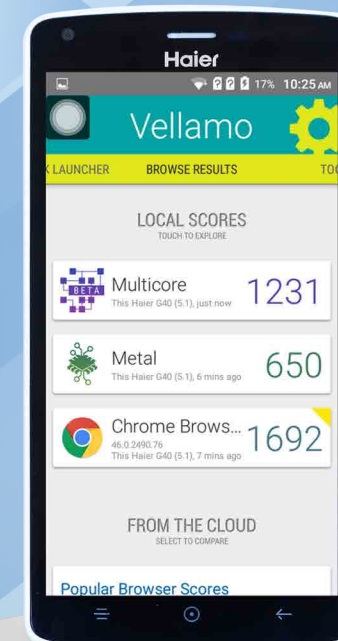
To check device performance and efficiency we have Antutu Benchmarking App that runs Memory test, CPU test. Haier G40 has scored 21782 scores that is remarkable for medium range of smartphones.

Good

- 3G enabled device
- Fast Processor
- Economical Price

Bad

- Plastic Body
- Heating Issue



Final Verdict

Haier PURSUIT G40 is a regular smartphone with average specifications, best for those who don't want to spend much money and still want a 3G smartphone. This device can fulfill your daily mobile requirements at very



Careem's mission is to make people's lives simpler by revolutionizing the transportation and logistics industry in the region

Junaid Iqbal, CEO Careem Pakistan

It has been over a year since taxi-service apps started penetrating the Pakistan's transportation sector and the growth of this sector is much faster than anticipated. Couple of global taxi service companies also entered Pakistani market. So far, Careem can be considered the most successful taxi service app in Pakistan. It is currently operating in Karachi, Lahore and Islamabad with plans to launch its service in other cities soon.

Careem is an international company in the tech world with strong Pakistani roots

Junaid Iqbal, CEO of Careem who played a monumental role in success of Careem in Pakistan along with his competent team. With a background in economics and financial leadership, Junaid has vast experience in different sectors, from being on the launch-team for CNBC Pakistan in 2005 to successfully managing huge revenues as CEO of Elixir Securities. Junaid joined Careem as Managing Director when the company was launched in Pakistan back in October 2015.

In a detailed interview Junaid Iqbal (JI) shared with Phoneworld Team (PW) the changing trends in

Pakistan's digital market and gave an insight to what Careem really is and how it works. Here is what he had to say:

PW: Careem is mainly ventured in MENA region, why Careem chose Pakistan to be its first non-MENA market?

JI: It's true that Careem started off four years back in UAE but roots of Careem have always been in Pakistan. The technology of Careem was developed in Pakistan right from the start. So you can say that Careem is a basically a Pakistani app. Secondly, one of the key co-founder, Mudassir Sheikh was born and raised in Karachi and that's as Pakistani as you can get.

Furthermore, almost 85 per cent of Careem's captains in GCC countries are also Pakistanis. Therefore, if there is any international company in the tech world with such strong Pakistani roots, it's Careem. It was only a matter of time for Careem to come to Pakistan and it's more like coming back home rather than exploring new destination.

PW: How did you become part of the Careem team?

JI: I was introduced to Careem through a friend who is in HR business. He told me that Careem owners are



By Rizwana Khan



Kanwal Ayub

looking for people who can help them in the launch of Careem in Pakistan and they are interested in meeting me. So first I was introduced to Muddasir and then subsequently to Magnus and Abdullah, the other co-founders of Careem, including some board members.

The changing pace of global IT economy is quite fascinating and I wanted to be a part of that change and learn more

There were three major things that grabbed my attention and pursued me to join the Careem team. One, all these people I met were extremely smart and at the same time they were all very humble. Two, I found the changing pace of global IT economy quite fascinating. I wanted to be a part of that change and learn more. Finally, another thing that inspired me was that ride hailing platforms like Careem created many job opportunities internationally. So I felt that if this became successful, it will create thousands of jobs in Pakistan as well.

PW: How difficult it was to launch this unique service in Pakistan?

JI: Biggest challenge at least for Pakistani market is finding the right human resource. In most of the other countries finding people from different platforms of IT and this new shared economy is relatively easy, but that's not the case with Pakistan. Even I am new in this industry. A lot of efforts were especially put in training of our captains. Making them aware about the latest technology and its usage has been and still is quite a difficult task.

Secondly, the concept of Careem was also new for the customers as well. So making a strong market position for Careem has been quite a challenging task along with finding and training the right HR.

PW: What's your business model? How do you make revenue?

JI: We are basically a technology company that provides service platform. We facilitate customer who is looking for a ride and connect him to the service provider. The customers then pays us a fee for our platform use and compensates captains directly. That's how we generate revenues.

PW: Careem has announced to enter rickshaw market as well, when can we expect that?

JI: Yes Careem is planning to enter rickshaw market soon. Rickshaw drivers lead a very tough life and it's very difficult for them to manage good business. They pick a sawari from rickshaw stop, drop it at some place and then come back to rickshaw stop to pick next

sawari. We are working on a rickshaw model to facilitate rickshaw drivers that will bring them ease and make their lives better.

PW: Careem calls its driver "Captains" what is the philosophy behind that? What is the impact of Careem on taxi drivers?

JI: We want to feel them respected and valued so we call our drivers, captains, besides its a much nicer word. Secondly, our Captains are actually the Captains of their own destiny.

Most of them either own their car or have bought it on rent and drive themselves. So Careem has given them a chance to be a small entrepreneur. They can do their jobs and be a part of Careem team at the same time.

We are working on a rickshaw model to facilitate rickshaw drivers, you will soon find them in our app

PW: What is the selection criteria for Captains? Is there any process they have to go through or they can just provide their verification and be a part of the Careem team?

JI: There are certain requirements that they have to fulfill before becoming captains. First they have to provide their own identification papers, valid licenses, car registration, and insurance papers. Once the documentation part is finalized we do a small inspection of their car to check its condition. After that we give them detailed orientation about what Careem really is and how its software works. We specially focus on informing them about the expected behavior from our Captains, customer service and most importantly on sexual harassment.

The concept of Careem was quite new for the Pakistani consumers so making a strong market position for Careem has been quite a challenging task along with finding and training the right Human Resource

Once this process is complete, we take a test, if they pass that test we add them to our database. After that, we send their data for background check to RCS which is one of largest security companies of Pakistan. If the captain gets clearance from RCS we take him on board.

PW: Just recently a harassment case against one of the Captain also surfaced on social media, what was

that all about and how much truth that holds?

Jl: That was actually an unusual case for us. Normally we never give customer's number to our captains but if customers directly call our captains then their number automatically goes to captains. So in this case, the captain called our customer from his private number and tried to chat her up. The customer who was also a blogger, called our call center to get views on the matter instead of filing a complaint. This was obviously a unique situation for CSR, so they couldn't provide any view on it and miscommunication took place at that point. If a complaint was filed against that captain, he would have been instantly off boarded. But the lady went ahead and published the story in a blog and it became over sensationalized.

a confirmation message is sent to his phone number along with a tracking link.

Track my Ride is a new security feature in our app that we have introduced to make our customers feel safer

Customer can forward that link to any family or friend who can track their ride in real time. I would like to add here that we organize sessions on daily bases to help our captains understand harassment delicacies. We try to articulate the basic expected behavior and how they

PW: Is Careem planning to launch its services in other cities as well or will stick to the major cities only?

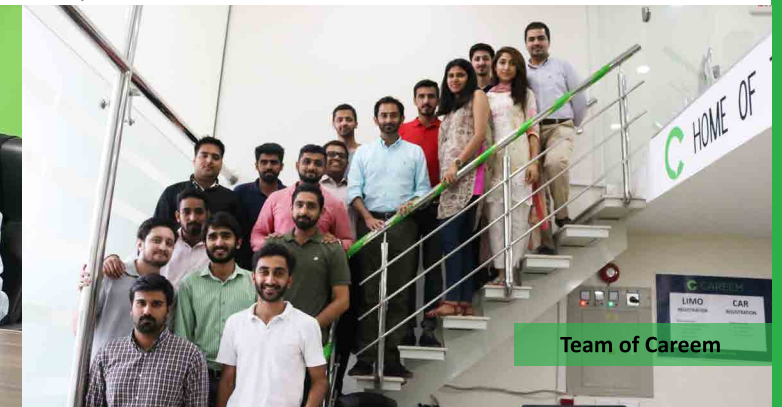
Jl: Absolutely, we want to be everywhere in Pakistan. People often ask us about our business strategy and I always tell them it's HR. As long as we keep finding good people, we will launch our service to more cities.

PW: What impact do you hope Careem will have on Pakistan's transport network?

Jl: Careem is a car hailing service but at the same time it is giving an opportunity to people who want to invest their savings in a business and become entrepreneurs. There is lot of joblessness in Pakistan so our aim is to create at least 1 lac jobs in next two years.

Mobile payment platforms are important but direct to banks platforms will enhance digital services even further. Right now there are only 1.2 million credit cards in Pakistan out of which only 8 million are active.

We believe that success of the company is dependent on how many jobs we create and how much technological independence we provide to our captains



When the blog was published we instantly tried to contact them to get the details of that lady to apologize off course. Although this incident was quite bad for Careem and affected our credibility but couple of good things also came out of it.

Careem is a car service but at the same time it is giving an opportunity to people who want to invest their savings in a business and become entrepreneurs

After the story was published hundreds of our customers came to social media and supported us, that left us in complete awe. So that was really a morale booster for us. Secondly, we were already working on sexual harassment but after this incident we sped up our efforts and launched Track My Ride Option.

PW: What exactly is this Track my Ride option and how it works?

Jl: Track my Ride is a new security feature in our app that we have introduced to make our customers feel safer. When a customer books a Careem ride,

should deal with customers and especially ladies. It's not easy for women to be out there. So we at Careem want to make a difference for them. 45% of our users are women and when they tell us that Careem has made a significant change in their lives, it makes us really proud.

At the same time it also makes us realize that our responsibility has also increased. We are continuously working towards improvement of our service. We are also in contact with law enforcement agencies to comprehend what else can be done.

I just want to remind everyone that it's not just customers who might feel unsafe from our captains. Our captains are also at a risk at customers' hands especially in a city like Karachi where you have no idea who your customer is and what he might do. Such type of incidents have even taken place in Lahore. Our aim is to create a balance on both sides through education and awareness.

PW: Is there some legal action that you take incase an incident happens that result in injury of your captain?

Jl: We are in touch with law enforcement agency, we also have our own in-house security team whose basic responsibility is to instantly report any such incident. But luckily, no serious incident has taken place so far.

1 lac jobs means that there will be one lac cars and if each car does even 10 rides a day, it makes 1 million rides moving around each day. This will make it biggest public transport infrastructure in Pakistan. So while the purpose of the company is to provide rides, we believe that success of this company is dependent on how many jobs we create and how much technological emancipation we provide to our captains.

We hope that Careem will soon become the most reliable public transport mode in Pakistan

PW: Pakistan IT and telecom sector is going through a revolutionary change, a lot of developments have taken place over the last couple of years but yet there is so much to achieve. What areas do you believe require most attention in order to make Pakistan a truly digital country?

Jl: I think payment systems are very important for the evolution of digital services. For a truly digital country, there are certain limitations to the cash model that can't be overcome.

While debit cards are 3 or 4 times more than credit cards however majority of debit and credit cards are closed for online transactions. You have to call the bank first before making any transaction, Banks don't take any responsibility in case of misuse if you keep it open by default.

Globally, that's not the case, credits cards and debit cards are protected for online transactions just the way they are protected for point of sale machine. Once the existence of credit cards is made strong and money transfer in banks is properly regulated, users will not have to do much after making the payment directly through bank account. So the growth of online payment systems like easypaisa, jazz cash, monet, Falcon Pay etc will eventually lead to the growth of online commerce.

PW: Any last words for our readers?

Jl: Careem is a pioneering company in the region's nascent 'sharing economy' its mission is to make people's lives simpler by revolutionizing the transportation and logistics industry in the region. We are working tirelessly to bring best services for customers and we hope that Careem will become the most reliable public transport mode soon.

REBRANDING FEVER

In today's fast-paced world, things change at a great stride. In order to align businesses with advanced technology and dynamic environment, companies work tirelessly in order to differentiate themselves from other. Rebranding is one such strategy that companies take upon when they decide to change a significant element of the brand. It can help businesses to not only stimulate growth and expand market but to also gain a competitive advantage.

Rebranding is the creation of a new identity for an established product or service in order to differentiate from its competitors. There are many activities that business

take up in order to rebrand their business including name change, logo redesign, packaging modification and marketing material updates.

Rebranding is the creation of a new identity for an established product or service in order to differentiate from its competitors

But rebranding just doesn't mean re-designing, it is not external feature alone. When a company decides to rebrand, it employ new strategies and

transform its culture to reach out to the customers. The goal is to influence customers' perception about product or service by revitalizing the brand.

Rebranding can be an important step for the growth of a company. Large corporations have to pour in lot of money in rebranding efforts while small business can easily manage to rebrand if they have low brand awareness. There are number of factors that should be considered when assessing the value of a brand including; market differentiation and accessibility; brand awareness, relevance and vitality; and consumer personality, preference, usage, associations, and emotional connectivity. If a company can improve its

customer relationship in even one of these factors it should go for rebranding.

The dramatic effects rebranding can bring to a business has motivated many organizations to adopt this technique.

But it is quite agonizing to see how many great brands bumped and kept swimming in shallow water just to preserve what is left of their image. Many big businesses have suffered rebranding failures, some of them even switched back to their original state within days.

Big rebranding failures include GAP, MasterCard, RoyalMail, MySpace, Animal Planet and many other.

On the other hand, there are companies that have turned around their business after rebranding. Harley-Davidson, Apple, McDonald's and Burberry are some of the brands that were suffering heavy losses at one time but today they are among the top guns of their respective industries; a position they achieved through rebranding their image and market perception.

Rebranding is also quite common in IT and Telecom industry as well.



Telecom New Zealand rebranded itself to Spark New Zealand back in 2014 when it wanted to shake off the old and monopolistic impression and show that it's become far more than a phone company.



Similarly, Telecom Italia rebranded itself to TIM earlier this year after they decided to merge the commercial offers of all their market segments under the name of TIM, creating a unified brand. Both rebranding were quite successful and re-established the companies in their respective market.

Many big businesses have suffered rebranding failures, some of them even switched back to their original state within days

In the recent times rebranding fever has also hit Pakistani telecom and IT industry as well but the results have been

quite opposite. A decade back, Mobilink was a true mobile brand, dominant in terms of brand image, brand strategy and brand recall. Mobilink had a strong market position and their ads stood for patriotic

spirit. Mobilink taglines sent strong message and promised seamless connectivity regardless of distances: *"baat karo aisay ke faasley simat jaen..."* That was the kind of communication that gave Mobilink a strong and dominant position in market and promised strong customer loyalty.

When Vimplecom took over Mobilink, a huge campaign was put up but the rebranding was nothing more than just a new logo redesign additionally, Jazz, Jazba and Indigo brands were consolidated in to single flagship brand.



The new logo and color received mix reaction from public, many criticized Mobilink for moving away from its well-known purple corporate color towards an unimaginative logo design.

Users were expecting big things from Mobilink rebranding but at the end it came off as a big disappointment as it didn't offer



any value to the customers. Creating a new and fresh look is important for business but Mobilink somehow failed to achieve that with its Har Dil, Har Din campaign.



In comparison to that, the recent relaunch of Jazz brand is far better in terms of market position and brand identity. The new Jazz brand has a complete story behind it with main emphasis on patriotism.



The new "Ao dunya ko dikha dain" tagline is quite powerful and focuses on 3G data service. Additionally, it successfully conveys the intended message to its target audience. Mobilink has also rebranded its Mobile financial service, Mobicash with a new brand and logo i-e JazzCash while it has also launched a device series under the same name. Mobilink has switched back to Jazz to make it the face of its digital journey. With recent rebranding, Mobilink plans to strengthen Jazz as a one-stop solution to cater to the wider needs of its subscribers in a digitally progressive world.

It seems Mobilink has learned a great deal from its previous unsuccessful rebranding campaign. This time it has been

able to create a much better impression with stronger tagline, well-designed logo, website and marketing campaign.

It seems Mobilink has learned a great deal from its previous unsuccessful rebranding campaign, this time it has been able to create a much better impression with stronger tagline, well-designed logo, website and marketing campaign

Some more rebranding efforts are expected subsequent to recent Mobilink-Warid merger. How Mobilink will handle that is an interesting question that will be answered in coming time.



Another operator that has rebranded recently is Zong. It is considered one of the fastest telecom operator of the country; or at least was considered while back. But since the launch of 3G/4G services, Zong seems to be struggling. It did not manage to achieve the subscriber base which was expected. Although its quality of service

and packages are second to none. But still something felt missing. Additionally, despite being the first 4G player in the market, Zong wasn't able to secure a strong market share; which might have urged Zong to reposition itself through rebranding. So Zong took up rebranding strategy and completely overhauled itself recently and has also undergone a rather daring redesign of the logo, TVC and marketing campaign. The rebranding campaign though daring yet confusing. Zong is facing lot of criticism especially for its new logo.

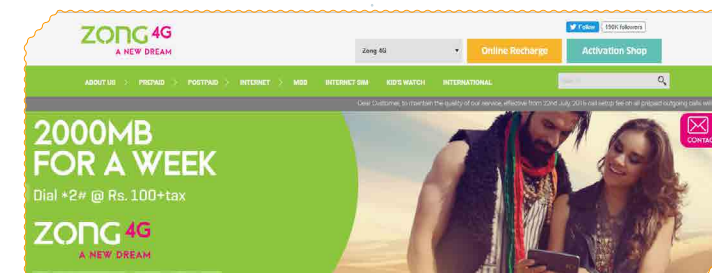


Many are of the view that new logo colors are highly non-corporate and give an impression of ice-cream parlor logo. The "4G" in the logo also looks quite unattractive while the green color reminds of Wateen. The tagline "A new Dream" has no clarity and apparent message. On one hand Zong wants to emerge as a bold and daring mobile operator while on the other hand its tagline leaves the users confused and uncertain.

Zong's tagline, "A new Dream" has no clarity and apparent message hence, leaving customers confused and uncertain

The daring colors and bland tagline is indeed a bizarre

combination. There should have been bang-on tagline to convey the message. And to top it all, Zong has also redesigned its website. Although the outlook of the new website is not half bad but the color of font is so dim that it hinders readability. The only good aspect of Zong's rebranding is that it has launched special packages to promote its new look.



I think Zong really has to step up its game. The rebranding efforts really aren't up to the mark and don't represent Zong as a serious competitor in one of the biggest industry of the country.

Operators are not the only ones influenced by rebranding fever. OEM's are also trying different strategies to make their mark in the highly competitive market. Previously, not so famous U-Mobile rebranded to M-Mobile but even that didn't help the company. QMobile has also gone through rebranding and came



up with new logo and brand identity. The new logo of Qmobile is more mature than the previous one and gives out a very strong impression. Whereas, the new promotional TVC also captured instant attention and was one of the talked about campaign on the social media. We can see a clear shift in QMobile's strategy

as the campaign is more focus on content rather than music and jingles. The new look came right before their launch of a new range of devices. So over all, Qmobile has been successful in attaining intended upshots. The only glitch in QMobile rebranding which is also quite strange is that Qmobile still has same old website with just a logo change.

The new logo of Qmobile is more mature than the previous one and gives out a very strong impression

The design of the website is very outdated and content itself is never updated on time. If you want to check the latest QMobile devices you will have to rely on other websites. I think that's one area that QMobile really needs to work on right now.



Brand is the face of business and when it fails to make a connection with customers, it falls behind

The presence of competition forces business to evolve and innovate to dominate the market. In such a case, rebranding can be a very useful strategy but of course not all rebranding efforts end up successful. Brand is the face of business and when it fails to make a connection with customers, it falls behind. With well-planned and well-executed rebranding strategies even smaller businesses can outperform bigger competitors. Therefore, it is very important for companies to keep up with the latest changes in their respective markets. As long as consumers are in no danger of alienation, rebranding can be considered one of the most successful things a business can do for itself. Rebranding can have a rejuvenating effect on the internal culture of the company as it calls for new levels of employee support, knowledge and feedback. Hence it is far more than just a logo redesign, a fact that telecom and tech companies of Pakistan need to understand.

 By Shaheer Riaz

SYMPHONY Xplorer P6 Pro

Symphony promises to provide an innovative and diverse experience to users through its smartphones without putting a big dent in your pocket. July 2016 saw the arrival of Symphony's latest addition to its product range in the form of Xplorer P6 Pro phablet. Let's explore more about the "Xplorer P6 Pro" by Symphony.

Display

Symphony Xplorer P6 Pro comes with a 5.5" IPS HD display and 1280*720 pixels, enhanced it with 16.7M colors which makes it even more desirable.

The designing idea of this neat device is simply to attract the users by its look and appearance. Boasting a 5.5 inch display and body dimensions measure a sleek 146*74*6.5mm.

The phablet with a poly-carbonate body has a pleasing front layout and a dazzling display with metallic exterior.

Memory

Symphony Xplorer P6 Pro comes with a 3GB RAM and 16GB ROM. You can increase internal memory up to 64GB with the help of micro SD card.

Camera

Symphony Xplorer P6 Pro with 13MP rear and 5MP front camera offers an option of Tri-LED rear Flash and selfie flash for better results during dark or night scenes. P6's camera can be considered the major highlight of this smartphone. It comes with advanced features like autofocus, LED Flash, Geo Tagging, White Balance, Anti-flicker, Anti Shake, Face Detection etc.



You can zoom it up to 4x with an auto focus option and continuous shoot.

Network/Connectivity:

Symphony Xplorer P6 Pro is dual SIM 3G enabled device. For Local wireless connectivity, it has Wi-Fi 802.11 b/g/n, Bluetooth 4.0 and also features FM Radio. Audio Jack is available for headphones. For charging and transferring data microUSB port 2.0 is also available.

Battery

Symphony Xplorer P6 Pro has an impressive 2500 mAh Li-ion Battery with 12.5 hours on 2G, and 8.5 hours on 3G (depends on your setting). The stand by time of battery is 450 hours; but it depends on your Network and Phone Setting as well.

OS: Android, v5.1 (Lollipop)

Display: 5.5 inches

Battery: 2500 mAh Li-ion

Dimensions: 146.5 x 74.9 x 6.5 mm

Camera: Back : 13 MP, Front : 5 MP

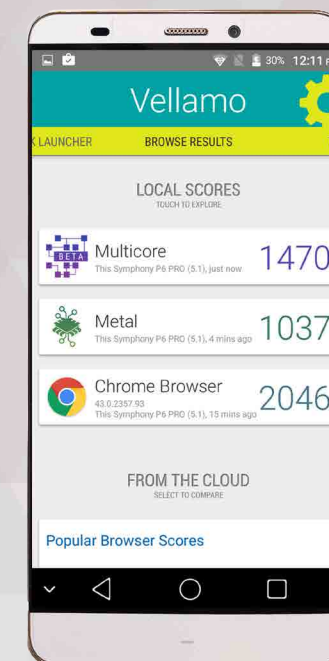
Memory: 32 GB, 3 GB RAM

Processor: 1.3 GHz Quad-core

Price: 19,999 PKR

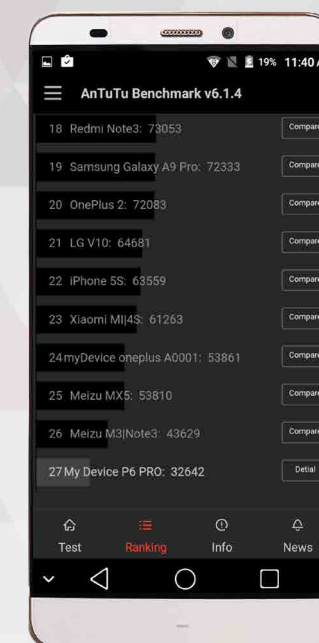
Vellamo Benchmarking

Vellamo Testing consist of three kinds of tests including Single core, Multicore and browser testing. In multicore test Symphony Xplorer P6 Pro scored 1470 points whereas in metal and browser tests the scores were 1037 and 2046 respectively. These result are quite outstanding as P6 Pro is a mid-range smartphone.



Antutu Benchmarking

Symphony Xplorer P6 Pro performance in Antutu Benchmarking is pretty decent with 32642 points. Multi Touch test has got 5 Points which shows it has average touch.



Good

- 3GB RAM
- Quad Core Processor
- 13MP rear and 5MP front camera
- Economical Price

Bad

- Older version of android 5.1
- Flash Light for Back camera only

Final Verdict

Symphony Xplorer P6 Pro is an advance 3G enabled phone with stylish metallic body, a 13MP rear and 5MP front camera which makes it an attractive smartphone available at a very competitive price.



By Rizwana Khan

One of the latest addition to mobile tech revolution in Pakistan is the introduction of online taxi services. The upsurge in smartphones and mobile broadband has enabled the explosion in cab business.

With the ongoing mobile technology revolution, Pakistani market has become ripe for whole range of online businesses from gaming to e-commerce to various online services

Today, a simple tap of a button can book a taxi ride, an activity that was quite tiresome not so long ago. The concept of taxi hailing through smartphone app is relatively new in Pakistan but it has gained instant popularity among people. These e-taxi services have connected more and more people with transportation service providers through simple technology enabled real-time platforms. The revolution of app based taxi service started with EasyTaxi that was launched by Rocket Internet. A successful local carpooling application by the name of Savaree was also launched that managed to gain a lot of attention in the local media.

But the true online taxi revolution in Pakistan started with entrance of international companies like Careem,

Uber and ATaxi. All of these international taxi booking services along with some local ventures like Savaree, Rixi, Al-Bayrak, Caramad etc have created good competition in the market. Arrival of international companies have especially helped in developing the ecosystem for IT based solutions. The speedy growth in this nascent industry can be judged by the fact that acquisitions and mergers have already started as Careem recently acquired Savaree to gain better market share in the country. All of this has brought the right kind of attention to our country that will surely be beneficial in the long run. The only problem that has been raised so far is the security concern of the people. Recently, an incident with Careem passenger also took place. But all companies are now introducing stricter initiatives to make sure that their clients get best possible security. Uber has even signed a MoU with Punjab Information Technology Board (PITB) to employ technology to ensure additional safety and convenience for people who are using this service.

The true online taxi revolution in Pakistan started with entrance of international companies like Careem, Uber and ATaxi

The Telecom and IT industry of Pakistan is definitely going through an upward trend and many innovative and ground-

breaking projects have already been started in the country. Over a year ago, Silicon Valley-based organization revealed a report on Startup culture in developing countries. According to this report, Pakistan was considered the next destination for entrepreneurs and investors. In year 2015 more than \$100 million were raised by start-ups operating in the country. This shows that IT industry in Pakistan is thriving despite being in infancy stage.

The only problem that has been raised so far is the security concern of the people

With the all these factors it can be easily estimated that Pakistani market is quite ripe for such initiatives that facilitated the low earning and young population of the country. Such initiatives will not only contribute to the national economy but will also offer convenience and comfort to people. Additionally, with fast growing smartphone and broadband population in Pakistan, online taxi hailing is up for a good time ahead.

Here is a small introduction of some of the top online taxi hailing services in Pakistan. Although these services are mainly available in Lahore and Karachi but considering the positive response they received we can expect that these services will also hit other cities soon...!!!

UBER:

Uber, which offers on-demand rides with the help of a smartphone app, is one of

users. Pakistan is also among the largest countries in the world in terms of population with demographic goldmine of younger population between the ages of 15 and 45. Due to immense market potential, it is therefore pertinent that Pakistan will become one of the biggest destination for tech companies in near future.

The concept of taxi hailing through smartphone app is relatively new in Pakistan but it has gained instant popularity among people

e-commerce to various online services especially those that can be accessed through smartphone applications. This development and growth was inevitable given the size of the Pakistan's expanding urban middle class with its fast growing mobile broadband subscriptions combined with rising smartphone sales in the country. Pakistan has reached over 29 Million 3G/4G subscribers and over 20 million smartphone

With the ongoing mobile technology revolution, Pakistani market has become ripe for whole range of online businesses from gaming to

the most appreciated private companies in the world.



Lately, it piloted a funding round surpassing \$1 billion, becoming the second company after

With fast growing smartphone and broadband population in Pakistan, online taxi hailing is up for a good time ahead

Facebook to surpass \$50 billion valuation before going public. In five years, it has extended to 58 countries and 300 cities.

RIXI:

Rixi, a small startup of Adnan Khawaja, is doing wonders as it is facilitating public by providing them with cheap auto rides that can be book just through SMS.



What is so unique about Rixi? Rixi is a Rickshaw ride that one can book without even having a smartphone as it entirely relies on older phone's SMS service.

In year 2015 more than \$100 million were raised by start-ups operating in the country

Careem:

Careem is a ground transportation technology company, which makes ordering chauffeur-driven cars reliable, safe, convenient, and affordable.



Its customers can order a chauffeur-driven car on careem.com or through Careem's mobile apps; track their rides in real-time; pay with credit cards and access receipts online. Established in July 2012, Careem operates in and has offices across 14 cities in the Middle East, including Abu Dhabi, Beirut,

Cairo, Dhahran, Doha, Dubai, Jeddah, Dammam, Karachi, Kuwait, Khobar, Lahore, Manama, and Riyadh.

A-Taxi:

A-Taxi is a project of the Government and Turkish conglomerate, Albayrak. A-Taxi service is not only accessible through an android-based mobile application but also through UAN number.



In addition, the cabs are also available on roads at stops for instant usage. These taxis are also geared with fare meters, GPS systems – something which we are not accustomed to yet.



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.

Establishment of First e-Court in Rawalpindi by Government

The Government of Pakistan has established first E-court in Rawalpindi. This E- Court will record special cases from inside and outside of Pakistan and all the statements of witnesses through Skype.



With establishment of E-court, people living abroad will also be facilitated as they will easily record their stance via a video link. The fundamental purpose behind e-court is to fasten the judicial system of Pakistan with the help of advanced technology.

Online Family Verification Service by NADRA

National Database & Registration Authority (NADRA) introduced an online family verification service. With

this service Pakistanis can verify their all family members' registration under NADRA. This system will help families to make sure that authentic data about their all families members is recorded and can also report in case if a strange person is registered in their family tree.



Last year, NADRA also introduces online ID Card Service system.

Free Wi-Fi Facility in KPK Universities

KPK Minister for Information Technology, Shahram Tarakai has recently ordered the IT departments of Khyber Pakhtunkhwa universities to provide round the clock free Wi-Fi facility to the students as soon as possible.



This initiative has been named as the "KP Open Wi-Fi". The Information Technology Department and Khyber Pakhtunkhwa Information Technology Board (KPITB) is directed to do so in order to help students by having easy access to online platforms for their studies.

Smartphone Charging Technology EVOLUTION

By Onsa Mustafa



With the technology evolution, smartphones have become one of our basic need to communicate with friends, family and coworkers. Apart from communication, these smartphones are a modern day marvel, pocket-size computers that allow us to play 3D games, snap photos, video chat with friends and navigate around the world without ever stopping to ask for directions.

Smartphones are a modern day marvel, pocket-size computers that allow us to play 3D games, snap photos, video chat with friends and navigate around the world without ever stopping to ask for directions

With evolution in smartphone technology, progression in battery technology can also be witnessed. As the smartphones are used

continuously throughout the day therefore, it has increased the battery consumption rate, hence, increasing the demand of power revolution. Therefore, with increased usage of smartphones in daily life, better and efficient batteries have been introduced along with smarter charging solutions.

There are a lot of new fast-charging technologies, few of them are defined here:

Power Bank:

Most popular portable batteries used now a days are Power Banks. They allow you to store electrical energy (deposit it in the bank) and then later on use it as an external charger to charge up your mobile devices. Lithium-Ion and Lithium-Polymer batteries are the most common rechargeable cell types used in Power Banks.



Lithium-Ion cells are generally cheaper and limited in mAh capacity, while

Lithium-Polymer cells can be larger and don't affect memory over time.

Initially power banks become quite popular among smartphone users but the problem with Power Banks is that they cannot transfer 100% of their actual capacity to a device due to resistance

Initially power banks became quite popular among smartphone users but the problem with Power Banks is that they cannot transfer 100% of their actual capacity to a device due to resistance.

Wireless Charging:

Wireless Charging is also known as "Inductive Charging" because it uses magnetic induction and allows you to charge your smartphone without fiddling with USB plugs. Just place the smartphone on a wireless charger and it will start charging. Some standards are also designed to ensure that devices and wireless chargers from different companies can work together. There are three

standards: Qi, PMA (Power Matter Alliance) Powermat, and A4WP (Alliance for Wireless Power).



Not all smartphones have wireless charging capability but many international companies like HTC, Google, Motorola, Samsung and Sony have introduced few smartphones that support wireless charging.

Wireless charging may not be as fast as a traditional plug-up, but being able to plop your phone on a wireless charging block can make a world of difference to the phone and its user

Apple does not have wireless technology enabled in its smartphones but is working to develop new wireless charging technology that could be deployed on its mobile devices as soon as.

However, wireless charging may not be as fast as a traditional plug-up, but being able to plop your phone on a wireless charging block can make a world of difference to the phone and its user.

Fast Charging:

Fast charging is the latest trend nowadays. With new Fast Charge technology, your mobile phone battery can go from zero to 50% in about 30 minutes, so you can

spend less time connected to an outlet and more time connecting with people you care about.

Using certain Snapdragon-powered devices with a Quick Charge certified power adapter and any USB connector, including Type-C, you can refill the battery of enabled devices up to 4X faster than with conventional charging

Samsung Adaptive Fast Charging:

Samsung has introduced its own "Adaptive Fast Charging Technology".



Wired Fast Charge is compatible with the

- Samsung Galaxy S6
- Galaxy Note 4
- later models of the Galaxy S and Galaxy Note series

Qualcomm Quick Charge 3.0:

Qualcomm, a popular SoC manufacturer introduced its own Quick Charge technology with Quick Charge 3.0 currently being promoted.



Using certain Snapdragon-powered devices with a Quick Charge certified power adapter and any USB connector, including Type-C, you can refill the battery of enabled devices up to 4X faster than with conventional charging. Quick Charge 3.0 can help devices like LG G5 achieve up to 80% charge in just 35 minutes. Other devices compatible with this charging technology are:

- Asus ZenFone 3, ZenFone 3 Deluxe, ZenFone 3 Ultra
- HTC 10, HTC One A9
- Lenovo ZUK Z2 Pro

Super VOOC (Voltage open loop multi-step constant-current charging)

Oppo's newly introduced Wireless charger "Super VOOC" has led the technology to a even higher end. Oppo released its Super VOOC charger at Mobile World Congress (MWC) 2016.



The Super VOOC is capable of recharging a 2,500 mAh battery in just 15 minutes. It can also achieve about 45% of charge in 5 minutes.

Mobile Charging technology is advancing day by day and recent developments in wireless technology have opened new ways for developers to improve the mobile charging by making it faster and more reliable. We hope that soon we will see this high technology in our smartphones.

 By Rizwana Khan

QUALCOMM

Reveals Wireless Oriented Connected Car Platform

Qualcomm has announced a pre-integrated suite of automotive hardware components including LTE, WiFi, Bluetooth, GPS, tuners, CAN, and VSX technology.

Platform Integrates Wireless Technologies Including 3G/4G LTE, GNSS, Wi-Fi, DSRC, and Bluetooth®; Extensible to Support Cellular V2X and 5G

As a leader in automotive connectivity with more than 340 million chips shipped so far for products for over 20 automakers, Qualcomm Technologies developed a product designed to maintain pace with an ever-increasing set of automotive use cases facilitated by the latest advances in 4G LTE, Wi-Fi, Bluetooth and vehicle-to-everything (V2X) communications. The platform is also designed to solve for challenges such as wireless coexistence, future-proofing and support for a large number of in-car hardware architectures.

The Connected Car Reference Platform is built upon Qualcomm Technologies' broad

automotive product and technology portfolio, including Qualcomm Snapdragon X12 and X5 LTE modems, quad-constellation Global Navigation Satellite System (GNSS) and 2D/3D Dead Reckoning (DR) location solutions, Qualcomm VIVE Wi-Fi technology, Dedicated Short Range Communications (DSRC) for V2X, Bluetooth, Bluetooth Low Energy and broadcast capabilities such as analog and digital tuner support using software-defined radio via Qualcomm tuneX chips. In addition, the platform features in-vehicle networking technologies such as Gigabit (OABR) Ethernet with Automotive Audio Bus (A2B) and Controller Area Network (CAN) interfaces.

The Qualcomm Connected Car Reference Platform is expected to be available by the end of 2016

Highlights of the Connected Car Reference Platform design include:

Scalability: Using a common framework that scales from a basic telematics control unit (TCU) up to a highly integrated wireless

gateway connecting multiple electronic control units (ECUs) within the car supporting critical functions such as over-the-air software upgrades and data collection and analytics.

The platform features in-vehicle networking technologies such as Gigabit (OABR) Ethernet with Automotive Audio Bus (A2B) and Controller Area Network (CAN) interfaces

Future-proofing: Allowing the vehicle's connectivity hardware and software to be upgraded through its life cycle, providing automakers with a migration path from DSRC to hybrid/cellular V2X and from 4G LTE to 5G.

Wireless coexistence: Managing concurrent operation of multiple wireless technologies using the same spectrum frequencies, such as Wi-Fi, Bluetooth and Bluetooth Low Energy.

OEM and third-party applications support: Providing a secure framework for the development and execution of custom applications.

The Connected Car Reference Platform allows automakers and their suppliers to explore, prototype and commercialize connectivity designs using modules and solutions offered based on Qualcomm Technologies' roadmap.

"With the Connected Car Reference Platform, Qualcomm Technologies has developed a platform for automakers, module OEM customers, and developers that emphasizes scalability, modularity and security for integrating and managing multiple cutting-edge wireless technologies inside vehicles," said Nakul Duggal, vice president, product management, Qualcomm Technologies, Inc. "We are pleased to introduce this platform to help enable best-in-class advanced connectivity solutions and services in upcoming vehicle designs."

The Qualcomm Connected Car Reference Platform is expected to be available by the end of 2016.

The Connected Car Reference Platform allows automakers and their suppliers to explore, prototype and commercialize connectivity designs

GM GENERAL MOBILE 4G Dual

General Mobile is an European mobile brand that recently launched its first smartphone in Pakistan through Daraz.pk, the largest e-commerce platform in Pakistan. Here is a detailed review of General Mobile 4G for our readers.

Design

General Mobile 4G Dual is a handy smartphone in term of design engineering. The dimension are measured as 140 x 69 x 9 mm and weighs just 134 grams even with 2500mAh battery. This is due to plastic body frame structure that makes it light and handy. The 5" inch capacitive display is protected with Gorilla Glass 4.

The smartphone is 9mm thick, the edges are decorated with two parallel silver color lines that runs around four sides and give attractive look to the phone. The back cover is removable and made of elastic plastic.

Display

The General Mobile 4G Dual has 5.0" HD IPS capacitive display. With screen resolution of 720 x 1280 pixels, the total calculated no. of dpi is 320. The screen colors are cool and all the colors are slightly tint give natural look. The display colors aren't much sharp and give more natural look. The capacitive touch is smooth and responsive.

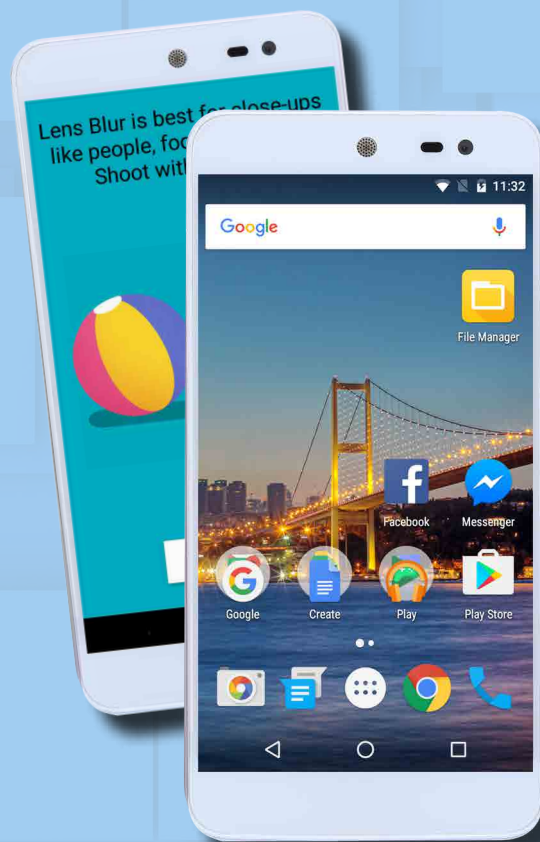
Memory

General Mobile comes with 2 GB of RAM and 16 GB ROM, expanded up to 32GB. The provided 2GB RAM is enough to assist the mid-range processor from snapdragon family. The provided memory is enough to process the data smoothly.

Camera

General Mobile 4G Dual features 13MP rear camera with LED flash and 5MP front camera. However there is no ISO control mechanism or white balance settings. The phone comes with 13MP rear camera on back along with Dual LEDs. The camera makes 4160 x 3120 pxl resolution photo with native 4:3 ratio.

The front camera is 5MP that captures picture with 2560 x 1920 pixels resolution. The camera



can also make HD 720p video. The image quality is fairly good and acceptable.

Processor

General Mobile has snapdragon 410 chip on board. It's a quad-core processor with clock speed of 1.3 GHz. The 400 series is an upper category entry level chipsets from Qualcomm chipset family. The GPU module is Adreno 306 which is not among the latest modules but still works fine with mid-range devices.

Battery

General Mobile 4G Dual is powered with 2500mAh removable battery. It can last for almost 48 hours if using GSM network for messaging and call while using 3G network for browsing, video call or social networks, it can last for almost 7 to 8 hours.

Network & Connectivity

General Mobile comes with complete connectivity suit. It's a dual SIM standby 4G enabled device that supports all the frequency band in Pakistan. Likewise for physical connectivity it has MicroUSB 2.0 port and 3.5mm audio jack. Wireless connectivity includes Wi-Fi b/g/n and Bluetooth 4.0. For positioning, The A-GPS module is embedded.

OS: Android, 6.0.1 (Marshmallow)

Display: 5 inches

Battery: Removable Li-Po, 2500 mAh

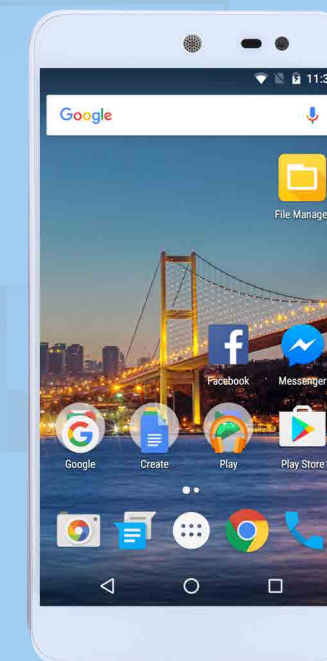
Weight: 134 g

Camera: 13 MP, autofocus, Dual-LED flash

Memory: 2 GB RAM, 16 GB ROM

Processor: Quad-core 1.2 GHz

Price: 13,499 PKR



Benchmarking

Vellamo

In vellamo benchmarking, General Mobile's performance was better than average. In multicore test, it managed to get 1206 points, a score that is better than Samsung Galaxy Nexus.

In the single test, General Mobile 4G dual got 783 points, thanks to each single 1.2 GHz core. While in browser test, it has attained 1949 point. Chrome browser is responsive enough to run scripts and animations.

Antutu

The General Mobile 4G Dual performed very well and got decent score of 27K+ in Antutu Benchmarking.

Good

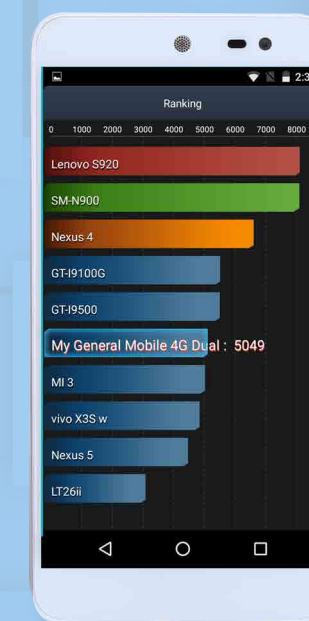
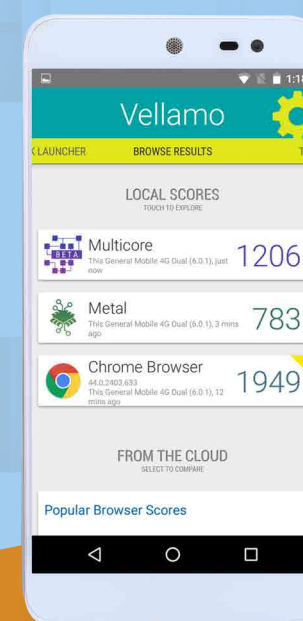
- Android One 6.0.1 (Marshmallow)
- Qualcomm Snapdragon 410 chip-set
- HD IPS Display panel with Corning Gorilla Glass 4

Bad

- low quality speaker

Final Verdict

General Mobile is the latest entrant in the smartphone market of Pakistan. With decent specs and powered with latest Operating System, General Mobile 4G Dual definitely can hold a solid ground in the market.



QMobile Noir LT700 Pro

OS: Android, v6.0 (Marshmallow)
Display: 5.0"
CPU: Quad-core 1.3 GHz
Camera: 13 MP, LED Flash, Auto Focus
Memory: 16 GB ROM, 3 GB RAM

Infinix Hot S

OS: Android, V5.1 (Lollipop)
Display: 5.2"
CPU: 1.3 GHz Octa-core
Camera: 13MP, Autofocus, LED flash
Memory: 16 GB ROM, 2 GB RAM

Haier Pursuit G40

OS: Android, V5.1 (Lollipop)
Display: 5"
CPU: 1.2 GHZ Quad-Core
Camera: 5 MP, Autofocus, LED
Memory: 8 GB, 1 GB RAM

Huawei P9 Lite

OS: Android, v6.0 (Marshmallow)
Display: 5.2"
CPU: Quad-core 2.0 GHz + Quad-core 1.7 GHz
Camera: 13 MP, Auto Focus, LED flash
Memory: 16 GB ROM, 2 GB RAM

HTC Desire 626

OS: Android OS, v4.4.4)
Display: 5.0"
CPU: Octa-core 1.7 GHz and Quad-core 1.2 GH
Camera: 13 MP, Autofocus, LED Flash
Memory: 16 GB, 1/2 GB RAM

Symphony Xplorer P6 Pro

OS: Android, v5.1 (Lollipop)
Display: 5.5"
CPU: 1.3GHz Quad-core
Camera: 13 MP, LED Rear Flash, Selfie Flash
Memory: 16 GB ROM, 3 GB RAM

Alcatel Pop Star

OS: Android, v5.0 (Lollipop)
Display: 5.0"
CPU: Quad-core 1.3 GHz
Camera: 8 MP Autofocus, LED Flash
Memory: 8 GB ROM, 1 GB RAM

Jazz X JS7

OS: Android, V5.1 (Lollipop)
Display: 4"
CPU: Quad-core 1.3 GHz
Camera: 5 MP, Fixed Focus, LED flash
Memory: 4 GB, 1 GB RAM

QMobile Noir S4

OS: Android, v6.0 (Marshmallow)
Display: 5.0"
CPU: Quad-core, 1.3GHz
Camera: 8MP, Auto focus, LED Flash
Memory: 16 GB ROM, 2 GB RAM

GFIVE GPOWER 3

OS: Android, V5.1 (Lollipop)
Display: 5.0"
CPU: Dual Core, 1.3 GHz
Camera: 8 MP
Memory: 8 GB ROM, 1 GB RAM

Lenovo A1000

OS: Android v5.0 (Lollipop)
Display: 4.0"
CPU: Quad-core 1.3 GHz
Camera: 5 MP, LED flash
Memory: 8 GB, 1 GB RAM

Samsung Galaxy J7

OS: Android, v6.0 (Marshmallow)
Display: 5.5"
CPU: Octa-core (4x1.6 GHz & 4x1.0 GHz) Octa-core 1.6 GHz
Camera: 13MP, LED Flash, Auto Focus
Memory: 16 GB ROM, 2 GB RAM

Alcatel X1

OS: Android, V5.1 (Lollipop)
Display: 5"
CPU: Quad-core 1.4 GHz & Quad-core 1.0 GHz
Camera: 13 MP, Autofocus, dual-LED (dual tone) flash
Memory: 16 GB, 2 GB RAM

Jazz X JS 1

OS: Android, V5.1 (Lollipop)
Display: 4"
CPU: Quad-core 1.0 GHz
Camera: 2 MP, Fixed Focus, LED flash
Memory: 4 GB ROM, 512 MB RAM

Infinix Hot 3 Pro

OS: Android OS, v5.1.1 (Lollipop)
Display: 5.5"
CPU: 1.4 GHz Octa-core
Camera: 8 MP, LED flash
Memory: 16 GB ROM, 2 GB RAM

GFive GPower 1

OS: Android, v5.0 (Lollipop)
Display: 5.0"
CPU: Quad-core 1.3 GHz
Camera: 2 MP Smart Front Camera
Memory: 8 GB ROM, 1 GB RAM

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Flat No.306, 3rd Floor Dossul Arcade, Jinnah Avenue, Blue Area, Islamabad

By Saima Ibrahim

TELECOM CAMPAIGNS

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.

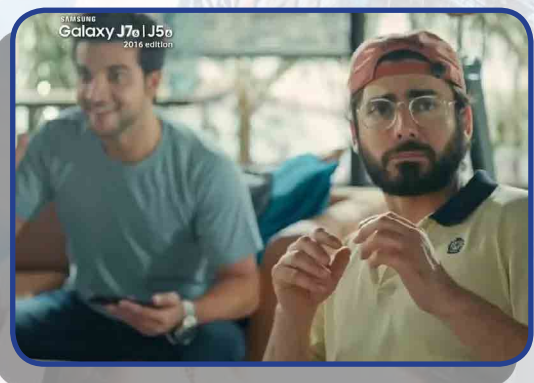
4.2

Samsung

Samsung J7 and J5

Advertising is not that easy. There is a war going on these days in advertising industry, and apparently Samsung has taken an upper edge. It has come up with an interesting advert to introduce its J Series smartphones J5 and J7 in the market. This TVC is quite different from its previous campaigns. The role of Fawad Afzal Khan has made the TVC more lively and attractive while the music is also quite cool.

Verdict: I'm convinced to buy a J series phone, what about you???



4.6

QMobile

QMobile Noir S1 Pro

QMobile has recently released its latest smartphone Noir S1 pro. The advert features stunning Mahira Khan who looks amazing in this TVC. Mahira Khan is superb actress with a great fan following so choosing her for new TVC is indeed a great move by QMobile. Additionally the music, locations, graphics and overall quality of the advert is also up to the mark.

Verdict: Great advert for a great phone..!!



2.4

ptcl

PTCL Lagataar

PTCL seriously needs some good agency to hire for its marketing as the present one is not able to run effective campaigns. The script, music and performance in Lagataar advert is not at all impressive. In a situation when PTCL services are being cursed on all social media platforms, the company really need to come up with unique and creative marketing strategies.

Verdict: Phone World Ko Ad Bilkul Bhi Nahi Pasand Ayaa !!

4.2

Warid

Warid 50 Paisa Offer

Warid is getting better with its marketing campaigns. This is evident from its new 50 Paisa Offer TVC. The advert creatively conveys its message to the audience as the script is well interlinked with the campaign's theme. The models also did justice to the advertisement by giving impressive performances. The entire background and music also compelled me to praise this ad and assert a positive view.

Verdict: Good Effort by Warid !!



3

MAXX

MAXx Mobile

Maxx Mobile has introduced its first Turbo T series phones in Pakistani market. Mehwish Hayat is the brand ambassador of MAXx who appeared in the Turbo T advert in a upbeat musical advert. The dance moves in the ad are a bit too much as they sway the attention from phone specs. Although there is apparently nothing wrong with the advert but MAXx has followed the old bandwagon of musical campaigns therefore it failed to catch the eyes of viewers.

Verdict: A long way to go MAXx !!!

5

Jazz

Jazz X JS1 & JS7

Now this is called a clean sweep. The operator has come up with a brilliant campaign idea to introduce its Jazz X JS1 & JS7 smartphones. The stunning Nargis Fakhri along with Bilal Ashraf performed well to show the smooth multi-tasking performance of JS1 & JS7. Both the environment and music support the theme and message of advert hence clearly indicating the creativity of campaign.

Verdict: Jazz has Definitely Got the X-Factor!!!!



TOP MUST HAVE APPLICATIONS & GAMES FOR YOUR SMARTPHONE

Jovago Hotels Booking

Rating : 4.4 Price: Free



Jovago Asia offers over 2000 hotels, guest houses and beach resorts around Pakistan, 700 hotels in Myanmar and 600 in Bangladesh for business and leisure. Check rates, browse reviews and book over 80,000 Hotels and guest houses across Asia on Jovago.net (previously Jovago.com), Pakistan's No.1 Hotel Booking Website.

PhoneWorld

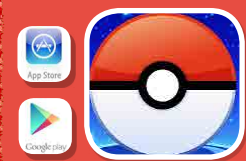
Rating : 5.0 Price: Free

PhoneWorld LIVE brings you blogs, device reviews, LIVE event coverage, interviews and much more from the combined platforms of ICT industry. This app provides you an easy access to daily live videos and information that focuses on the burning issues of the industry be it Policy.



Pokémon GO

Rating : 4.1 Price: Free



Pokémon Go is Nintendo's first foray into augmented reality apps for Apple and Android devices, and it has already proved to be incredibly popular, with Pokémon players around the world downloading the app and hunting for pocket monsters.

Comics

Rating : 4.0 Price: Free

A new subscription service that allows fans to explore selections from thousands of incredible series, like The Walking Dead, Attack on Titan, Hellboy, Adventure Time, Peanuts, Buffy the Vampire Slayer, Lumberjanes, Saga, Transformers and more. With a 30-day free trial, now it's easier than ever to discover stories you will love. Buy in-app and read over 75,000 books and across all your devices.



PRISMA

Rating : 4.5 Price: Free



Prisma transforms your photos into works of art using the styles of famous artists: Van Gogh, Picasso, Levitan, as well as world famous ornaments and patterns. A unique combination of neural networks and artificial intelligence helps you turn memorable moments into timeless art pieces.

Cozi Family Organizer

Rating : 4.4 Price: Free

Manage your jam-packed life and keep the whole family in the loop with Cozi, Appy Award Winner for Best Family App and named a „must-have“ app for a better life by The TODAY Show. There's nothing stationary about your life, so why depend on a family calendar that hangs on a fridge or wall? Cozi turns all your devices into ultimate family organizers with a shared calendar, shopping lists, to do lists, recipe box, and more everyone can access on the go.



MY ASICS Run Coaching

Rating : 3.6 Price: Free

Start training with MY ASICS. Create personalized running training plans for full marathons, half marathons, 10K, 5K, 10 mile and 5 mile distances. MY ASICS training plans adapt to your goals and abilities as you run, and automatically adjust your schedule if you miss a run day. You can also track your running route, total time, lap times, distance, and average pace in real time. Try it now and see why 2 out of 3 MY ASICS runners beat their goals.



Kickstarter

Rating : 4.5 Price: Free



At long last, Kickstarter has its own Android app. The popular crowdfunding portal only arrived to Android recently but the good news is it doesn't suck. Though the app doesn't offer much in the way of different functionality to using the Kickstarter website on mobile, it is a smoother and faster experience.

quickReply

Rating : 4.0 Price: Free

quickReply allows you to respond to messages without entering an app. This feature is becoming more prevalent – WhatsApp provides it and Android N will even allow you to reply straight from your lockscreen – but if you can't wait for the functionality to come to other apps, install quickReply in the meantime.



PTCLTouch

Rating : 3.6 Price: Free



PTCLTouch is the official Self Care Android App for PTCL's customers. This App is a mobile gateway for PTCL customers who want to:

- Pay bills by debit and credit cards
- Order new PTCL services
- Register Landline, Broadband and EVO complaints
- Enquire about the latest Landline, Broadband and EVO bills
- Avail customer care support
- Stay updated with PTCL products and services
- Stay updated with the latest PTCL promotional offers

Hermit • Lite Apps Browser

Rating : 4.4 Price: Free

Let Hermit save you battery life by taking resource-intensive apps like Facebook and replacing them with a wrapper for the mobile website. All these Lite Apps will still appear in your app drawer, and they can send you notifications, they just won't eat your battery and take up loads of storage space.



JazzCash

Rating : 4.2 Price: Free



Access your JazzCash Mobile Account with the most featured Mobile Account app presently available in Pakistan. JazzCash App allows Jazz subscribers to create their Mobile Account and perform all mobile account financial transactions with convenience. Subscribers of other networks can also use JazzCash app after registering their JazzCash Mobile Account through biometric verification.

3G Packages - Pakistan

Rating : 4.4 Price: Free

3G Packages Pakistan is must have app for all Smartphone users in Pakistan. Now, you don't need to remember tedious packages subscription codes and their details.



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