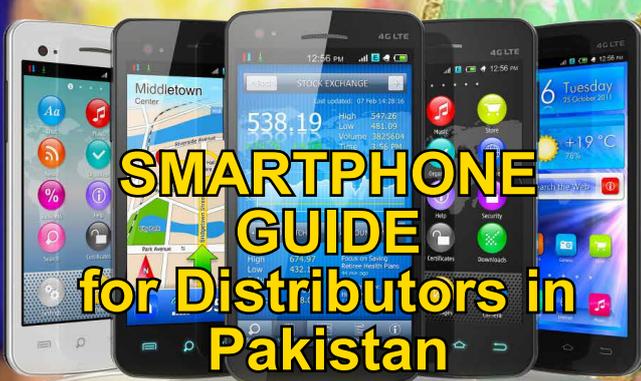


Fashion Takes Over Telecom

NOKIA & ZONG

Promotes Emerging Talent at PFDC



**SMARTPHONE
GUIDE**
for Distributors in
Pakistan



Anusha Rehman
Challenges Ahead Opportunities Unlimited



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Woman in Mobile Business
Parveen's London Studio Excels



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Ammar Shafiq Managing Editor

Dear Readers,

Ms. Anusha Rehman has been appointed as the minister of IT & Telecom by the new Govt. She has already been part of the National Assembly standing ICT committee. While the industry has enormous challenges but at the same time what a great opportunity she is looking at now – an industry ready to embrace 3G, an opportunity to create thousands of jobs, help provide education, health and other government services at the doorsteps of millions of Pakistanis, increase software and services.

Federal Board of Revenue has again taken a very controversial decision and has been in the news since April when they announced a tax of Rs. 1,000 on every smartphone and Rs. 500 on every feature phone that will be imported into the country.

The importers and distributors in Pakistan protested the decision and were in state of confusion by the unprecedented increase in the taxes by FBR. Most of the importers didn't get clearance of their cellular phone consignments at the port and sales of phone dropped drastically in the last two months.

Later FBR decided to reduce the sales tax on the import of mobile phones, including smart cellular phones and satellite phones as per SRO 280(I) 2013; but this time it shifted the burden on Mobile Operators which means consumer still will have to suffer end of the day.

General Elections 2013 took place with great fire and zeal throughout the country. The cellular phones, for the first time in the history of Pakistan, emerged as tools for political communication. Voters were able to confirm the registration of their votes by sending their Computerized National Identity Card (CNIC) to 8300. Apart from the confirmation of registered votes, political parties effectively used technology to get access to their supporters and followers.

This month Phoneworld Team moves to cosmopolitan city of Karachi to train the retailers and distributors.

Thank you,

Ammar Shafiq

Ammar Shafiq
Managing Editor

Feedback

info@phoneworld.com.pk

www.phoneworld.com.pk

Khalid Khan
Publisher & Editor in Chief

Ammar Shafiq
Managing Editor

Aimal Ali Khan
Associate Editor

Fakiha Hassan Rizvi, Kanwal Ayub,
Rizwana Khan
Sub Editors

Agha Mehdi
Bureau Chief Lahore

Adnan Khan
Bureau Chief Islamabad/Rawalpindi

Waheed Qamar
Bureau Chief Karachi

Nasrullah Shah
Bureau Chief Quetta

Mufti Mohsin Rehman
Consultant

Bushra Mushtaq Khan
Graphic Designer

Fayaz Ahmad Khan
Webmaster

Advisory Board

Dr Syed Ismail Shah
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Farhad Afridi
Government and Regulatory Affairs

Muhammad Idress
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Contents

National / Regulatory

- 6 Challenges & Way Forward for the Telecom Industry
- 9 Anusha Rehman, Challenges Ahead
- 11 Installment Plan for Mobile Phones
- 14 Q-Insight Retail Training Program in Pakistan
- 34 Imposition & Revision of Taxes By FBR
- 48 Cellular Phones as a Medium of Political communication in Pakistan

Operator

- 27 ZONG Celebrates its 5 Years of Operations in Pakistan
- 36 ZONG & Nokia Promotes Emerging Talent at PFDC
- 38 Craze of Social Networking & Mobile Operators in Pakistan
- 53 Ahmed Jamal Wins Ufone 'King of Speed'
- 58 Uth Pack Offers Discounts on more than 250 Brands

International

- 42 New Addition to the Lumia Family - Nokia Lumia 925

Feature

- 22 Smartphone Guide for Distributors in Pakistan
- 41 New Milestone in Mobile Technologies m-Government
- 46 Citizen Journalism, Smart Phones and Elections 2013

Twin City Express

- 16 Hotline Communications
- 16 Fazal-e-Rabi
- 17 I Friends, Accessories Store

Karachi Rocks

- 44 Karachi Markets Crippled By the Shutter Down Strikes
- 45 Bilal Electronics
- 45 UK Mobiles

Lahore Lahore Hai

- 32 Cell n' Sell Hafeez Center
- 32 Ali Mobiles
- 33 Club Mobile

Infocus

- 18 Umobile: Poised to Succeed
- 28 Parveen Akhtar, A Successful Female Entrepreneur

Khyber Mail

- 50 DIGI Cell
- 51 New Connective Communication

Photo Gallery

- 21 Telenor Talkshawk Join Hands with Govt. to Conduct IChamp
- 47 Nokia Windows Phone 8 Developer Workshop
- 56 B Social launches its outlet in Lahore
- 57 G'Five Launches, its Outlet in Fortress Lahore



6 Challenges & Way Forward for the Telecom Industry



10 FBR Tax Fiasco

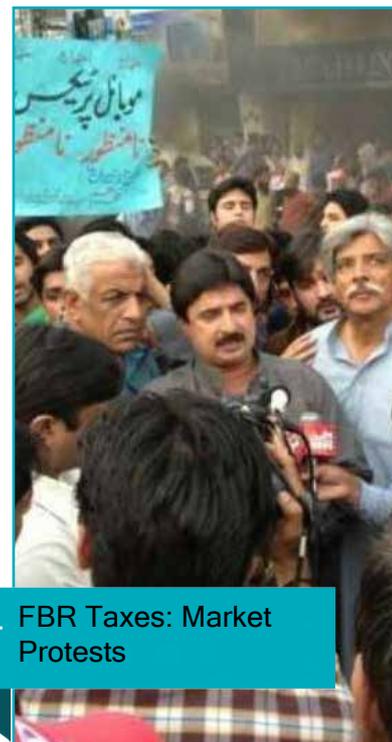
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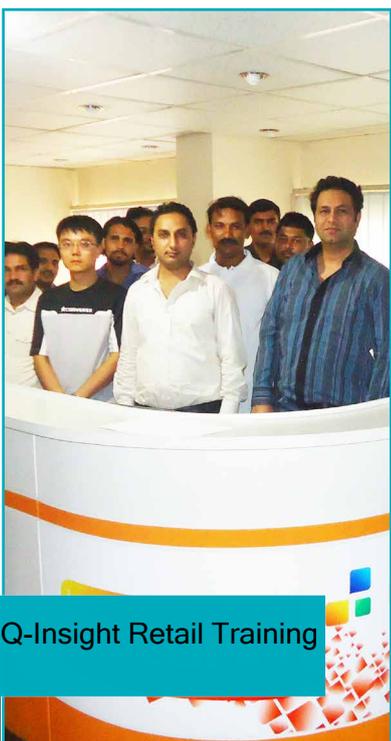
12 Humaira Khan: the Samsung Star clicks



18 Umobile: Raises the Competition Bar



34 FBR Taxes: Market Protests



14 Q-Insight Retail Training



22 Smartphone Guide for Distributors

Local Brands Arrivals of the Month

<p>Q-Mobile N</p> <ul style="list-style-type: none"> •Operating system (v4.1) •Processor: Dual Core •Display: 4 inch capacitive touch •Camera: Carl Zeiss •Connectivity: Bluetooth, USB •Messaging: SMS, MMS •Colors: Black, White •Dual SIM: Yes •Others: Radio FM 	<p>Gfive G9 President</p> <ul style="list-style-type: none"> •Network: Dual SIM Network Band Unlocked GSM850/900/1800/1900MHz & 3G WCDMA850/100MHz •Operation System: Android 4.2 •Display: 5.7 inch IPS Capacitive Screen, 1280x720 pixels •Camera: Front 2.0MP+Back 8.0MP Dual Camera, with Flashlight •Battery: 2500mAh Rechargeable Li-Ion Battery Working Time Up to 5 Days •Power
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52 Local Brands Arrivals of the month

PHONE WORLD

For Advertisement / Article Contact

Marketing Department

Ammar Shafiq (0302-5556666) Agha Mehdi (0322-8433364)

Adnan Khan (0345-5957155) Waheed Qamar (0321-2323890)



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By Khalid Khan

CHALLENGES & WAY FORWARD FOR THE TELECOM INDUSTRY

While, the new government is confronted by the challenges faced by the Energy Crises, Worsening Law & Order and Economy. The other priority area that needs immediate attention is the Telecom and IT Sector. The importance of this sector can be judged by the fact that the consecutive civilian and military governments after the 1988 elections relied on the developments made in this sector to promote its development and political agendas both very successfully. This sector alone will impact all other sectors and could be the much needed turn of the wheel for future prosperity keeping in view the dynamics attached to the industry. However, the last 5 years has been specially very difficult for the entire industry i.e. the consumers, mobile & fixed operators,

distributors, retailers, vendors and software developers across board because of various steps or lack thereof by the previous government.

Government needs to take immediate action to not only control the damage but this could be turning point for making the economic wheel turn over and provide support for the more priority sectors such as power, law & order, education, health etc.

Following are four important challenges and areas that the incoming government needs to take immediate action to not only control the damage but

this could be turning point for making the economic wheel turn over and provide support for the more priority sectors such as power, law & order, education, health etc.

Appointment of Competent People at Key Positions:

The importance of people at places where it matters the most is the key to success in all sectors but is most important in the IT & Telecom sector. All or any policy objective to be achieved largely depends on having competent people atleast in the keys positions such as Minister, Secretary, Members in IT & Telecom Ministry, Chairman & Members of PTA, MD PSEB, CEO USF, CEO ICT R&D Fund, Members of PTCL & Ufone Board, MD TiP where the

government appoints people to manage the IT & Telecom Industry and its own assets. The fiasco in the last many years in managing important

Instead of bureaucrats the government needs to hire or maybe even encourage/loan people from the industry who are competent and enjoy good reputation

organizations and issues such as network shutdowns, sim verifications, youtube blockade, un-planned, irrational & sudden taxes etc., has all been due the lack of a professional team. Instead of bureaucrats the government needs to hire or maybe even encourage/loan people from the industry who are competent and enjoy good reputation. Most importantly, they also need to make appointment of professional people preferably from the business community on the Board of Ufone, PTCL, USF, ICT R&D Funds and other such institutions that will ensure that these institutions could contribute to the betterment of consumers and economy rather than becoming another white elephant like steel mill, PIA, Railway etc., so that tax payers do not have to pay for their bail out packages in future. The future of all government long term approach will be seen and judged by the industry and investors of the team that is put to task specially in the initial first 100 days of the government.

3G Licensing & Spectrum Auction:

Progression in telecom technologies has become an unavoidable phenomenon.

Telecom markets are reshaping themselves into 3G and 4G networks. 3G UMTS licensing and spectrum auctioning has happened in all markets except three (Pakistan, Iraq and Algeria) including the developing economies. There are almost over 1.5 billion million 3G subscribers in 600 networks. This number is growing at an exponential pace as more and more subscriber embrace this technology because of the maturity and low cost of devices.

However, Pakistan has unfortunately delayed the 3G licensing and spectrum auction now for over 8 years and is lagging behind in offering broadband and other consumer oriented applications such as health, education, commerce, entertainment over its mobile networks.

3G Spectrum auction is going to be the mother of all challenges for the new government rather it could be easily turned into an opportunity area without wasting further time. The early and likely benefits could be:

» An upfront auction fee anywhere between USD 630m to 700m for available 3X10 Mhz slots. It is important to ensure transparent auction of the available spectrum and ensure that the mistakes of just getting a higher auction fee should not be the only objective as the development objective will get killed if the operators are forced to dole out higher auction fee.

» Not only thousands of direct jobs with vendors and operators will saved but our stagnant industry will be able to generate human resource that will have world competitive skill set thus creating more employment

opportunities in country as well as abroad.

» Provide a platform for existing IT industry to make applications for the growing Mobile industry and give the much need boost to the IT industry as the world has moved from e-world to the m-world.

4G should not be confused as a leap frog jump into the future as this is being deliberately pitched to delay the 3G auction

Spectrum provided to the operators for 3G should be free of interference and sufficient for the operator to provide consumer oriented broadband wireless services.

Irrational allocation of smaller chunks can seriously mitigate the benefits of new technology. In parallel work shall be started to make long term spectrum strategy and 700 Mhz/800 Mhz spectrum made available for future LTE deployments so that the 4G services can be introduced in 3 to 4 years when LTE devices are affordable to the consumers. 4G should not be confused as a leap frog jump into the future as this is being deliberately pitched to delay the 3G auction that is unavoidable rather a roadmap needs to be drawn for the future.

Revision and Convergence of IT & Telecom Policies:

The Government of Pakistan in year 2000-01 announced the IT & Telecom Policy and after a couple of years announced two separate policies i.e. Mobile Cellular and Broadband

policies. All these policies have since expired because policy documents are generally valid and viable for 5 year period. The usefulness of these separate policies has been a question mark specially that the world has moved and therefore there is a need to update and more importantly converge all these policy documents into one. Likewise, the bigger question of having one regulatory body for all three sectors i.e. IT, Telecom and Media is the need of the hour since technologies have merged and it is difficult to bifurcate which is the voice, video or data bit therefore the business and operational boundaries are getting dimmer.

To avoid confusion therefore convergence phenomenon needs to be understood clearly from all domains and all policy institutions as well as regulatory functions need to be re-looked to maintain a balance approach for these challenges.

» The government should work towards and finalize a single policy for all Telecom, IT and Media related services. The policy should cover all aspects and easily implementable without raising any question marks from the stakeholders.

» Establish an industry wide group to have maximum inputs and collective wisdom in development and more importantly implementation of the policy. Plan to organize industry & country workshops & seminars to disseminate the policy understanding to as many as possible developing awareness where the stakeholders and general public can benefit from these policies.

» The government shall continue to have a liberal policy for private sector facilitation by way of lower or no licensing fee, low custom tariff on infrastructure and terminal devices in bringing newer technology for the benefit of the consumers and the industry as a whole.

The WLL operators and other such entities needs to be provided drastic policy and regulatory incentives for this industry to survive

Reviving the failing companies: In Pakistan the last two nationwide mobile licenses including spectrum were auctioned at US \$290 million each, which became a benchmark for all existing mobile licenses and their renewals. The WLL licenses auctioned in 2004 offered lesser spectrum and were auctioned on regional basis (14 total regions) at lower values. However, the "normalized cost" (\$/MHz/pop) paid by the WLL operators was about the same as that of the mobile operators and for certain regions the WLL operators paid more than the mobile operators. Being the prime choice for providing basic telephony services to un-served rural area's the WLL industry didn't get much support from the Government rather was put at disadvantage by way of regulatory and technical restrictions on the services and technology used by the WLL operators.

Since, its inception based on the subscribers and the spectrum fee paid, the cost of regulatory

fee has been more that the Mobile operators for the WLL operators on per subscriber basis and in some case such as in its first two years of operation it was almost double. The decreasing ARPU in Pakistan which is less that USD 2.5 and the fact that mobile operators have much more to offer in terms of mobility and variety of sets, the business case for a successful WLL does not exist.

To add miseries to the WLL operators business case the WLL technology deployed was specifically singled out by taxing its user terminals a whopping 38% (in actual over 40% as all taxes are compounded) for its imports. Last but not the least the spectrum allocation specially the spectrum of 450 MHz that is deployed over most of rural areas by the operators was auctioned on per carrier basis thus restricting either to offer any data services or even allow operators to offer voice services to a larger population.

If appropriate remedial step on the policy and regulatory front are not taken the only surviving WLL operators PTCL, WorldCall and Telecard will eventually have to close their operations.

The WLL operators and other such entities needs to be provided drastic policy and regulatory incentives for this industry to survive by providing them mobility, additional spectrum (some operators could be adjusted in adjacent band to make way for additional 3G spectrum availability) and lower taxation on their devices etc., otherwise its closure will not only impact the investments made already (largely loal investors) but will earn a bad name for the country.

By Rizwana Khan

Anusha Rehman

Challenges Ahead, Opportunities Unlimited

Anusha Rehman has been appointed as the Minister of Information Technology and Telecom. She was elected as member of national assembly on women reserved seats from Punjab. Born on 1st June, 1968 she graduated in Law in 1992 and got Masters in Law from University College London, United Kingdom. Her legal practice has been in constitutional, corporate and telecommunication law and she has also worked as in-house Corporate Legal Counsel for Telenor, Pakistan.

For an Advocate, Anusha Rehman has been very keen on the IT related issues. During the tenure of Pakistan People's Party government she was member of National Assembly she raised the issues of 3G delay and Grey Traffic in Pakistan. She strongly criticized the policies of the previous government and stated that the IT problems are not tackled properly. Now is her time to act and walk the talk.

By the level of interest and concern in telecom that Anusha Rehman has shown in the past; we expect great things from now that she has been appointed as the Minister of State, IT and Telecom.

Anusha is concerned about the IT sector of Pakistan and she started her work from the day she joined



“ Anusha is concerned about the IT sector of Pakistan and she started her work from the day she joined office. Apart from other important things, she has also planned to auction 3G spectrum & get the Youtube opened ”

office. Apart from other important things, she has also planned to get the updates on the opening of Youtube in Pakistan. “She said that almost every developed country of the world now have 4G technology and we are still struggling for the 3G technology. Now it's our time to take a leap by bringing 3G and 4G and get aligned with the global practice. This will for sure make our telecom industry sustainable.”





FBR Tax Fiasco Mobile Sales Decline!

Unprecedented Increase Taxes Badly Affects Sales and Imports of Mobile Phones

The importers and distributors in Pakistan were furious and are in state of shock and confused by unprecedented increase in the taxes by FBR. Most of the importers were not getting their ready shipment made and in most cases clearance of their cellular phone consignments at the port were also not done since, April 04, 2013 because of the sudden increase of import taxes. Dealers complained that while they have not catered for the increased upfront investment but were even more concerned that when these devices hit the market the customers will not be willing to pay an additional amount of Rs. 500 & Rs. 1,000 after the imposition of taxes on mobile phones. Then the FBR added more chaos & confusion by shifting some of the taxes from the importers to the operators. Now, the operators are furious at this unannounced slap on the already stifled industry.

Members of the five Mobile operators community interviewed have equally protested of the new taxation regime sighting that the charge of activation tax inherited lack uniformity while being discriminatory in nature as two handsets, being sold at Rs. 2,000/- and Rs. 100,000/- respectively, are taxed at the same rate of Rs. 250.

The bottom line hardest hit are the consumers with low affordability. This segment of

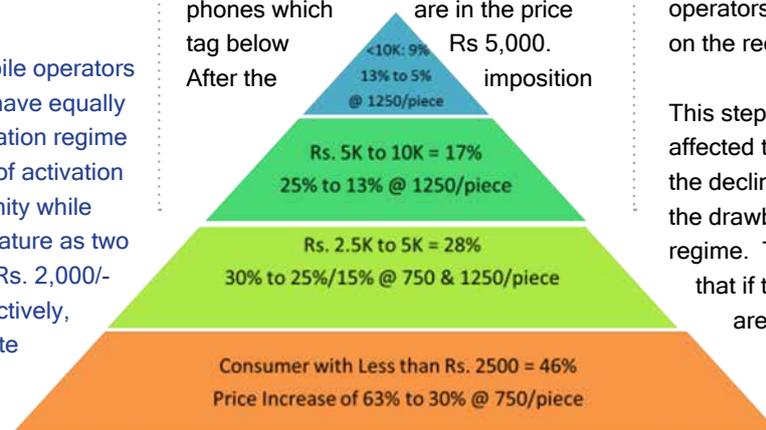
the consumers use basic phone that are below the FoB price range of Rs. 2500 and constitute almost 46% of the phone population. The additional tax burden to be paid by this lower class is anywhere from a whopping

63% to 30% (Rs. 500 Import + Rs. 250 other Taxes) of the Phone price, if the earlier slapped taxes are taken into consideration. The latest tax regime of 31st May have little or no effect.

The apathy of the tax authorities can be seen from the fact that the most elitist class which is 9% of the total phone population only pays 13% to 5% depending on the price of the phone.

In Pakistan mobile phone sales dropped by 25% after the government decision & the imports also slowed down after 4th April. The impact of newly introduced activation taxes will also have a profound negative impact specially on the uptake of the subscribers. This trend is likely to continue if the government does not come to the rescue of the industry. While, previously only importers were crying horse now the operators will also join them.

Around 75 pc people use low-cost phones which are in the price tag below Rs 5,000. After the imposition



Price impact of new taxes on consumer segments (Source CACF)

of tax, many people are unable to purchase the phones due to 25% to 60% increase in prices. The market which already was price sensitive cannot sustain this jump and the worst hit are the lower and middle class consumers.

Director Teletec Mobile Azad Lalani Sales have plunged by more than 50pc due to drop in demand as people belonging to the low income bracket are not accepting the price hike. "Our imports have come down drastically. Noman Zakariya, Manager Sales, United Mobile

A 60pc fall in cellular phones sales during April, 2013 that has plunged the industry to all time low. Karachi Electronic Dealers Association (KEDA) Chairman Mohammad Idress

A meeting of electronics dealers from all over the country with the FBR in Islamabad and discussed imposition of GST on cellphones. The FBR admitted that the SRO 280(I) 2013 of April 4 was issued without any homework or consultation with stakeholders, including importers and traders of cellphones. The SRO of 30th May came as blow to the Telco industry and especially to the mobile operators-while the consumer still are on the receiving end as before.

This step by government has severely affected the mobile industry and the declining sales and growth are the drawbacks of the new sales tax regime. The industry has warned that if the present taxation regimes are allowed to prevail, it would encourage illegal trade of mobile sets via Afghan Transit Trade or Dubai channel. The business community of Pakistan mobile

industry demanded that all the SRO that negatively effects sustainable business growth be withdrawn and business friendly mechanism be envisaged such as the one under SRO 542(I)/2008 (June 11, 2008) be restored.

By Kanwal Ayub



Installment Plan for Mobile Phones

A new strategy for mobile retailers

The mobile industry kept on changing ever since the very first mobile came in to being.

The major players of mobile industry always had a positive attitude towards changes and new tendencies. These industry players created many possibilities for the growth of the market and they are well aware that the industry is moving in a completely new direction.

Mobile industry is facing a cut-throat competition and people are finding new ways of their business. Online mobile business is already doing well in Pakistan; Phone World Team has come across a very interesting and unique promotional tactics of selling mobile phones, which will allow customers to get cell phone in installment. Phone World Team thinks

that this sale strategy will work and will easily convince potential customers.

Trend of installment plan for mobile is not new for the world, but Afzal Electronics took an initiative and made a move by offering an installment plan for mobiles phones in Pakistan. Afzal Electronics has been developing a trend where customers can easily get a cellphone of their choice with a minimal payment.

Afzal Electronics has recently stepped in this business having their head quarter in Lahore.

Procedure of Installment Plan:

- There are different plans, ranging from 6months - 1 Year.
- Customer has to give a postdated full payment cheque to the company.
- A stamp paper of PKR 300 must

be signed by the customer.

- Verification team will visit the customer's address or office.
- The Handset will be delivered to customer within 24-48 hours.

For the time being they are focusing on Nokia Asha series and Qmobile only, but the company also plans to add more brands in its range. Though we don't have much detail of its future plans, but we're pretty sure that we're going to get a whole lot more!



By Mohsin Rehman

Launch Event of Samsung Galaxy S4



Samsung S4 launch in Pakistan Fashion Show

Samsung Electronics Pakistan launches the fourth generation GALAXY S4 with a splashing launch event organized by Catwalk Productions and PR handled by Catalyst PR & Marketing.

GALAXY S4, an outclass smartphone that is designed to get you closer to what matters in life and bring your world together.

The groundbreaking launch event of Galaxy S4 started with an amazing dance performance and then it went on with many other entertainments i-e a performance of 'Gangnam Style' by PSY, number of speakers and guests were invited at the podium to highlight the key features of Galaxy S4. The concluding segment of the evening was an energizing musical performance by 'Sukhbir', the King of Bhangra.



Humaima Malik Brand Ambassador of Samsung S4

Sukhbir performing live on stage



Models wearing LED cloths at samsung S4 launch in Pakistan



Humaima Malick with samsung team



Performers performing at samsung s4 launch



Humaima Malick on the ramp at samsung s4 Launch.



Humaima Malick with guests



Samsung S4 launch in Pakistan Fashion show



Natasha

By Ammar Shafiq



Smart on Smartphones

QUALCOMM Q-Insight Retail Training

Phone world Team has been conducting Q-insight Retail Training in the major cities of Pakistan over the past few months.

Smart on Smartphones” provides an extensive overview of the smartphone category. The Retailers learnt about the growth and impact of smartphones on society, the elements of a smartphone, the Operating Systems and how the processor influences the performance of the smartphone. This training also

shared insights on how to find the right smartphone for your customer.

Training sessions held at different mobile markets of Lahore:

Our Team conducted a training and awareness session with PHICOMM retailers in PHICOMM office, Hall road, Lahore. This training covered all the areas related to smartphone training, all the staff members of PHICOMM actively

“ Central Asian Cellular Forum and PhoneWorld team conducted Qualcomm Retail training program to improve and enhance the selling skills of retailers on “Smart on Smartphones” ,

Q-Insight Retail Training Lahore





“The more you know and understand about smartphones, the more confidence you’ll have in pointing out features, comparing products, and providing the expert advice that makes the sale and develops satisfied, loyal customer”

participated in the training session.

Training on different modules:

Manager at the Service Centre highlighted the importance of such trainings for retailers and hoped that it will continue. Members of Airlink Communication, a leading service provider of the new world of communication also took keen interest in the training held at their office.

Training sessions held at different mobile markets of Karachi:

Abduallah Haroon Road (Star City Mall, Alfalah Market, Al Najeebi Electronic Bazar, Gemini Plaza, Diplomat Mobile Center)

Gulshan-e-Iqbal (Fariya Mobile Mall, Mumtaz Mobile Mall)

Gulistan-e-johar (Saima Drive Inn Mobile Mall)

Training sessions held at different mobile markets of Peshawar:

The Retailers of Peshawar found Q-insight training very interesting and helpful tool to increase the smartphone sales.

Book your trainings:

» mohsin@3gca.org

or

» ammar@phoneworld.com.pk

Q-Insight Retail Training Karachi

Q-Insight Retail Training Peshawar



By Adnan Khan

Hotline Communications: A Symbol of Elegance and Class !!



Javed Qureshi is a very successful businessman. He is a retired Civil Engineer. Currently he owns a mobile shop by the name of Hotline Communications and Captain Cook Restaurant. He had a vacant shop adjoined with his restaurant so instead of renting it out, he opened his mobile shop.

Javed told us that there isn't any specific brand that they deal in; all the brands are available at his shop. The basic aim is to provide the customers a wide array of products so they don't have to go to any other shop. When we asked him that whether he has any plans of launching his own mobile brand he answered that the thought of starting his own mobile brand never crossed his mind as it requires a lot of investment, in terms of money and time and he is already running a mobile shop and a restaurant therefore, he does not have sufficient amount of time to pursue any other business right now.

While sharing his views about the future of the smartphones in Pakistan he said, smartphone is like a pocket PC which has enabled us to stay connected to people around the world 24/7. Applications like Viber, Skype, Whatsapp, Tango etc have become major contenders of mobile operators. He gave the reference of a recently published US report according to which, in a three years' time, the laptop will be completely replaced with tablets and feature phones will be replaced by smartphones. So the future of smartphones all around the world is pretty strong.



Fazal-e-Rabi Mobile City, The OLDEST GURU'S Of Mobile Market

Rana Shams Shahbaz started his shop in 2000 with the name of Fazal-e-Rabbi Mobile city. He is among the pioneers of mobile business. He stepped in this business when there was no concept of mobile business in Pakistan.

Shams, how did you start your mobile business?
I started this business since the establishment of Chimera in Pakistan, I established my shop in Niazi Plaza and since then I have been working here. This plaza is like the mother of all wholesale plazas, as it is the place from where wholesale business started.

“All the operating systems especially Windows phone will rule the mobile market till 2017, the trend of Windows phone will boost in coming years because of its unique interface and it will easily steal the lime light from Android.”

Why didn't you think of launching your own brand?
We did launch our brand, Umobile was one of our own brands, but after working with UNI-3 in partnership, I left Umobile. Apart from this, I launched my company named “Advance Mobiles” on a smaller scale and by the grace of Allah I am running it quite well.

Which brand do you deal in?

We deal in variety of brands depending on the customer's choice; we have Nokia, Samsung, Qmobile, Sony Ericson, HTC, iPhone and Huawei. Qmobile is on the top list when it comes to sales.



Syed Ather Hussain is the Authorize dealer of Phicomm for Rawalpindi and Islamabad. He is in mobile business from last 10 years and office is located at Singapore Plaza. The competitive factor of Ather's business is quite broad; getting higher profit margin is a part of business, his main focus in on Publicity and Public Relations.

Ather believed that "Customer is the King". If one wants to increase the market value of your shop then they should make sure that they treat their customer well and the customer should be satisfied by their services.

“Mobiles companies should give a reasonable time period between launching new models; for instance Galaxy S4 was launched exactly 3months after the Galaxy S3”

In his opinion, cell phones play an important role in our life in promoting communication & interaction.

While talking to Phone World Team he said that

I FRIENDS

PHICOMM'S AUTHORISED DEALERS IN TWIN CITIES !!

the numbers of new local mobile companies in Pakistan are inexpensive but not reliable, this upsets customers and they complain every day.

“Customer is the King”. If one wants to increase the market value of your shop then they should make sure that they treat their customer well and the customer should be satisfied by their services”

When we asked him what changes he would like to see in mobile sector of Pakistan, he told us that 'mobiles companies should give a reasonable time period between launching new models; for instance Galaxy S4 was launched exactly 3months after the Galaxy S3'

In a discussion related to Windows Phones release in Pakistan he stated that Windows Phone are not as successful as most people were expecting it to be.



**Do You
Know?**

The first smartphone was IBM's Simon, which debuted at the Wireless World Conference in 1993. It had an early LCD touchscreen and also functioned as an email device, electronic pager, calendar, address book and calculator.



UMobile Smartphones

Poised to Succeed

Raising the competition Bar

Irfan Yousaf, the owner of U Mobile always welcomes you with his pleasant personality and smiling face. He started his journey back in 1994, where he opened his mobile shop with the name of Uni 2 in Peshawar. After getting enough experience from dealing in other mobile brands, he decided to launch his own brand 'UMobile'.

The mobile industry of Pakistan has seen a rapid growth in last decade, despite the instable condition of country, Mobile industry is expanding and we see new local mobile brands emerging. Umobile has recently joined the league with its new style and multi-featured handsets.

Future plans of Umobile include launching of 3G enabled tablets. Pakistan is a big market for 3G because it has a huge internet and cellular user base. Umobile also wants to bring innovative features to his own brand like Xperia Z's Waterproof feature.

Mobile industry is expanding and we see new local mobile brands emerging, Umobile has recently joined the league with its new style and multi-featured handsets

How did you get in to mobile business? Tell us about your early experiences?

I started back in 1994 when I opened my first shop by the name of Uni 2 in Peshawar. I started with distribution of InstaPhone connections, this probably is the trend for all the people you see in the distribution industry.

We have heard that before launching U-mobile, you were associated with Q mobile

By Ammar Shafiq & Adnan Khan

Future plans of Umobile include launching of 3G enabled tablets Pakistan is a big market for 3G because it has a huge internet and cellular user base. U Mobile also plans to bring innovative features like Xperia Z's Waterproof feature



Is that right?

That is true; I started with Q mobile and was responsible for the distribution of two Q mobile handsets. The handsets that we launched were E400 and E100 which were a great success. After that I became distributor of LG mobile.

How is the market response for U-mobile?

Market response is very encouraging and I am very satisfied with the outcomes. Therefore, we are now focused on smartphones and planning to launch more models in the near future.

How are you planning to market the U-mobile brand and devices?

We are currently working on this very extensively. Our marketing team are taking into consideration the new dynamic that includes consumer preferences, product, features, prices distribution and advertising. All this requires proper planning; we are taking our time to do this the right way. We are sure that our efforts will pay off in the end and U-mobile will be a great success in the market.

U-tablet has also been launched and available in the market now. Is it 3G enabled?

Yes, the market is right for Tablets and we have also launched both 3G enabled and wifi only tablets. Customers have the option to pick which ever they want.

Our marketing team are taking into consideration the new dynamic that includes consumer preferences, product, features, prices distribution and advertising, We are sure that our efforts will pay off in the end and U-mobile will be a great success in the market

What do you think is the future of 3G in Pakistan?

Although 3G is not available yet but the consumers are demanding 3G handsets & tablets day by day. Once, the network are available, we will definitely see a surge for these kind of handsets, tablets and other 3G enabled devices. I see the new technology will be very successful in Pakistan.

Which international smartphone brand do you think is the one to lookout for in the future?

All major brands have launched their new smartphones like HTC One, Samsung S4, Xperia Z and Blackberry Q10 and all have some special features but personally I am very excited about Xperia Z and waiting for its launch in Pakistan.



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Telenor Talkshawk Join Hands with Govt. to Conduct IChamp Workshops

Telenor Pakistan has taken an initiative to empower the Pakistani 'digital generation. The initiative is called Talkshawk I-Champ which aims to provide exciting learning and training opportunities to the youth to enable them to become the proponents of digital change in Pakistan.

Telenor will join hands with the Government of the Punjab in this knowledge based project and conduct internet workshops for students of class 8 to 10 in around 150 schools in rural and semi-urban areas of the most populated provinces in the country.

It is interesting to note that all telecom operators in Pakistan have started promoting the use of mobile internet in one way or other as the auction of widely anticipated 3G licenses is knocking on the door. By engaging into such positive activities, Telenor is perhaps leading the pack by promoting knowledge and positive youth of internet on one hand and encouraging masses to use mobile internet and related services on the other.



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telenor

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By Khalid Khan
Rizwana Khan
Imran Rashid



SMARTPHONE GUIDE

for Distributors in Pakistan

How to Pick a Smartphone, a Guide for Distributors in Pakistan

Today's devices are multidimensional communication tools that do much more than simply making and receiving calls. Every mobile device manufacturer strives to release the latest and greatest smartphones with the best features, this has made deciding which phone to buy as complicated as anything.

Every country has its own market trends. A cellphone liked in one country does not mean it will create a buzz in other as well. Before picking up a smartphone for distribution it is very important to analyze the market trends first. There are a number of things which should be considered before finalizing the product like technology, carrier, phone specifications, customer's needs, taxes etc. Launching a product without proper market research could result in huge losses in the business. Price factor which is the most important has not been addressed because it is a pure marketing element dependent on brand etc. However, the most important thing is that prices generally have come drastically down for smartphones and this trend will continue in the future

as well.

Technology

It is very important to check the smartphone technology before placing the orders. All countries have their own frequency band, it is important to know that whether the phone is compatible with the frequency band of the country or not. In Pakistan the GSM dual band frequency is 900/1800 whereas CDMA frequency band 450/1900.

3G is on its way to Pakistan; therefore it is wise to order handsets that are 3G enabled. EVDO technology can also be used as a substitute for 3G by using EVDO and GSM based smartphones to run data over EVDO and voice over GSM. EVDO enabled phone are known as E+G phones. However, before you order any E+G smartphone you need to work with

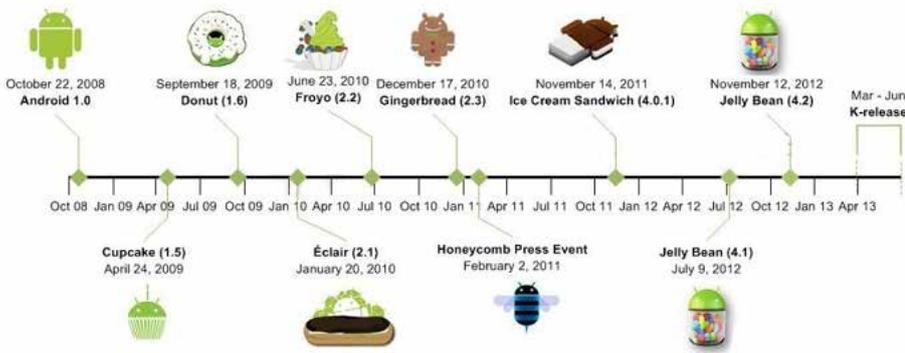
the CDMA operators such as PTCL and WorldCall as they need to be activated by the operators instead of RUIIM (the SIM equivalent for CDMA Technology).

Software

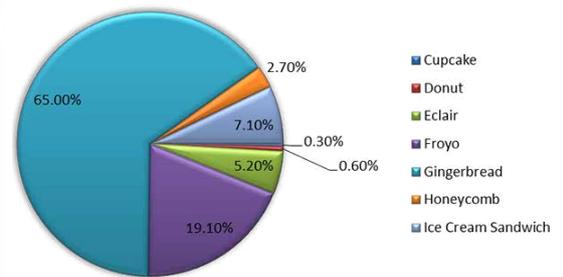
Every smartphone need an operating system to run its software. There are different OS available in the market. Popular OS these days are iOS, Android, Windows and RIM. While buying a smartphone it is important to know what software that phone is using, whether it can be upgraded and how often a new upgrade is available in the market.

iOS has incredible app selection and user friendly but it is not customizable like Android. Android has an edge on other operating system on many fronts. It is used by many different





Android API Version & Market Share



smartphone manufacturers like HTC, LG, Qmobile and Samsung with different qualities, features and prices making it affordable for almost every smartphone customers.

Android is also an open source OS released under the Apache License by Google and has a very large community of developers writing applications that extend the functionality of devices.

With multiple device manufacturers competing on price, quality, features and other positions, Android devices offer a flexibility that iOS cannot match. There's something for every budget, goal, and desire among Android-based devices.

All of these factors have made Android the world's most widely used smartphone platform today and it is expected that will continue to lead the market in the near to mid future, so no immediate threat of these devices getting obsolete before the inventory is depleted.

If you are looking at Android phones, it is better to buy smartphones that run on latest operating systems like ICS (Ice-cream Sandwich) and JB (Jelly Bean) because of its efficiency and enhance features.



Screen Technology

Screen technology is a very important factor to consider. Close attention should be paid to the screen technology while picking up a phone. Trail checking in store sometimes is not enough to properly access the technology. There are currently different technologies used by the manufacturers like:

TFT LCD (Thin Film Transistor technology): TFT LCDs are the most common type of display units used in mobile phones offering better image quality and higher resolutions than older LCD displays. It is cheaper that's why it is mostly used in low end smartphones and feature phones.

IPS-LCD: IPS stands for In-Place Switching. IPS-LCDs are low power consumption displays with wider viewing angle as compare to TFT LCD. These are costlier than TFT display and are used in high end displays only.

Resistive Touchscreen LCD: It is one of the two types of touchscreens. Resistive Touchscreens are not as responsive as capacitive touchscreens and often require a stylus to identify point of touch accurately. These are used only in lower end smartphones and feature touch phones.

Capacitive Touchscreen LCD:

Capacitive touchscreens are used in higher end smartphones as these are more responsive to human touch giving users a better experience.

OLED (Organic Light Emitting Diode): OLEDs display screens have extraordinary color reproduction, faster response times, wider viewing angles, higher brightness and extremely light weight designs.

AMOLED (Active-Matrix Organic Light-Emitting Diode) : AMOLEDs gained rapid popularity in top end smartphones. These have all the attributes of OLED displays but far better performance.

Super AMOLED Displays : Super AMOLED displays are the newest technology used in smartphones these days built with touch sensors on display itself making it the thinnest display technology in the market.

Gorilla glass: It is a damage and scratch resistance sheet of glass used in many modern phones as a cover over top of the screen technology. As compared to other types of glass, Gorilla Glass is much softer, thinner, lightweight and scratch resistant.

There is also a newer version of Gorilla Glass in the market by the name of Gorilla Glass 2 that is up to 20% thinner than the original material, yet still as tough.

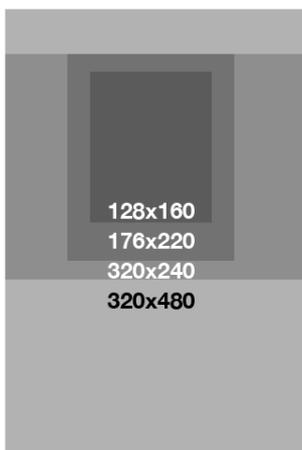
Screen Size: The trend of larger and larger smartphones is escalating day by day. With the huge success of Samsung Galaxy Note in 2011, Phablet has become a very common phenomenon.

There are many reasons that have resulted in this change. Initially it was the largely done in order to create differentiation among Android phones and Apple iPhone. Now bigger handsets are manufactured in order to accommodate the larger batteries required to support bigger displays and LTE connections, even though display and battery technology have also become efficient.

People are now using their smartphones to play games and watch TV and Videos, their preferences and buying behavior has changed and now they prefer bigger screen sized handsets.

Screen Resolution: Screen Resolution help to boast the pictures and videos, so the more the screen resolution the better the quality. Years before, average mobile screen size was 128by128. Today the screen size has increased and so has the resolution. A year back 720p was the maximum screen resolution in smartphones but today smartphones are available in 1080p as well.

Pixel density plays a major role in picture quality. It is the pixels per square inch of a phone's display. The higher, the better the image quality will be on the phone's screen. The phone with highest pixel density is HTC One with 468 PPI.



LED Flash

LED is the technology used in mobile phones for capturing sharp images even under unfavorable light conditions. Normally with an average camera phone, when the picture is taken in bad light conditions it only illuminates the middle of the image area leaving the corners somewhat dark. It is therefore advisable to buy a smartphone that has LED installed. Taking a few pictures in dim light can also be helpful in making the final decision.



Camera

Camera has become the very basic feature of smartphones these days. People now prefer to buy smartphone with high megapixel camera they can carry all the time rather than buying a separate camera that they often forget to carry to their special life events. This single factor has immensely increased the need of a smartphones.



For a better quality, high megapixel camera is very important. A minimum 8 megapixel camera has become a standard for smartphones. Nokia PureView 808 has 41 megapixel

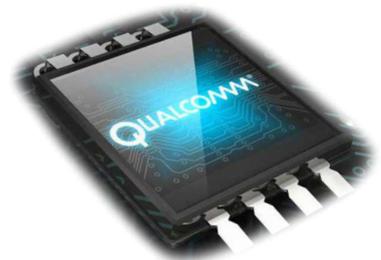
cameras but more megapixels do not necessarily mean better quality pictures, HTC One has 4 ultra-pixel cameras which have bigger megapixels making it easier to take better pictures even in dark. There are number of characteristics that make camera of high quality like:

- quality optics
- a good sensor,
- Image-processing software that's up to the task.

Secondary Camera: The secondary or front camera has become a very important feature of smartphones today because applications like Skype and Tango require front camera. It can sometimes act as a single deciding factor for buying a smartphone.

Processor

Today's high end handsets feature technology that's more like a powerful PC and that only became possible



due to microprocessors used in smartphones today. Qualcomm Snapdragon is the biggest name in processor market. It offers complete integrated solutions for all technologies, and provides support for both 3G and 4G networks, giving the devices optimal performance and power consumption.

Awareness about smartphones have highly increased during the last couple of years, consumers are now more concerned about the technologies used in smartphones. Now they want superfast handsets just like PCs, laptops and tablets.

Due to the increase in the smartphone market, competition

among manufacturers has also increased; However Qualcomm Snapdragon is like the “Intel inside” for smartphones. Other processors that are being used by cellphone companies are from MTK, Nvidia Tegra, Samsung Exynos, Intel Atom, Apple and some others which are not really popular.

RAM

Just like computers, multi-tasking on mobile phones is also dependent on the amount of RAM (Random Access Memory). Lower end smartphones usually have around 256MB of RAM which can meet the average needs of a person like texting, making calls, browsing and few gaming apps, whereas heavy users at least need 512MB as their minimum RAM figure. The latest phones which are high end comes with at least 2GB RAM, this will become a common requirement in the next 6 to 12 months for low end Smartphones as well.

Battery

With processing and constant data connectivity battery drainage happens very fast and therefore has become a very important part of the phone. A smartphone’s minimal design, pretty interface, HD Display, applications, 3G network, all are useless if it has ineffective battery, simply, if the battery doesn’t work nothing will. There are a number of things that affect the rate of battery drain like the size and technology of the display, the speed of the processor, and the radio technology in use. Smartphones now come with large screen displays which consume the highest percentage of battery. Therefore, when picking up a phone, it is very important to check the battery timing.



Mobile phone battery life is measured in two ways: standby time and talk time, standby time is the duration when cell phone is idle and talk time is the duration when you’re actually using the phone. It is better to pick a phone that has good talk-time capacity rather than stand-by time. Lithium Ion (Li-Ion) Battery considered the best battery these days as it can be almost 2000 times more powerful and charge 1000 times faster than the other technologies.

Memory

Smartphones have two types of memory, fixed and expandable. Fixed memory or internal memory is primarily used to run the Smartphone whereas expandable memory is mainly used to store your programs and data. Internal memory in smartphones ranges from 512MB to 64GB whereas there is also an additional option of inserting SD card.

In a smartphone good memory is very important to run different applications. Phones should be selected that have decent internal memory and SD card option.

NFC

Near Field Communication is a comparatively new technology that is not just limited to mobile payments only. It’s a short-range, low power wireless link evolved from radio-frequency identification (RFID) tech that can transfer small amounts of data between two devices.

NFC is currently being tested by a variety of organizations who want to use smartphones as next-generation access cards.

With NFC now you can turn your phone into a digital wallet, become a master key for everything from your house to your car, serve as a government or corporate identification badge, or tap your device on anything like medicines, movie posters, company logos etc. and get detailed information about it. These are just some of the uses of NFC there are

still endless uses of NFC that are still under research for making like easier and better.

Dual Sim

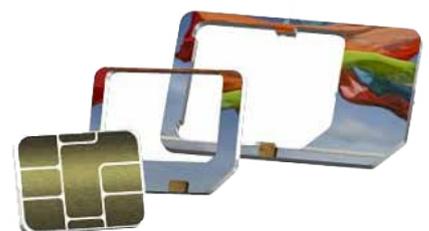
In Pakistani market dual SIM phones are very popular. Most of people have more than one phone connections and prefer to buy a phone that has dual SIM option, so that they don’t have to carry two phones, besides it is wise to buy one expensive but effective handset than two low quality phones.



SIM Size

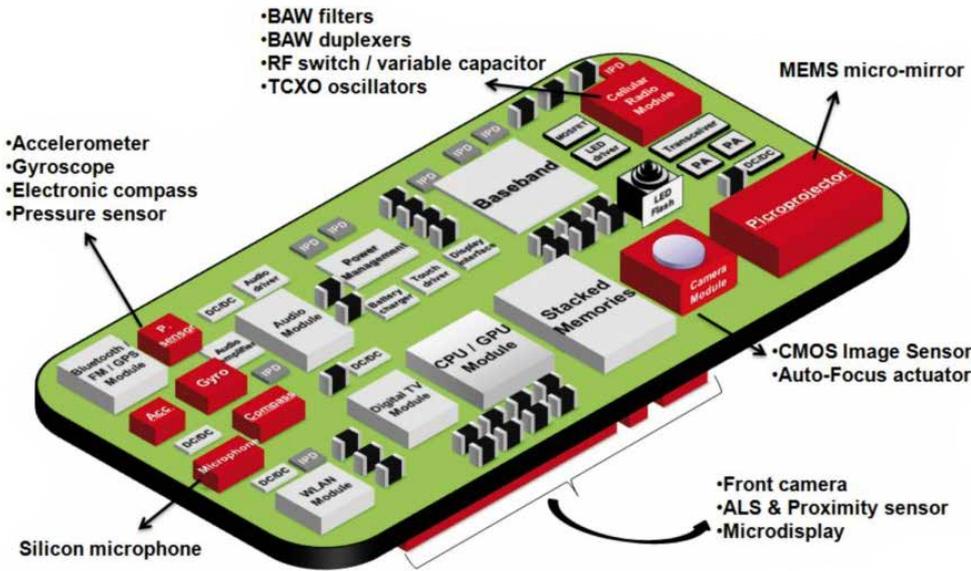
Mostly full-sized SIM cards are used in all mobile phones including QMobile, Phicomm but iPhone versions brought a new change in the SIM card sizes and now several SIM sizes are used in smartphones these days.

All the new phones are using Micro SIM cards like Samsung Galaxy S4, BlackBerry Z10, HTC One, Sony Xperia Z, Motorola RAZR i and Nokia Lumia Series, while Nano SIM is used by iPhone 5.



Sensors

The tremendous growth of sensor



technology in Smartphone increases day by day. Success of smartphones is leading to an increasing amount of MEMS & sensors in mobile phones to provide new features/services to end-users, to reduce cost through more integration or to improve hardware performance

Light ambient sensor: Ambient light sensors are a very effective feature of smartphones that can adjust a display's backlight,

which improves user experience and also save power by optimizing the display's view ability. There are different types of Light Ambient Sensors in smartphones like:



Proximity Sensor: A proximity sensor detects how close the screen

of the phone is to your body and it is very much useful in Smartphone. It allows the phone to sense its nearness to the ear and turns off in order to save battery and avoid unwanted touch.

Accelerometer: The accelerometer allows the Smartphone to detect the orientation of the device and adapts the content to suit the new orientation.

For example, when you rotate your device sideways, the content on the screen automatically switches to landscape mode.

Gyros: Gyroscopic sensors are used in navigation systems, gesture recognition systems and finding the position and orientation of devices in Smartphones and tablet PCs.

Compass: The Compass sensor in a smartphone allows the gadget to sense exactly what direction it's facing.

Standard Features

Besides these, there are some basic features that are though present in all smartphones nowadays but it is

better to check them before placing an order, just to be on the safe side, Bluetooth, Wifi (2.4 Ghz, 13 channels supported in Pakistan), FM Radio, GPS, USB Port.



Embedded Applications

Embedded applications are the built-in software applications in smartphones. These applications cannot be re-written as they providing some type of control function and/or user interface, the software is typically stored in a non-volatile memory such as ROM or flash memory.

Before buying a phone it is important to check if embedded applications are working properly like in GTalk it is better to check if the video calling function works.

In Android OS, Google Talk, Play Store and Google Maps are the main embedded applications. More applications can be easily downloaded from Android Play Store after configuring your Gmail account.





Cake cutting ceremonies were organized in all offices of China Mobile Pakistan across all regions. Yunjun cutting the cake with senior executives of Zong

By Ammar Shafiq

ZONG Celebrates its 5 Years of Operations in Pakistan

ZONG, the fastest growing network of Pakistan, said thank you to its customers, franchises, vendors, media, government and all stakeholders after completing 5 years of its operations in the country. ZONG, a brand of China Mobile Pakistan, being the last entrant in Pakistan telecom market came in with state-of-the-art equipment that enabled them to provide unmatched services to its subscribers.

ZONG which has become the digital partner of this nation in a short span of time celebrates Sub Keh Do Day every year. However this year the telecom giant decided to say something itself and said thank you to the people of Pakistan for their trust and confidence in the brand. China Mobile Pakistan started its operations in April 2008 and in a short span of time, it has become the most progressive player in the market. This aggressive stance is reflected in the rapidly increasing subscriber base and the revenue achievements.

Speaking about ZONG's journey in the country, CEO of ZONG Mr. Fan YunJun said, "We are delighted to have achieved this milestone. Today

there are over 19 million loyal ZONG customers and its coverage extends throughout Pakistan. Our services, our commitment to the customers, our approach towards innovation in technology, our dedication to this country, and our philosophy of being a responsible corporate citizen - all these things are evident in our daily operations, services and future plans. Although we face a lot of challenges and difficulties, we shall always proactively and consistently treat challenge as a valuable opportunity

ZONG celebrated its 5th anniversary with great zeal and excitement. Cake cutting ceremonies were organized in all offices of China Mobile Pakistan across all regions

for improvement and rise high above the others."

ZONG celebrated its 5th anniversary with great zeal and excitement. Cake cutting ceremonies were organized in all offices of China Mobile Pakistan across all regions. Apart from this

ZONG officials participated in various renowned evening shows where loyal customers along with the officials shared their views about ZONG and its services with the viewers.

ZONG's CSI is among the top 3 in the country. The company is listed among the top 5 best employers in Pakistan and among the top 2 employers in the telecom sector of the country.

The company has not only managed to grab a fair share of the market but has also invested billions of dollars in Pakistan. By growing its operations, ZONG is also creating employment opportunities for the talented people of Pakistan. The Company has generated more than 1700 direct and over 40,000 indirect jobs in the country. It is the only operator who started a pilot project to run BTS on Bio-Gas.





Parveen Akhtar

A successful Female Entrepreneur from Sialkot

Stereotyping haunts female entrepreneurs Coming out of home to work gives me independence, empowerment and satisfaction

Female entrepreneurship is considered an important tool in enabling female empowerment and emancipation. The role of females in the development of a country cannot be neglected or underestimated as it not only provides a platform for women to prove themselves but also contributes to the welfare of the overall economy.

Even in a country like Pakistan which is considered to be a typical conservative male oriented society, we have Women like Parveen Akhtar, who stepped up and turned themselves into successful entrepreneurs and decided to work in her motherland.

Parveen was born on 6th June, in an industrial family of Sialkot. She started her schooling from Sialkot Girls High School and then completed her studies from Murray College, Sialkot. She also holds Canadian nationality and has travelled almost half of the world. Let's have a look into Parveen's life and see how she

ended up in being a successful female entrepreneur.

Please let us know about your personal life i.e. where were you born, raised and family background etc?

I was born in an industrial family; my father Ghulam Qadir had his business with the name of - Falcon Traders, he was very supportive to me throughout my life. After completing my studies in 1965, I assisted my father in his business. I got married in 1971 to Zaffar Iqbal, my husband

Economy of our country is going through bad time and in Pakistan female entrepreneurship may be due to the need to meet family's expenses or it can be attributed to the desire to raise the standard of living

was into 'photography' business from last 3 generations, my father-in-law was one of the 1st photographers in Sialkot. I actively participated with Zaffar in his business and with the passage of time we diversified the nature of our business; this diversification included electronic gadgets and now mobiles and smartphones.

What was your family's first reaction when you decided to work in Pakistan, How supportive you're your family?

Families play an important role in female entrepreneurship; by the grace of Allah, my family was and is very supportive with me. They played an important role in my success and appreciated



me to develop business ideas. I took birth in a business oriented family; we all like to extend ourselves to achieve greater targets and goals of our life.

We believe that mobile business is quite competitive and being a female it must have been difficult for you to start in Pakistan, what kept you motivated?

Stereotyping haunts female entrepreneurs; it also adds cement to the male-female segregation phenomenon. Often people say this but I am of a different point of view, I think coming out of our homes and being independent gives us a sense of satisfaction and we become more independent. I like to work with my children and handle all the finance of our business.

Economy of Pakistan is going through a bad time, How do you see female participation in boosting and improving this particular problem?

Yes, economy of our country is going through bad time and in Pakistan female entrepreneurship is largely because of the reason to meet family's expenses rather

any creativity or it can be attributed to the desire to raise the standard of living. In both the cases, it contributes in raising the economy of our country. There is more female population in Pakistan than male and we have examples worldwide where we could see countries prospering because of the female participation in country.

Customers from which social strata visit your shop most of the time (students, females, businessmen, lawyers, laymen)?

Alhamdulillah, people from

Steve Job, a legend of technology world is my inspiration and my ideal. The slogan 'think different' made me do different in my life. I feel good about that my children (Naveed Zaffar & Jamshed Zaffar) run Apple store in UK and our store was first to sale 2G iphone in Sialkot in 2007

every social strata visit my outlet very often, it looks like they have now found a new place to shop, where they feel comfortable. 50% of our customers are youngsters, 30% are businessmen and 20% are families; plus we also offer 5-7% discount to students. I treat my clients just like my family and specially my customers who are young girls sit with me for hours whenever they visit, as they feel comfortable.

Which brands do you deal in and which smartphone dominates the Sialkot market?

Apple is on our top priority, we were the first to sell iphone in Sialkot in 2007. After Apple then come Samsung, HTC, Sony and Blackberry. Samsung is now the first choice of customers in Sialkot because of its economical prices and increasing brand awareness

Do you think the presence of a female can attract families to enter to a shop especially when we talk about Pakistan's mobile market?

Yes, it is a plus point especially in Sialkot mobile market. As said, we do have regular customers who feel comfortable and they bring their families along to select any new handset. I am very generous and friendly with my staff but when it comes to business, I make sure that my clients are satisfied.

From where do you get inspiration and who is your ideal in mobile industry?

Steve Job, a legend of technology world is my inspiration and my ideal. The slogan 'think different' made me do different in my life. I also feel good about that my children (Naveed Zaffar & Jamshed Zaffar) run Apple store in UK and





our store was first to sell iPhone in Sialkot in 2007. My children are my friends and help me with my business

Give us your point of view about the increased sales tax on mobile phones and what kinds of impact will these taxes have on mobile market?

Governments worldwide are taking steps to promote technology but in Pakistan it's totally the opposite.

These taxes will affect market very negatively as everyone knows and it will discourage fresh entrepreneurs to enter into this business. Personally speaking technology should be tax free, everyone should have access to the latest technology, and this is what makes a nation prosperous.

If you are given a chance to bring reforms in the mobile industry of Pakistan, what changes would you like to bring?

The first thing will be the

promotion of technology, secondly I will reduce the taxes on mobile phones and I will certainly encourage females in this business by educating them. Lack of education is a prime factor that discourages females; women are looked as "food-makers" rather than the "food-earners". The gender

imbalance in our society is the matter of "family reputation and honor"; this can only be modified by education.

Any message that you would like to convey to our readers especially females?

My message is to all the young girls in Pakistan is that, you are the face of real Pakistan, follow your dreams and work for their fulfillment. Girls should participate in different activities, they should be confident and I dream of a Pakistan with young entrepreneurs especially female!

My message is to all the young girls in Pakistan, you are the face of real Pakistan, follow your dreams and work for their fulfillment. Girls should participate in different activities, they should be confident and I dream of a Pakistan with young entrepreneurs especially female!

“ I consider my mother as a role model for the women today, she not only runs the business but she has a great vision. She always comes up with unique and innovative ideas i-e to be the first to give online services in Sialkot, installation of Solar Setup in our home and shop and recently we conducted a promotional activity for Samsung Galaxy S4. All these ideas were initiated by my mother.

(Sohail Zaffar-Son)



The World's Most Expensive Mobile Phone. The iPhone 4 **Diamond Rose** edition boasts a price tag of 5 million pounds, which currently translates to \$8,184,968.42.



Do You Know?

club mobile™

✓ THINGS WITH CLUB *lookin' great*

A5



S3



M4



A72



S4



M3



A95



COMING SOON



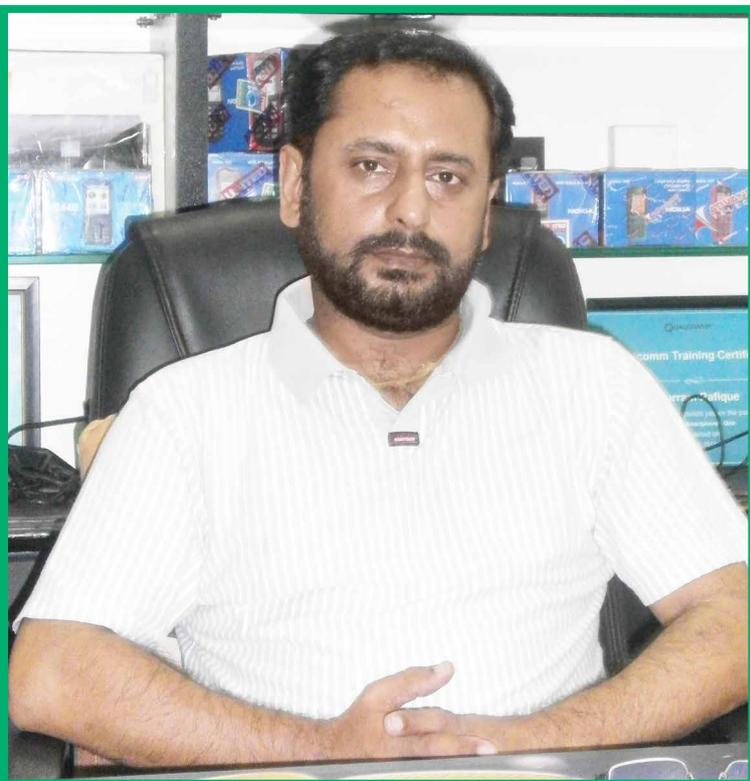
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Hall Road Lahore Pakistan
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www.clubmobiles.com.pk

Cell n' Sell

Highlights the Problems of Retailers



Khurram Rafiq, the owner of Cell n' Sell mobile shop started his business career back in 1999 as an investor. Later on he opened Cell n' Sell in 2003 that deals in all local and international brands. His vigor, passion and enthusiasm have brought him a long way making him a prominent name in mobile business Hafiz Center, Lahore.

According to Khurram the demand of smartphones has radically increased during the last couple of years. Customers are become more aware about the latest technologies as compare to the past. Social media played a major role in creating awareness.

While discussing the problems of mobile retailers, Khurram said that only a couple of years back, the average sale of his shop was around 100 handsets per day, but now due to strict government policies, inflation and rise in grey market has devastated his business, minimizing average sale to 35-40 sets per day. He urged the government to review its policies and cut down unfair taxes and support the small businessmen.



Ali Mobiles

Shares Market Trends

Mian Irfan is a well-experienced and seasoned businessman. He is in mobile phone business from last 9 years and deals in all kinds of new and used mobiles phones. He runs a mobile shop in Hafeez centre Gulberg Lahore by the name of "Ali Mobile".

While discussing the trends of mobile market Irfan told the Phone World Team that although there are many local and China handsets available in the market on low prices but customers still go for international brands because they offer better after sale services.

Customers today are very aware of all the latest gadgets and gizmos but they still rely on the retailers to get all the essential and vital details. He told our team that the war between Apple and Samsung is not just confined to the court of law only; both manufacturers have very loyal customers and it is near to impossible to convince a Samsung user to switch to iPhone, vice versa. When asked about the current bestselling smartphone brand Irfan told us that Galaxy Grand has broken the sales records of all other smartphones.

Irfan is satisfied by the way things are going for his business; the only thing that worries him is the unfair competition in the market. He said that retailers sometimes sell products below the set mark-up price which create problems for other retailers. This is a matter to which the traders' organization should look into and make the necessary decisions.



the age of 20 and today he is the successful entrepreneur. Husnain is running a mobile business at Hall Road, Lahore by the name of Ahmed Mobile and smartphone store. He also has launched his brand Club Mobile back in 2005 in partnership with his family members particularly his uncle. He told us that around 50 models of Club Mobile are currently available in the market. According to Husnain, market response is very encouraging and he and his team are working day and night for success to their business. He considers his employees his key strength and a vital stakeholder in the business.

Club is working with dealers of all the major cities of Pakistan for the distribution of its brand. The positive response has encouraged us to take a further step in the business and soon Android models of Club Mobile will be released

Ahmed Mobile

Gleaming in the Mobile Market

Last month Phoneworld team got a chance to have a chat with an inspiring young entrepreneur, Husnain Ahmed Shehzad. We knew that he is a talented young man but we never expected him to be such a learned person. He did his Bachelor's Degree from UCP in Business Administration and started his business 5 years back at

He said that he is working with dealers of all the major cities of Pakistan for the distribution of his brand. The positive response of has encouraged him to take a further step in the business and soon Android models of Club Mobile will be released.

Husnain's determination and passion has impressed us greatly and we expect great things from him in the future. It was a pleasure talking to him, we wish him best of luck for future.



DO U KNOW ?

The Philippines is ranked number one globally in usage of text messages with about 1.4 billion text messages being sent every day.

During the late ,90s and early 2000s, the country was known as the "text capital of the world,,



Imposition & Revision of Taxes By FBR

PROTEST OF TRADERS TO REMOVE TAX ON MOBILE PHONES WORKED OUT



FBR Cuts sales Tax, Shifts Burden on Mobile Operators: Consumers Still to Suffer

Federal Board of Revenue has taken a very controversial decision and has been in the news since April when they announced a tax of Rs. 1,000 on every smartphone and Rs. 500 on every feature phone that will be imported into the country.

The importers and distributors in Pakistan protested the decision and were in state of confusion by the unprecedented increase in the taxes by FBR. Most of the importers didn't get clearance of their cellular phone consignments at the port and sales of phone dropped drastically in the last two months.

The SRO issued by FBR said the following:

- > Rs. 1,000 per cellular mobile phone in case

of a smart phone or Satellite phone, where the term smart phone means a cellular mobile phone having following characteristics.

- 4GB or higher basic memory
- Touch screen
- Dual core or higher processor
- 5 Megapixel or higher camera
- iOS, Android version 2.3, Android Gingerbread or higher, Blackberry, Windows 8 phones or higher

- > Rs. 500 per cell phone in case other than smart phone or satellite phone.

A body of Hall road traders protested against FBR's decision to increase taxes on mobile phone sets.

The protest would continue until FBR takes back its decision.

The increase in tax will not only encourage the smugglers and illegal traders of phones, but it will also put an end to billions of investment in mobile industry.

The protest would continue until FBR takes back its decision. The increase in tax will not only encourage the smugglers and illegal traders of phones, but it will also put an end to billions of investment in mobile industry

The chairman also mentioned that protest was the only option left with them and there will be no tolerance on this issue. People in the protest stressed on the fact that this move would also jack up the graph of unemployment in Pakistan and it will affect our economy directly and indirectly.



Baber Mehmood Hall Road talking to the media



Traders burning tyres with banners against increase in tax

Copy of previous SRO issued by FBR

GOVERNMENT OF PAKISTAN
MINISTRY OF FINANCE, ECONOMIC AFFAIRS,
STATISTICS AND REVENUE
(REVENUE DIVISION)

Islamabad, the 4th April, 2013

**NOTIFICATION
(SALES TAX)**

S.R.O. 280 (I)/2013.— In exercise of the powers conferred by clause (b) of sub-section (2) and sub-section (6) of section 3, clause (b) of sub-section (1) of section 8, clause (a) of sub-section (2) of section 13 and section 71 of the Sales Tax Act, 1990, and in supersession of its Notification No. S.R.O. 542(I)/2008 dated the 11th June, 2008, the Federal Government is pleased to direct that sales tax shall be charged on the import or, as the case may be, on supply of the goods specified in column (2) of the Table below, at the rates and subject to the conditions and restrictions specified in column (3) thereof, namely:-

TABLE

S.No.	Description	Rates, Conditions and Restrictions
(1)	(2)	(3)
1.	Cellular Mobile Phones and Satellite Phones (hand-held sets) falling under PCT Heading 8517.1210 or any other Heading.	(i) Rs. 1000 per cellular mobile phone in case of Smart Phones or Satellite Phones, where the term "Smart Phone" means a cellular mobile phone having any of the following characteristics:- (a) 4GB or higher basic memory; (b) Operating system of the type iOS, Android v2.3, Android Gingerbread or higher, Blackberry RIM or Windows 8 or higher; (c) Touch Screen; (d) 5 Mega pixel or higher mega pixel camera; or (e) Dual Core or higher processor. (ii) Rs. 500 per cellular mobile phone in case of other than Smart Phone or Satellite Phone.

[C.No. 3(6)ST-L&P/08]

(Mohammad Raza Baqir)
Additional Secretary

Copy of revised SRO issued by FBR

GOVERNMENT OF PAKISTAN
MINISTRY OF FINANCE, ECONOMIC AFFAIRS,
STATISTICS AND REVENUE
(REVENUE DIVISION)

Islamabad, the 30th May, 2013

**NOTIFICATION
(SALES TAX)**

S.R.O. 460 (I)/2013.— In exercise of the powers conferred by clause (b) of sub-section (2) and sub-section (6) of section 3, clause (b) of sub-section (1) of section 8, clause (a) of sub-section (2) of section 13 and section 71 of the Sales Tax Act, 1990, and in supersession of its Notification No. S.R.O. 280(I)/2013, dated the 4th April, 2013, the Federal Government is pleased to direct that sales tax shall be charged on the import and supply of the goods specified in column (1) of the Table below, at the rates specified in columns (2) and (3) thereof, subject to the conditions, restrictions, mode and manner as prescribed after the Table below, namely:-

TABLE

(1)	(2)	(3)
Description / Categories	Rate on import	Rate on supply (to be collected at the time of sale or activation of SIM card)
A. Low Priced Mobile Phones or Satellite Phones i. All cameras: 2.0 mega-pixels or less ii. Screen size: 2.6 inches or less iii. Key pad	Rs. 150	Rs. 250
B. Medium Priced Mobile Phones or Satellite Phones i. One or two cameras: between 2.1 to 10 mega-pixels ii. Screen size: between 2.6 inches and 4.2 inches iii. Micro-processor: less than 2 GHZ	Rs. 250	Rs. 250
C. Smart Cellular Phones or Satellite Phones i. One or two cameras: 10 mega-pixels and above ii. Touch Screen: size 4.2 inches and above iii. 4GB or higher Basic Memory iv. Operating system of the type iOS, Android V2.3, Android Gingerbread or higher, Windows 8 or Blackberry RIM v. Micro-processor: 2GHZ or higher, dual core or quad core	Rs. 500	Rs. 250

CONDITIONS, RESTRICTIONS, MODE AND MANNER

(i) The sales tax on supplies of cellular mobile phones shall be charged, collected and paid by the cellular company operators on every new sale or activation of SIM card.

Later FBR decided to reduce the sales tax on the import of mobile phones, including smart cellular phones and satellite phones as per SRO 280(I) 2013; but this time it shifted the burden on Mobile Operators which means consumer still will have to suffer. end of the day.

Traders all over the Pakistan had opposed and protested these taxes that increased prices for consumer by 60% especially for low end phones.

Now, while the same has been reduced a bit- still the consumer will have to suffer either it is on import or the SIM.

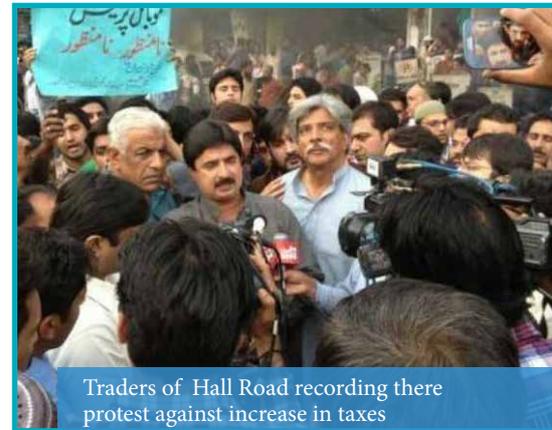
The new notification issued by FBR states that the sales tax on activation of cellular mobile phones shall be charged, collected and paid by the cellular companies.

No SIM card is to be sold or activated by a cellular company operator without charging and collecting the new sales tax rates.

Estimates suggest that FBR is likely to make Rs. 5 billion per annum with this new tax. It merits mentioning here that FBR is short of annual tax collection target of Rs 2.381 trillion and this is probably why it is unfolding every possible avenue to get its target

Now the cellular Operators of Pakistan will have to pay imposed Rs.250 SIM Activation Tax.

Members of the five Mobile operators community interviewed have equally protested of the new taxation regime sighting that the charge of activation tax inherited lack uniformity while being discriminatory in nature as two handsets, being sold at Rs. 2,000/- and Rs. 100,000/- respectively, are taxed at the same rate of Rs. 250.



Traders of Hall Road recording there protest against increase in taxes

Members of the five Mobile operators community interviewed have equally protested of the new taxation regime sighting that the charge of activation tax inherited lack uniformity while being discriminatory in nature as two handsets, being sold at Rs. 2,000/- and Rs. 100,000/- respectively, are taxed at the same rate of Rs. 250.

By Kanwal ayub

ZONG & Nokia Promotes Emerging Talent at PFDC



ZONG, the first international brand of China mobile, collaborated with PFDC to promote rising talent through the "ZONG Promotes Emerging Talent", this initiative of PFDC and ZONG is anticipated to benefit the industry in the long term and help unearth aspiring Pakistani fashion talent.

Nokia also sponsored the event and presented a Nokia Lumia inspired fashion segment with fashion

see the growing role of the private sector in the Pakistani fashion industry. Not only does their support allow us to invite foreign delegates and help promote Pakistani fashion on an international stage, but it also allows us the opportunity to provide a richer and more engaging fashion experience over the four days of the event.

Director Corporate Sales, ZONG Ali Kamran said "ZONG is proud to be a part of the 6th PFDC Sunsilk Fashion Week and we feel honored

Director Corporate Sales, ZONG Ali Kamran said "ZONG is proud to be a part of the 6th PFDC Sunsilk Fashion Week and we feel honored to support the emerging talent of Pakistan

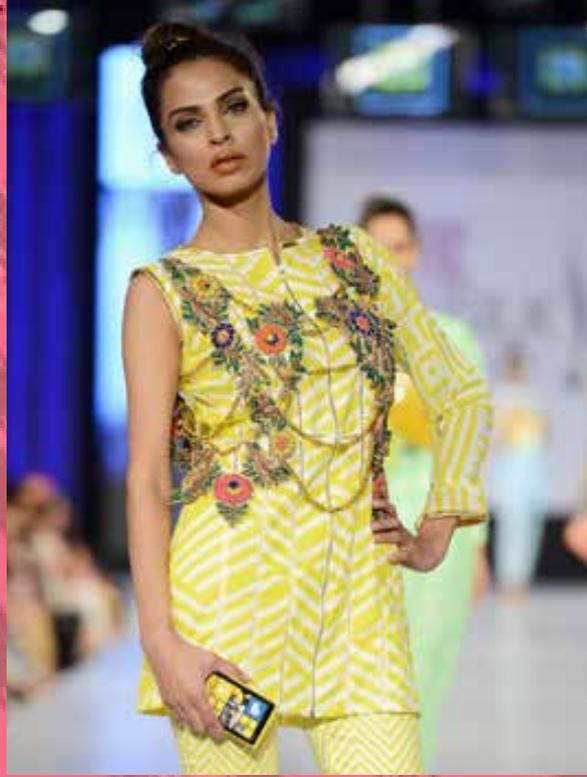
designer Mohsin Ali on Day-3 of the event. Ever since its inception in Pakistan, Nokia has been trying to foster the talented youth of Pakistan through various initiatives at numerous platforms.

Speaking about the PFDC Sunsilk Fashion Week platform, Chairperson of the Executive Committee of the PFDC, Sehry Saigol said: "It's heartening to

to support the emerging talent of Pakistan.

This year the PFDC Sunsilk Fashion Week 2013 showcased a diversity of luxury/prêt collections from 47 designers, brands and textile houses over a period of 4 days, defining and presenting trends for 2013, focusing specifically on the regions' long hot summer months.





By Kanwal Ayub



Craze of Social Networking & Mobile Operators!!

Over the last decade, technological developments have taken a significant leap forward by having a deep impact on our lives than anything else. Today, social media tools have a profound effect on the way of our daily communication.

Since people now-a-days are searching for a complementary service that integrates them with the major social networking sites. To fulfill this need, major operators of Pakistan have successfully deployed their full featured SMS and USSD based mobile social networking solution.

Social media has taken the world by storm and has become the fastest

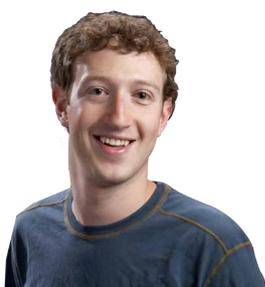
“Social media has taken the world by storm and has become the fastest growing and most preferred mode of communication to hit the World Wide Web ever! It serves to connect people from all walks of life irrespective of age, gender, creed or social-economic backgrounds.”

growing and most preferred mode of communication to hit the World Wide Web ever! It serves to connect people from all walks of life irrespective of age, gender, creed or social-economic backgrounds.

All the major mobile operators in Pakistan have partnered with social networks like Facebook/Twitter to provide free or discounted data access. These offers help users to carry their social life in their pocket and stay connected to their circle. The social networks like Facebook and Twitter are making a big global push for their services, as the company seeks its next billion users, messaging is going to be a key feature that draws people in. With so many alternatives – from SMS and email to apps like WhatsApp, Viber or WeChat – Facebook and Twitter has a lot to compete against. So now both are partnering with mobile providers will give it an edge in emerging markets.

Zuckerberg announced last year that Facebook would be shifting its focus to mobile development.

“It is really clear from the stats and my own personal intuition that a lot of energy in the ecosystem is going to mobile, not desktop. Now we are all a mobile company and all the code is being written in mobile, we will make more money on mobile than we make on desktop.”





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SALMAN BUTT
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G M COMMUNICATION

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QASIM MOBILES

DEALS IN ALL KIND OF MOBILES PHONES,MOBILE
 ACCESSORIES,MOBILE PARTS,WIRLESS SETS

HAJI MUHAMMAD AHMED
0321-6949004

RAIL BAZAR, BIJLI CHOWK,
PAKPATTAN SHARIF



By Fakiha Hassan Rizvi

New Milestone in Mobile Technologies m-Government

Mobile technologies certainly don't need to be related with talking and texting all the time. Nowadays, they have seeped into higher orders and advanced levels. They are integrating themselves more coherently with human life at an individual, community, national and international level. The concept of m-government is relatively new that promises a responsive government and a connected society. Both the promises, undoubtedly, lead to a better quality of life. It is worthwhile to explore this concept and work to inculcate it in Pakistani society as well.

Mobile government of (m-government) involves the

mobilization of public services and empowerment of the citizenry through effective use of mobile technologies.

The first 'state level' experiment with m-government can be found in Virginia (United States of America). This is the first virtual state project provides wireless and mobile government services. This implementation includes downloadable data about severe weather information, information about legislation, election info and taxes. In Iowa, parking information is provided via text messages. This way, cases of wrong parking, blocking the traffic and parking tickets are reduced. "My California on the Go" being implemented in California provides citizens with information regarding many topics such as traffic and government announcements.

On the other hand, in Europe, the German Police uses Global Positioning System (GPS) and cell phones for tracing the criminals. London Police warns the citizens in security threats by text messages. In Stockholm the job openings are announced by text messages. In Norway, the citizens can do their taxes by text messages, using a special code.

There are various benefits of m-government to name a few, fast and easy access to information, increased productivity, less paperwork, efficient communication,



privacy, time management and organization of daily life. m-Government is particularly suited for the developing world where Internet access rates are low but mobile phone penetration is growing rapidly, particularly in urban areas.

Globally, the number of mobile phones has surpassed the number of fixed/wired phones.

A report published in a local English daily, The Express Tribune claimed that m-Government is much needed in Pakistan, but is still alien. To substantiate its claim the report says that; "our country is going through such turmoil that our government hardly pays attention to cutting edge technology, especially when it has to be dealt with by the government itself. Rather than keeping citizens updated about emergency situations like bomb blasts and strikes in our country, our mobile networks are switched off". Beyond the slightest doubt, m-Government is a necessity for proper governance and better standard of living for the masses.



By Ammar Shafiq

New Addition to the Lumia Family Nokia Lumia 925

New interpretation of world's most innovative smartphone captures the best low light images

Nokia introduced the Nokia Lumia 925, a new interpretation of its award-winning flagship, the Nokia Lumia 920. The Nokia Lumia 925 introduces a metal design and showcases the latest PureView camera innovation, new features and third party applications coming to the Nokia Lumia range.

The Nokia Lumia 925 includes the most advanced lens technology and next generation imaging software to capture clearer, sharper pictures and video, including the best low light images.

The Nokia Lumia 925 also introduces the new Nokia Smart Camera mode, coming as an update to all Lumia Windows Phone 8 smartphones. Nokia

Smart Camera offers an easy way to capture ten images at once and edit the pictures with options like Best Shot, Action Shot, and Motion Focus for creating the perfect high quality image.

“We keep innovating,” said Jo Harlow, executive vice president of Nokia Smart Devices. “We’re advancing experiences on the Nokia Lumia portfolio whether that means great new benefits for an existing Lumia owner, or bringing new showcase devices like the Nokia Lumia 925.”

Qualcomm
snapdragon 

Nokia also announced Hipstamatic's new app, Oggie, which will arrive on Nokia Lumia smartphones, allowing people to take and share high quality pictures with like-minded creatives and photography enthusiasts from around the world. In addition to sharing photos on Oggie, users can simultaneously share photos on social networks including Facebook, Twitter, Foursquare, Tumblr, Flickr and Instagram.

“We keep innovating,” said Jo Harlow, executive vice president of Nokia Smart Devices. “We’re advancing experiences on the Nokia Lumia portfolio whether that means great new benefits for an existing Lumia owner, or bringing new showcase devices like the Nokia Lumia 925.”

The Nokia Lumia 925 introduces



metal for the first time to the Nokia Lumia range, bringing appeal and unique benefits like increased robustness.

The new Nokia Lumia 925 is a sleek and sophisticated smartphone delivering great performance and outstanding imaging.

The Nokia Lumia 925 is being introduced into Europe with Vodafone, along with other operator and retail partners. Patrick Chomet, group director of Terminals at Vodafone said: "The new Nokia Lumia 925 is a sleek and sophisticated smartphone delivering great performance

and outstanding imaging. We look forward to offering the Nokia Lumia 925 across our markets on Vodafone Red, as well as other tariffs, enabling customers to make the most of their new smartphone on Vodafone's fast and reliable network. Vodafone customers will also have exclusive access to a 32GB version of the Nokia Lumia 925, giving them even more capacity to store all their content for personal and business use."

Terry Myerson, corporate vice president, Microsoft Windows Phone Division, added: "Together with Nokia, we continue to change the way people think about smartphone cameras. The work Nokia has done with the Lumia 925 further enhances the imaging capabilities of the Lumia smartphones."

In addition to Europe, the Nokia

Lumia 925 will be introduced into the US by T-Mobile and into China by China Mobile and China Unicom. Sales are expected to start in the UK, Germany, Italy, Spain and China in June, followed by the US and a number of other markets. The Nokia Lumia 925 will be priced around 469 EUR before taxes and subsidies. Country-specific pricing and availability will be announced locally.

Nokia Lumia 925 includes the most advanced lens technology and next generation imaging software to capture clearer, sharper pictures and video, including the best low light images.



Nokia Lumia 925 Specifications

Operating system	Windows Phone 8
HERE location and mapping services	Free global HERE Maps and HERE Drive+; Free HERE Transit available in the Store
Display	4.5" AMOLED WXGA (1280x768), 2.25 D sculpted Gorilla 2 Glass, ClearBlack, High Brightness Mode, Sunlight Readability, Super Sensitive Touch for glove and nail usage
Battery	2000 mAh battery, Wireless Charging supported via an accessory cover
Processor	1.5 GHz dual-core Snapdragon
Main camera	PureView 8.7 MP with Optical Image Stabilization, Autofocus, short pulse high power dual LED flash, most advanced lens technology, 1080p HD video at 30fps with Optical Image Stabilization. Includes Nokia Smart Camera mode.
Front facing camera	1.2 MP wide angle
Memory	1GB RAM, 16 GB internal memory; 7 GB free SkyDrive cloud storage

Qualcomm
snapdragon



Karachi Markets Crippled By the Shutter Down Strikes

The city of Karachi is facing a series of unfortunate events for a very long time now. Sadly, the surge of violence drastically increased after the commencement of electoral campaigns 2013. Fear and panic has constantly gripped the city as shops and markets were being shut down in several areas of Karachi more than once during the past month.

Karachi is the economic hub of Pakistan; the current unsettled circumstances are greatly affecting the economy of the city and the country. Shopkeepers faced huge loses due to the shutter down strikes as their business was already endangered by the electricity shortage.

The disturbances in Karachi have also affected the Mobile phone markets. All shops were closed due to the deteriorating conditions of law and order. Retailers are going through very tough times and are very worried about their future. According to a rough estimate 80% of industries and workplaces remained closed during the enforcement of these strikes.

People of Karachi are hoping that new government would take serious measures to control the security situation and bring back peace to the city so Karachi could once again become "the city of Lights".



By Waheed Qamar

Bilal Electronics

Home of Branded & Chinese Mobiles



Catering the needs of the Karachi mobile users; Bilal Electronics is owned by a seasoned mobile dealer 'Bilal Ali Mukaty'. He is in mobile business for the past 6 years. He deals in variety of handsets like Branded/ Chinese mobiles and New/Used mobiles. Bilal said that there are number of local brands in market but customers still prefer buying the branded handsets.

Bilal said that often the profit margin decreases because of the 'shutter-down strikes' in Karachi and his business suffers a lot.

“ Often the profit margin decreases because of the 'shutter-down strikes' in Karachi and his business suffers a lot ”

When Phone World Team asked him about the circulation of 'stolen mobile phones' in market, he said that he doesn't purchase any cellphone without its complete 'box'; in this way he stays out of illegal business.

Hero Tab The Trend Setters !!

Youngest Entrepreneurs in Karachi
Mobile Market

Sajjad Hassan being young and energetic not only attracts his customers by his smiling face but is a real entrepreneur. He started his business of 'Tablets' back in 2009 and eventually launched his own brand 'Hero Tab' in 2011.

His business is focusing on the future trends of tablets and he considers it as one of the fastest growing industry in next few years, as tablets will surely replace laptops. Answering one of our questions, he said that his main target is youngsters and regardless of status; people now prefer Chinese brands especially when it comes to tablets

“ While talking about his future plans Sajjad told us that he is planning to launch Windows 8 tablets in Pakistan. Windows phones are gaining popularity day by day so launching a Windows tablet can be considered a fruitful idea ”

One of the best things about his Brand is "Standard Pricing", the prices are fixed for retailers, wholesalers and for customers too.

He told us that Chinese tablets will take time to reach the level of branded tablets because of difference in processors. Branded tablets are using processors like 'Qualcomm Snapdragon, NVIDIA Tegra & Intel ATOM ' but other than that chinese tablets are equally as good as the branded one in terms of quality



By Fakiha Hassan Rizvi

Citizen Journalism, SmartPhones and Elections 2013



Citizen Journalism is growing at an exponential rate and one of the factor behind this swift progress is ,innovation and technology'. The layman is in a better position to convey his messages at a global level. The cellular phone in the pocket with GPRS enabled, allows many of the ordinary folks to delve into the sea of information and add their voice to it as well.

Journalists are also using technology for the purpose of reporting and observation. They are more vigilant and they need to stay connected 24 hours a day when events as important as the general elections.

The role of conventional or mainstream media like (television and newspaper) is being complemented by citizen journalists. These are native citizens who explore events from their self-owned tools or gadgets (camera, mobiles etc) and use digital media (internet) to report their findings about those events. It is exciting to know that for the first time citizen journalists were in action to ensure transparent elections in Pakistan.

An international organization called Ethical Journalism Network (EJN)

trained a team of individuals called Pakvotes". The team consisted of 40 citizen journalists equipped with smart phones. All of them were evenly dispersed the constituencies of the country, with special attention to conflict zones like Balochistan.

The cellular phone in the pocket with GPRS enabled, allows many of the ordinary folks to delve into the sea of information and add their voice to it as well so Journalists are using technology for the purpose of reporting and observation

In Pakistani context, programmes like ,Geo Dost' were already receiving footages from local people. Such footages were both entertaining and informed the general public about some of the eccentricities allowed in our country. Then with the evolution of epapers, blogging also became a major component of newspaper websites, through which members of the civil society shared their opinions.

There are numerous ways in which even YOU can use your smart phone to gather and report news.

1) Record audio files

You can always record the actuality sounds and any important conversation around you through the recorder.

2) Capture Photographs

Capture the live action then and there by a single click. Try to make a photograph based story which itself explains the event that you want to report.

3) Make video when necessary

Try to make associations and connections between related events and combine them in the form of a video or short clip that can be uploaded on websites.

4) Live reporting from far flung areas or conflict zones

Smart phones give you the liberty to capture and send back information from anywhere. A live streaming application called Ustream can be installed that enables the user to report events on the spot.

Are You Ready to Become a Citizen Journalist With Your ?



Nokia Developer Workshop

Nokia

Windows Phone 8 Developer Workshop

The workshop was held by Syntax Communications on behalf of Nokia Pakistan in collaboration with Microsoft Pakistan to hone the app development skills of the participants on the Windows Phone 8 OS.



Cellular Phones as a Medium of Political Communication in Pakistan

The cellular phones, for the first time in the history of Pakistan, emerged as tools for political communication. Voters were able to confirm the registration of their votes by sending their Computerized National Identity Card (CNIC) to 8300. Apart from the conformation of registered votes, political parties effectively used technology to get access to their

Following the same lines, the March 23, 2013 public address of Pakistan Tehreek-e-Insaf also got access to much of its supporters through automated phone calls. On the other hand, with an entire data of cellular numbers given by the civil society under different schemes and campaigns were used to approach the masses at different instances. Pakistan Muslim League Nawaz even started asking policy

Shahbaz Sharif eYouth Initiative

<http://www.facebook.com/sharif.shahbaz>

Shahbaz Sharif eYouth Initiative

Cellular Phones, for the first time in the history of Pakistan, emerged as tools for Political Communication



تبدیلی رضا کار پروگرام

sms TRspace <CNIC> to 80022 or register at <http://tabdeell.insaf.pk>

supporters and followers.

oriented questions from their followers via SMS. It was a way of knowing the aspirations of the common man and at the same

The e-youth initiative of Punjab Government under the leadership of foreign Chief Minister Shahbaz Sharif, gained momentum, when the chief minister taped his voice and an automated call went to all the lucky merit scholars who were eligible to receive a 'laptop'.

time the party got feedback relevant to its policies and practices regarding governance. It is worth mentioning that cellular phones served as a double-edged sword for our political parties. Where there was a chance of interaction between the rulers

By Fakiha Hassan Rizvi

‘ It is worth mentioning that cellular phones served as a double-edged sword for our political parties. Where there was a chance of interaction between the rulers and their subjects, publicity and promotion was also at its peak ,

and their subjects, publicity and promotion was also at its peak. Taken positively, this isn't bad at all, provided that changes on ground are visible and speak for themselves. Promotion and publicity with the intention of better living standards for the citizens is a digestible investment. On the other hand, with an entire data of cellular numbers given by the civil society under different schemes and campaigns were used to approach the masses at different instances. Pakistan Muslim League Nawaz even started asking policy oriented questions from their followers via SMS.

It is worth mentioning that cellular phones served as a double-edged sword for our political parties. Where there was a chance of interaction between the rulers and their subjects, publicity and promotion was also at its peak.

Taken positively, this isn't bad at all, provided that changes on ground are visible and speak for themselves. Promotion and publicity with the intention of better living standards for the citizens is a digestible investment.

By Kanwal Ayub & Ammar Shafiq

What Makes These Smartphones Smart?

Smartphones are smart because of the processors & operating system (OS) it carries. Apart from this it is the multi-million functions of smartphone that makes it smart!

- ✓ Processor is the brain of the device that makes nearly all the smartphone features possible
- ✓ Make task or to-do lists
- ✓ NFC and money transfer
- ✓ Monitor appointments and set reminders
- ✓ Save contact information
- ✓ Do the math by using calculators or applications
- ✓ Converters helps in daily life routine
- ✓ Send or receive e-mail
- ✓ It keeps connected with social networks
- ✓ Play games
- ✓ Get information (news, entertainment, stock quotes) from the Internet
- ✓ Watch TV
- ✓ Send and receive text messages
- ✓ Integrate other devices such as PDAs, MP3 players and GPS receivers
- ✓ Take pictures
- ✓ Record voice messages
- ✓ Record videos
- ✓ Transfer and receive files using Bluetooth, GPRS or other forms of technology
- ✓ For every other function there an APP!



By Adnan Khan

DIGI Cell

Welcomes Incentive Based Handsets Offered by Mobile

Syed Shoukat Hussain is the owner of Digi Cell, Peshawar. He is the wholesaler and distributor in Chinese mobiles for the last 5 years. His honesty and professionalism has earned him a great reputation among his customers.

Shoukat Hussain discussed the new trends that cellphones have brought in the society. He said that cellular phones have brought some major social and cultural changes in community along with the technology changes.

It has brought people close together by enabling them to remain connected whenever they want, wherever they are. It is due to the wide mobile phone usage that

Nokia Lumia was offered by Mobilink and Ufone co-launched Samsung Galaxy S4, both received positive response from the users but still it has not affected mobile dealers' business in any noticeable way because there are many national and international mobile brands in the market now, each having number of cellphone models and mobile operators only offer the latest handsets, for all other mobiles customers visit dealers' shop



Honesty, Professionalism & Reputation

world today has become a Global Village in the true sense.

Hussain said that media has created huge awareness about the latest phone technologies. Customers have a lot of background information about the latest phones, which is although a good thing but it sometimes create difficulties to fully satisfy the customers.

While talking about the incentive based handsets offered by the mobile operators, Hussain said that the initiative taken by different mobile operators is a healthy sign for overall telecom business.

Recently Nokia Lumia was offered by Mobilink and Ufone co-launched Samsung Galaxy S4, both received positive response from the users but still it has not affected mobile dealers' business in any noticeable way because there are many national and international mobile brands in the market now, each having number of cellphone models and mobile operators only offer the latest handsets, for all other mobiles customers visit dealers' shop.

Fawad Parvaiz is a renowned mobile distributor of Peshawar. He is running a successful business for the past 10 years. He owns “New Connective Communication” which deals in smartphones, accessories and mobile connections.

How do you define the role of cellular phones among the different segments of Pakistani society?

Cellular phone has gained instant popularity in Pakistan as it is a fast and cheap way of communication. Pakistan is considered one of the biggest cellular markets of Asia.

What are the major barriers or difficulties that you face while convincing customers?

Customers are well aware of all the new technologies and gadgets these days. Although it is a good thing but sometimes due to this it becomes difficult to convince them to buy a different brand because they already make up their minds for which set to buy.

How often do the customers share their views about a particular brand with you?

Like I said, customers today are well aware and up to date. They do their research before buying a gadget. So when they come to our shop to make the purchase they have all the info, which they share with us as well. Students especially take strong interest in mobile phones.

“Customers are well aware of all the new technologies and gadgets these days. Although it is a good thing but sometimes due to this it becomes difficult to convince them to buy a different brand because they already make their minds up. It takes lot of effort to convince them to buy a new and better product”

New Connective Communication

A DECADE IN MOBILE INDUSTRY



Given a chance to bring reforms in the telecommunications sector of Pakistan, what changes would you like to bring?

The most important thing that requires attention right now is 3G technology in Pakistan. It has already taken a very long and unnecessary delay. So if I am given a chance I will make decisions to launch 3G as soon as possible.

Another thing that I would do is the installments of more boosters to make voice call quality better and reduce the flow of unnecessary package messages.

How do you see the Windows Phone market in Pakistan?

Although in international market Windows phones are gaining wide popularity but in Pakistan people have not shown much interest and enthusiasm about them. Android handsets are still preferred by most of the customers because they are less complicated and easier to use as compare to Windows phone.

Local Brands

Arrivals of the Month



Phicomm i600w

- Processor: Qualcomm MSM8225 1.2GHz
- Display Size 4.3-inch
- 8 mega-pixel(back camera)
- 0.3 mega-pixel(front camera)
- OS: Android 4.0
- Memory RAM:512MB +ROM: 4GB
- MicroSD card slot up to 32GB dual-core
- GPS Navigation
- G-sensor
- Wi-Fi/WAPI
- Light Sensor
- Distance Sensor



Gfive President G9

- Processor: 1.2 Quad Core GHz
- Network : Dual SIM Network Band Unlocked GSM850/900/1800/1900MHz & 3G WCDMA850/2100MHz
- Operation System: Android 4.2
- Display: 5.7 inch IPS Capacitive Screen, 1280×720 pixels
- Camera: Front 2.0MP+Back 8.0MP Dual Cameras, with Flashlight
- Battery: 2500mAh Rechargeable Li-ion Battery Working Time Up to 5 Days Power



Q-Mobile Noir A50

- Processor: 1 GHz Dual Core
- Operating system: Android Jelly Bean (v 4.1)
- Display: 4 inches resolution & capacitive touchscreen
- Camera: Cam, Video recording & Geo-tagging
- Connectivity: Bluetooth, Wi-Fi, GPRS & USB
- Messaging: SMS, MMS, IM & E-Mail
- Colors: Black
- Dual SIM: Yes
- Others: Radio, Video Player & MP3



Gfive W1

- Network: 4 sim support
- Battery: 2500mAh Battery (almost Samsung S4 size battery)
- Display: large LCD metal body Digital camera video recording



Phicomm i370

- Processor: Qualcomm MSM8225A 1.2GHz
- OS: Android 4.0
- dual-core
- Memory RAM:512MB +ROM: 512MB
- Display Size 4.0-inch
- 5 mega-pixel(back camera)



By Ammar Shafiq

Ahmed Jamal Wins Ufone 'King of Speed' Grand prize of Rs. 1M

Ahmed Jamal from Abbottabad won the Ufone - 'King of Speed' of Rs.1 Million grand prize after clocking the highest speed of 143 km/h on the final day at Ufone - PCB fast bowlers camp.

Other fast bowling contestants Muhammad Imran from Karachi marked the speed of 136 km/h, whereas, Abdul Ameer and, Faisal Yaseen from Faisalabad managed to bowl at the speed of 135 km/h.

“The recent Ufone “King of Speed” trials held across the country managed to bring in more than four thousand fast bowlers, each wanting to find a place at the National Bowling camp and trying his best to win a prize of Rs.1 Million”



Wasim Akram with Players

Ufone announced another chance for the lucky four, who had qualified for

the national training camp to win the cash prize on last day of camp. The condition to reach or top 145km/h was set aside and any bowler who would clock the highest speed would be declared the winner.

Ahmed Jamal who stands 6 feet 4 inches and won the grand prize after proving himself the fastest bowler said, “I am pleased and excited after winning this grand prize and showcasing my talent to an expert like Wasim Akram. Under the supervision of Wasim Akram, I have learned a lot about different techniques used in fast bowling; this camp will help me a lot in the days to come.”

He said that his initial aim was to join the training camp to improve his bowling skills but since Ufone announced another chance to win the cash prize, he tried very hard to deliver the fastest speed to win the prize offered by Ufone.

Speaking on the occasion, Wasim Akram, former captain of the national cricket team and also the brand ambassador of fastest data cellular network, Ufone said, “I am happy to see that we still have great fast bowling talent in Pakistan, we just need to find that talent and polish our youngsters. Fast young bowlers like Ahmed Jamal are the future of this country; they can become part of our



Ahmed Jamal wins ufone king of speed grand prize of Rs1 million

national team and take Pakistani cricket to new heights of glory.”

He said that Ufone and PCB had done a tremendous job by bringing together young emerging fast bowlers and providing them with an opportunity to showcase their talent. He also hoped that Ufone and PCB will continue to organize such healthy and useful events in the future and that would be a great service to Pakistani cricket.



Ufone signed a Memorandum of Understanding (MoU) with Pakistan Cricket Board (PCB) to invest into the cricket talent pool of Pakistan and to provide opportunities for the development and growth of young Pakistani fast bowlers



Which one would

Features

BlackBerry Q5



Qualcomm
snapdragon 

Sony Xperia ZR



Qualcomm
snapdragon 

LG Optimus Vu II



Qualcomm
snapdragon 

Display	720 x 720 pixels, 3.1 inches	720 x 1280 pixels, 4.55 inches	768 x 1024 pixels, 5.0 inches
Camera	5 MP, 2592x1944 pixels, autofocus, LED flash	13.1 MP, 4128x3096 pixels, autofocus, LED flash	8 MP, 3264x2448 pixels, autofocus, LED flash
Chipset	Qualcomm Snapdragon	Qualcomm Snapdragon APQ8064	Qualcomm MSM8960 Snapdragon
OS	BlackBerry 10 OS, upgradable to v10.1	Android OS, v4.1 (Jelly Bean)	Android OS, v4.0.4 (Ice Cream Sandwich)
Processor	Dual-core 1.2 GHz	Quad-core 1.5 GHz Krait	Dual-core 1.5 GHz Krait
Memory	Card slot microSD 32 GB Internal 8 GB, 2 GB RAM	Card slot microSD, 32 GB Internal 8 GB, 2 GB RAM	Card slot microSD, 32 GB Internal 16 GB, 2 GB RAM
Battery	Non-removable Li-Ion 2180 mAh battery	Li-ion 2300 mAh battery	Non-removable Li-Ion 2150 mAh battery
Color	Black, White, Red	Black, White, Pink, Mint	Black, White, Pink

you like to choose?

Nokia Lumia 925



Qualcomm
snapdragon 

GALAXY S4 zoom



HTC First



Qualcomm
snapdragon 

768 x 1280 pixels, 4.5 inches	960x540 pixels, 4.3 inches	720 x 1280 pixels, 4.3 inches
8 MP, Carl Zeiss optics, autofocus, dual-LED flash	16 MP, autofocus, Xenon flash	5 MP, 2592x1944 pixels, autofocus, LED flash
Qualcomm MSM8960 Snapdragon	Exynos 4212	Qualcomm MSM8930 Snapdragon 400
Microsoft Windows Phone 8	Android OS, v4.2.2 (Jelly Bean)	Android OS, v4.1 (Jelly Bean)
Dual-core 1.5 GHz Krait	Dual-core 1.5 GHz Cortex-A9	Dual-core 1.4 GHz Krait
Card slot No Internal 16 GB, 1 GB RAM	Card slot microSD, up to 64 GB Internal 8 GB, 1.5 GB RAM	Card slot No Internal 16 GB, 1 GB RAM
Non-removable Li-Ion 2000 mAh battery (BL-4YW)	Li-Ion 2330 mAh battery	Non-removable Li-Po 2000 mAh battery
Black, White, Gray	White	White, Black, Red, Pale Blue

B Social

launches its outlet in Lahore

Don't miss your chance to check out the latest smartphone brands at M. M. Alam Road Lahore Smartphone Store.

Visit Be store and win one of seven Be Social phones. Just bring along the draw coupon on your invite and drop it in the box to enter the draw.



G'Five

launches its theme outlet in Fortress Lahore

G'Five has launched its theme outlet in Fortress Lahore, a step towards physical presence and identity. The outlet is equipped with all the latest handsets of G'Five and focused on offering G'Five extended service to its valued customers needs by offering them:

- Complete Range of G'Five Cell Phones
- Personalized Service in a Classic Modern Ambience
- After sale & Backup Support
- entertains customer queries in timely and efficient manner
- competent sale staff that is quite cooperative and are qualified with detailed knowledge of products.



Uth Pack Offers Discounts on more than 250 Brands



Ufone has come up with amazing discounts for its valued customers. Uth Pack goes above and beyond a typical cellular connection and brings a complete lifestyle. The "Life On Kar" Uth Pack offers discounts at more than 250 branded outlets across the country.

A connection that lets you do what you want; it is the connection that will herald the arrival of the next age of

digital communication and it is the connection that will turn on your life. "Baaton se aagay barh, life on kar"

At Uth Pack Ufone have partnered with the best of brands that they call "Uth Pack On Kar Partners" such as: McDonald's, Cinnabon, Dunkin' Donuts, Tutti Frutti, CrossRoads, Timberland, Crocs, Adidas, Hush Puppies, Swatch, Dell, The Body Shop, Accessorize and Merle Norman.



Welcome Guest! | f | Connect



About ON KARI



Tariff



Services ON KARI



ON KARI



Friends ON KARI



Discounts ON KARI



Movies ON KARI



Scene ON KARI

PHICOMM

i600w

Rs.
12999



I am
PHICOMM



Specifications	i600w
Platform	Qualcomm MSM8225 (1.2GHz Dual Core)
Network	WCDMA: 900/2100MHz GSM: 900/1800/1900MHz
Dimension	128×67.5×10.3mm
Display	4.3" WVGA (480*800)
Memory (Rom + Ram)	4GB/ 512 MB
External memory	Micro SD up to 32GB
Camera	8M AF+0.3M
Bluetooth	Bluetooth 3.0
WLAN	802.11 b/g /n
Navigation	GPS / A GPS
Sensor	G-sensor , L-sensor , P-Sensor
Keypad	Virtual Key (Return , Menu , Search)
Sidekey	Power , Volume Key , Camera Key
External port	Micro 5 Pin, 3.5 audio jack
Battery pack	1700mAh
Sim Card	Dual Sim
OS	Ice Cream Sandwich

i370

Rs.
10500



Specifications	i370
Platform	Qualcomm MSM8225A 1.2GHz dual-core
Network	WCDMA: 2100MHz/900MHz GSM: 1900MHz\1800MHz\900MHz\850MHz
Dimension	126*63.5*10.3mm
Display	4.0-inch"
Memory (Rom + Ram)	512MB +ROM: 512MB
External memory	MicroSD card slot up to 32GB
Camera	5 mega-pixel(back camera) 0.3 mega-pixel(frontcamera)
OS	Android 4.0

PHICOMM Pakistan (Pvt.) Ltd.

2nd. Floor, Zaman Plaza, Hall Road,
Lahore - Pakistan.

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GPS WIFI

 **i8750**



Tv440i



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 **S5**



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