



Infocus

**Upbeat on Pakistan 3G Market
Babar Mehmood's Success Story**



**Smartphone Training in
Pakistan**

**A lot goes into a customer's
smartphone buying**



**Global Mobile Award 2013
Mobilink Awarded for SMS Based
Literacy program**



**The new face of
Samsung Galaxy Series
Humaima Malick**



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Ammar Shafiq
Managing Editor

Dear Readers,

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.

Customer is well aware of all the brands and features these days and it's very important that the Retailer knows all of them and even the upcoming features and technologies.

Phone World took the initiative of Retail Training on Smart Phones for Retailers and Distributors and conducted trainings through out Pakistan. The aim of the training was to create awareness among the retailers about smartphones and its key features. Retailers and shopkeepers took keen interest in Operating Systems, Connectivity and processors to differentiate among different brands and how to sell more. Certificates were awarded to the participants in Singapore Plaza, Shahbaz Plaza, Akhter Plaza – Rawalpindi and Hafeez Centre & Hall Road – Lahore.

On December 29, 2012, Pakistanis believed that the New Year (2013) will begin with an access to YouTube's website. However, a short lived access was granted to the users (for 2 hrs only) and the site was again blocked on the orders of Former Prime Minister Raja Pervez Ashraf. Currently, the PTA has been asked to create strong filters that deny access to all the blasphemous material available on YouTube. 3G still remain a distant dream for most Pakistani consumers. It will take serious & urgent steps to make it a reality to benefit all.

Telecom Companies Celebrated International Women Day in Pakistan with great fire and zeal, Special services and story sharing portal was formed and awards were rewarded to the best stories with Flutter.

This edition of Phone World Magazine is enriched with information based on hard work and research of our bureau chiefs and content writers. Your feedback is always appreciated. Keep Smiling and be positive!!

Thank you,

Ammar Shafiq

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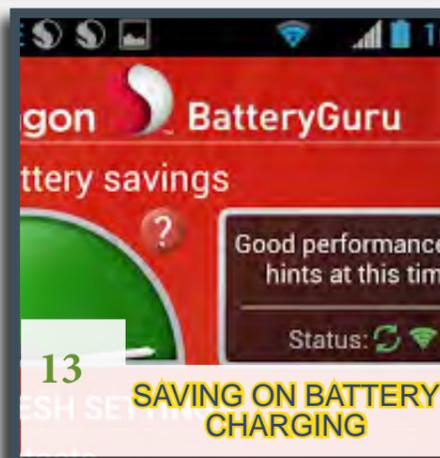


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By Kanwal Ayub

Humaima Malick

The new face of Samsung Galaxy Series



Samsung Galaxy "Grand" is all set to fly and give tough competition to other products available in Pakistan. Technology Giant has launched its latest Galaxy "Grand" smartphone in Pakistan. Samsung announced famous film and fashion icon Humaima Malick as its Brand Ambassador for Samsung Galaxy series mobile devices.

Humaima Malick started her journey as a Model. She is well known for her role in BOL, a blockbuster film by Shoaib Mansoor in 2011. She also represented Sunsilk as a Brand Ambassador.



By Fakiha Hassan Rizvi

Samsung Owes A Big Share Of Its' Profit To Galaxy Range

Since October 2012, the shares of Samsung have been soaring like a vine that doesn't stop to grow. The essential nutrition in this case is the striking Galaxy series, which clicked almost everywhere in the world. Compared to Apple, Samsung took the lead with a 12% increase while shares of Apple went down by 20%.

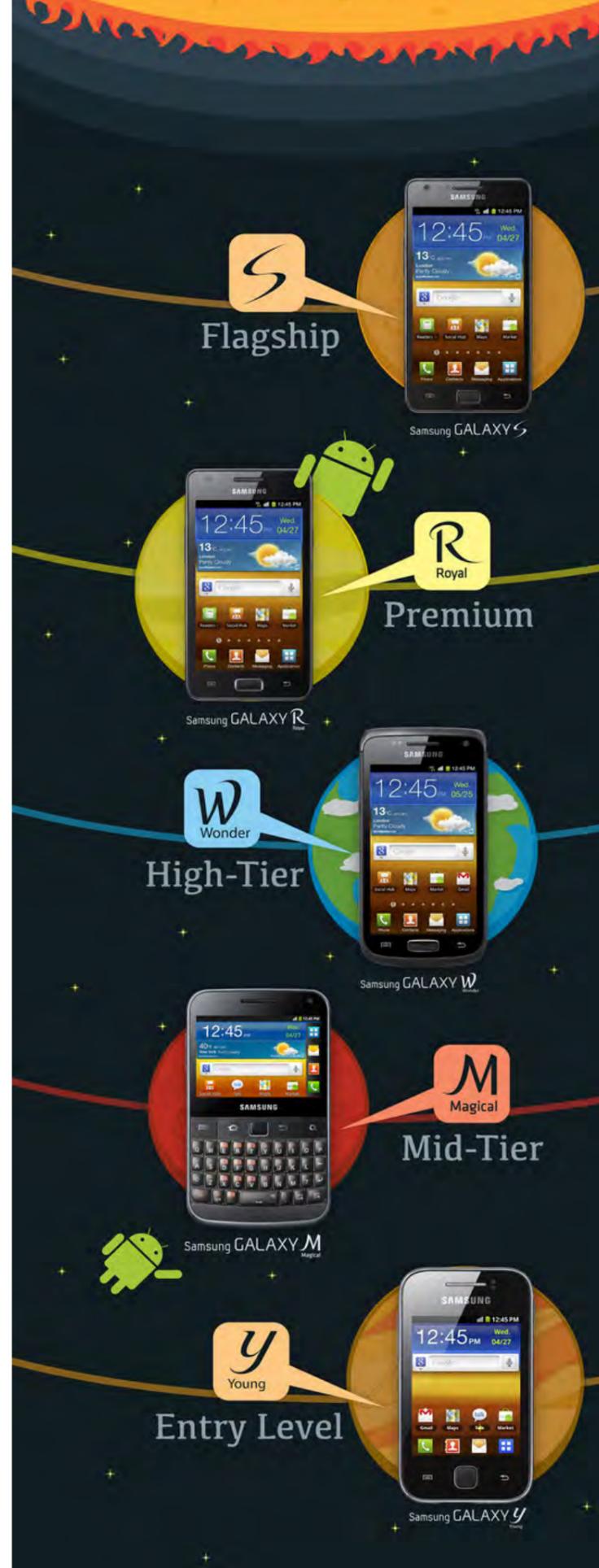
A quick review of the profit and loss reflects that Samsung enjoyed a record 2012 fourth quarter operating profit of 8.84 trillion Dollars. Beyond suspicions, Samsung owes a major chunk of this profit to the success of its Galaxy smart phones. Globally, Galaxy S3 and Galaxy Note II were high in demand. This surge in popularity of Galaxy series started right from 2010 when Galaxy S phone sold 25 million units. It continues to the success by enhancing sales up to 40 million. 2012 proved out to be the golden year for the gleaming Samsung Galaxy.

Samsung says: "The driving force behind Samsung Electronics' rise to the top on the global smart phone market is Galaxy S II which is gaining ground as a steady seller hitting the sales of over 40 million in only 20 months."

What next?

This obviously isn't the end as Samsung electronics is devoted to maintain the current momentum. Samsung Galaxy S4 launch is looming around. From the features and specification appearing on different technology forums, rumors have already leaked that the Galaxy S4 is likely to sell 10 million units per month. If it achieves this target than this would be yet another record in the tech-world and once again Samsung will owe its profit to the Galaxy range!

Samsung GALAXY Smartphones



FURIOUS 'YOUTUBE' USERS AND BETTER FILTERS PAKISTAN

By Fakiha Hassan Rizvi

Technology has certainly evolved to unimaginable heights. It is the era of media convergence where telephone, television, text, graphics and audio got under the single roof (i.e the World Wide Web). 'Youtube' is the audiovisual leader of this era. Moreover, the immediacy coupled with choice that internet provides to online viewers has also accelerated the expansion of digital television. As Tim Kring, creator of 'Heroes' (famous NBC series), rightly puts it; "now you can watch Television 'when' you want, 'where' you want, 'how' you want to watch it, and almost all of the ways are superior to watching it "ON AIR"

In line with global trends, Pakistan also improved the rate of internet use in Pakistan. This reinforced the country's democratic commitment to 'freedom of expression along with access to information. A research about 'Digital Media in Pakistan' by Singapore Management University (May 2012, can be retrieved from www.wiki.smu.edu.sg) revealed that "YouTube is the 'primary source' of English videos in Pakistan although smaller video-sharing websites are also available for local searches".

This implies that the international news, videos and numerous other visually supported material flows into Pakistan through YouTube. Not only this, but private television channels also upload their programs on YouTube channels for the ease of online viewers.

PTA needs to create a system of strong filters that deny access to all the blasphemous material available on YouTube.

Unluckily for the YouTube users residing in Pakistan, the website has been blocked by Pakistan Telecommunication Authority (PTA) following the orders of the government. On December 29, 2012, Pakistanis believed that the New Year (2013) will begin with an access to YouTube's website. However, a short-lived access was granted to the users (for two hours approximately) and the site was again blocked on the orders of Prime Minister

Raja Pervez Ashraf. Currently, the PTA has been asked to create strong filters that deny access to all the blasphemous material available on YouTube.

The film, undoubtedly, had hurt the sentiments of Muslims; many of them were using YouTube. This wasn't the first time that Pakistan chose to take such an action. Youtube had been blocked before as a protest against sacrilegious content. However, this time, the duration was much longer and the consequence is little different.

Youtube users will again be able to access the website. If the purpose was to build filters then the government could have ordered PTA back in September 2012. Furthermore, about 48 hours of video is posted in every single minute on Youtube's website (about 69,000 videos per day).

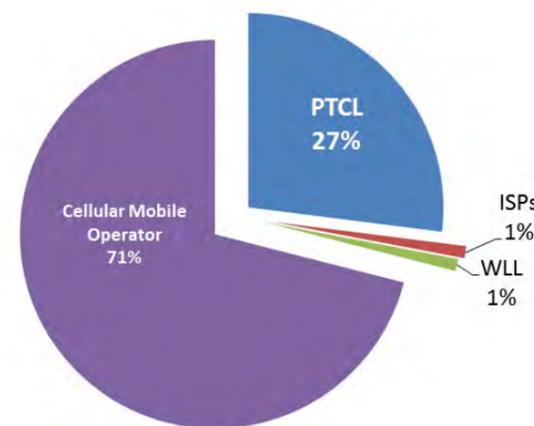
The real challenge would be to monitor and look for blasphemous material that might be uploaded on the site any minute even if PTA creates filters for the already uploaded content. Despite all the rigmarole, getting furious was the only option left for Youtube users in Pakistan.

By Rizwana Khan

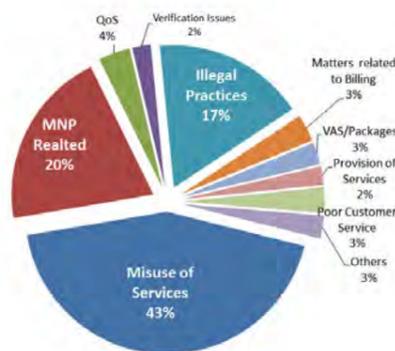
Telecom Consumers Complaints During 2012

According to an index released by the Pakistan Telecommunication Authority, 33,310 complaints were received from users against telecom operators during FY2012. For resolution of these complaints the PTA coordinates with the concerned operator and the consumer is also generally kept in loop throughout till the resolution of the problem. The PTA claims that it regularly updates its regulatory framework and explores areas of improvement. Since, no other independent and publically available mechanism exist the following are some of the consumer complaint information published by the PTA in its yearly report

During last year PTA received 33,310 consumer complaints against mobile operators, PTCL, LDIs, WLL, ISPs and MNP. The figure shows percentage of total complaints during FY2012 against each service. Mobile subscribers make up most of the total telecom subscriber base (~120 million) but 71% of the received complaints pertain to the CMOs, whereas PTCL constitutes less than 2% of the subscribers and has 27% of the total complaints.



Share of Complaints by Categories



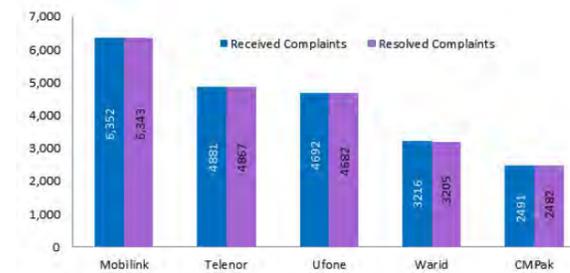
A deeper analysis of the cellular complaints reveals that 43.5% were related to misuse of mobile services followed by Mobile Number Portability (20.4%). Because of the low literacy rate and some mischievous elements trouble the customers with wrong calls, obnoxious and unwanted communication. Therefore, this category has the highest rate (43.5%) of complaints in the cellular sector. Illegal practices constitute 17.3% of the complaints while billing, QoS, VAS, poor customer issues were about illegal practices and others form the rest. Others include miscellaneous issues, refund of amount, non-provision of services, misleading statements.

Looking at the complaints received against each cellular operator, the maximum number (6,352) were against Mobilink since it has the highest subscriber base, followed by Telenor, Ufone,

Warid and CMPak with 4881, 4692, 3216 and 2491 complaints, respectively. The number of complaints against cellular operators is far less than the subscriber base of the companies which is a good sign for the sector.

According to the share of each operator in total complaints received by the PTA, Mobilink had the highest (29%) followed

Cellular Operator Complaints Received & Resolved 2011-12



Around 21632 complaints were registered against cellular operators in 2011-12 and almost 99% of the complaints were resolved by PTA

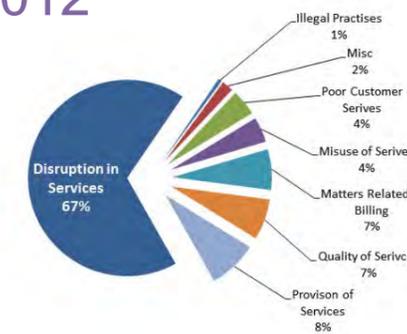
IMEI Blocking

The International Mobile Equipment Identity or IMEI is a number, usually unique, to identify GSM, WCDMA, and iDEN mobile phones, as well as some satellite phones. It can be checked on the phone by entering *#06# into the keypad on most phones. Since, 2006, because of the exponential growth in mobile uptake, cases of stolen, snatched or lost mobile handsets has also increased. IMEI blocking facility was introduced by PTA where the consumer could get the handset blocked on all mobile networks in Pakistan.

However, if the blocked handset is found by the consumer, he/she can also get it unblocked after following the PTA SOPs. Since the commencement of this facility, 708,344 IMEIs have been blocked. Out of these, 38,451 handsets have been unblocked after owner produced genuine claims about the handset as per procedure.



Consumer Complaints Againsts PTCL During 2012



PTCL is the virtual monopoly holder in fixed line sector, therefore, the nature and number of complaints against the company depicts the overall state of the local loop sector in Pakistan. The PTA received 8,895 complaints against PTCL in various categories. However, faults/disruption in service constitutes the major chunk (67%) of the complaints. The infrastructure of the incumbent needs immediate attention to curb this major portion of complaints. Provision of service, QoS, billing issues and other complaints make up the rest of the complaints

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Asif

0323-3350075

Shop # 51, Diplomat Mobile Market,
Old Star Cinema Building,
Abdullah Haroon Road,



By Aimal Ali Khan

DEVICE TESTING: AN ESSENTIAL COMPONENT FOR QUALITY SMARTPHONES



Almost every day new devices are entering the market through advertisements or grey regions. The worry that grabs the attention is the grey regions. Normally the device via expensive ads are checked and configured according to the scales and specs of that region. This monitoring requires extensive testing and benchmarking before hitting the market as governed globally with a hefty budget.

The devices from the grey regions require plenty of funding if they want to get certified are all Chinese and they do quite

Almost every day new devices are entering the market through advertisements or grey regions. The worry that grabs the attention are the grey regions. Normally the device via expensive ads are checked and configured according to the scales and specs of that region. This monitoring requires extensive testing and benchmarking before hitting the market as governed globally with a hefty budget.

regions that cover the handset globally. The grey penetration device Optimization skills and experience we can assist the OEM meeting such requirements and necessities.

In the following I will mention the major regions that require such attention and serious escalations.

- Since we don't have the WCDMA flavour of the 3G, but we have the CDMA flavour and with the delay of the WCDMA licensing operators are moving for enhancing their business with the CDMA enabled handsets.
- Most of these handsets are Chinese and non certified therefore requiring checking the RF values, because they may communicate in power values more than the required. Thus affecting other users in the same region.
- They may utilize the network non proportionally and end up increasing the load over the network.
- CDMA works with different codes but with the similar frequencies in that region.
- So the throughput is

controlled over the power values (Rx/Tx) with which the BTS and AT communicates.

Example:

- Just like different people speaking in a room but in low volume. So they are all audible. Suddenly if an unknown enters the room and start communicating above the max threshold it will disrupt the rest of the communication. Such devices need to get optimized right then.
- Our scope of work will govern the AT and the BTS with communicable commands to meet the requirements in order to optimize the throughputs judicially as governed globally for all the users.

This will benefit the OEMs, operator and users. Thus reducing the unnecessary load and maintaining harmony among the data users. Above that our lab will also be able to provide health safety protocols for the device; that should operate in the required regions safer for human body and avoid unnecessary heating. Conclusively the lab will benefit the organizations but it will also be able to train new graduates and teach them skills necessary for their personal growth.

By Khalid Khan

“Saving on Battery charging” Another first by Qualcomm Snapdragon



Qualcomm released a new “Battery Guru” Beta app for Android, under their Xiam Technologies division. The app promises to extend battery life on Snapdragon powered Android devices by optimizing functionality and doesn't need any manual configuration while it runs in the background. It takes a day or two to learn how you use your device, and then works to extend your battery life.

Snapdragon™ BatteryGuru extends battery performance and improves overall user experience by intelligently making changes that optimize Snapdragon device functionality. This app:

- Delivers longer battery life with fewer charges
- Intelligently learns how you use your Snapdragon smartphone and optimizes your device without disabling smartphone functionality

- Requires no user configuration - Snapdragon BatteryGuru automatically learns and adjusts the smartphone settings so you don't have to.

After a brief 2-4 day introduction period, Snapdragon BatteryGuru learns the user's behaviors and then notifies the user that it is ready to extend the battery life and improve the experience.

Snapdragon BatteryGuru continues to operate in the background, deepening its understanding of the user and further optimizing the experience over time.

Available as a Beta release at this time, Snapdragon Battery Guru supports a majority of Snapdragon powered devices in North America and European Union at this time and the company is working rapidly to support additional Snapdragon powered devices and regions in the coming months.

Qualcomm welcome your experience in using this app and you can send them an

email at:
batteryguru@qualcomm.com

“The app promises to extend battery life on Snapdragon powered Android devices by optimizing functionality and doesn't need any manual configuration while it runs in the background”

By Ammar Shafiq

Phicomm Smartphones hits Pakistan Mobile Markets

PHICOMM has gained the approbation and the praise of the consumers in Pakistan by the virtue of its amazing smartphones that recently hit the local market.

With Sleek Design and Qualcomm Snapdragon chipset, Phicomm placed itself among the top selling brands in the market in very short span of time. Phicomm released two of its new Smartphones models the i300 and i800.

i300 sky



Large Capacitive Touch Screen

4.0 inches large capacitive touch screen, concise, great and extraordinary 800*480 pixels, more precise and more visual make everything crystal clear. 4.0 inches touch screen help you easy to deal with internet and entertainment.

High configuration

Basic frequency is 1 GHZ high-speed processor which will make you have a super fast experience. Equipped with 4Gb ROM and 4Gb RAM memory capacity, meanwhile supported 32G large expansion memory which will make you have a more efficient experience of smart phone.



Dual SIM cards, dual standby

Support WCDMA 2100MHz and GSM 900/1800MHz at the same time which will make you flexible switching between life and work.

Multimedia applications

Multimedia applications make you have a good time Support 3GP or MP4 video play. Support MP3/AAC/MIDI/WAV/AMR audio presentations, etc. Great surround sound and super texture sound effect makes your audio-visual experience never before.



i800 sky Smart



Display

The phone will take you into a vivid colorful world with 5.0 inches large IPS screen. Also adopted 1.2GHz strong dual-core processor of Qualcomm, it can make you have a perfect present in sight and a rapid speed of intelligent experience with smooth and easy operation.

Culture

The design of the i800 that better integration with Chinese ink painting and modern fashionable style which overflows with profound cultural connotation. The exclusive built-in cloud library contains 30 years omnibus of "Reader" and other rich collection of books which will let you have a special experience of reading.



Living

The phone supports WCDMA and GSM two network channels which will make you flexibly switch between business and entertainment. In 3G era someone think can't live wonderfully without double SIM cards. Front 0.3 mega pix and back 8 mega pix cameras help you to catch the moment of happiness at any time, which also let you have more fun in your leisure time.

The dynamic breathing lamp

Emerged by heart, the design of the dynamic breathing lamp is a exclusive classic application which can remind you having missed call or message.

Beeps & Bells

Mobile business is the best opportunity for youngsters", said Muhammad Shakeel in an interview with the Phone World Team. He is in the mobile business for the past 12 years. He advised the young generation to invest in the mobile business. With the emergence of branded handsets in 2004, Shakeel started the distribution of mobile phones. Today, Samsung Korea has made his shop the authorized dealer of Samsung in Rawalpindi.

While sharing his views about the Samsung Galaxy series, he regaled us that this series have breathed a new life in Samsung. he mentioned that he has loyal customers.

Beep & Bells has also signed a contract with mobile operators like Ufone and Warid for supply of handsets in bulks. Shakeel said that despite the decline in Nokia's rating it still has its roots in the market that it had originally captured. However, with the inclusion of Windows phone, Nokia might strike the market again and compete with Android at higher end and go ahead of Q-Mobile in the lower end.

Regarding the market of Shahbaz Plaza, he requested investors to contribute towards the market. According to him, the arrival of 3G will corner all the Chinese brands. "It is a matter of concern that Bangladesh and Afghanistan are quick in auctioning 3G as compared to Pakistan", said Shakeel.

Nokia might strike the market again!



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Shop # 55, Diplomat Market
Abdullah Haroon Road,
Saddar Karachi



By Adnan Khan

Phone World Magazine Peeks into PHONE WORLD Shop

Coincidentally, a shop in Islamabad has the name similar to that of the magazine you are reading. The Phone World Magazine entered its namesake shop to meet with Mubashar Hameed.

He told the team that people want to invest in the mobile business because it has the potential to expand. Hameed was of the view that due to the Android, majority of the users know about latest technologies and they buy it for features and phone specifications. The visitors at Phone World shop are brand conscious since ordinary android phones are affordable.

Hameed shared his opinion about Smartphone penetration by telling us that smartphones are successful and their demand is increasing day by day. They are also affecting industries like laptops due to their function and ease of carrying.

"Purchasing power is good and according to my perception it will increase further in the days to come. The demand of phones within range of Rs. 30,000 is 30% to 40%, whereas those with range of Rs. 60,000 demand is about 10%. Designer phone demand is round about 1 to 2 %", said Hameed.



THE MOBILE STORE

MEvolution of mobile industry also resulted in increased awareness and interest of people in mobile gadgets. this is the reason why more people entered the mobile business. The owner of The Mobile Store, Abdullah Khan said in a friendly chat with Phoneworld team.

Regarding, the orientation of consumers, he said that socio-economic status of the consumers is proportional to their behavior. Customers belonging to higher social strata are BRAND conscious like HTC, Samsung etc.

People are willing to buy smart phone for different reasons. Like entertainment, official use or social networking. His shop ranks Apple and Samsung as the top brands leaving Nokia behind.

Abdullah told us that people are anxiously waiting for the 3G technology. Although they are having alternatives like Wi-Fi, but the demand for 3G cannot be ignored. According to him, mobile business is flourishing day by day since choices for better phones are updated with many flavours of Branded smartphones.

Fazal-e-Rabi Mobile City

Bashir is in the mobile business for more than a decade now. he started this business due to high profitability rate. he is practising diversified business strategies to keep up with the pace of changing demands of the market.

Tell us about your growth from an employee to an owner? I entered the market in 1999 and anticipated that the mobile business was quite promising and finally started my own business in 2001. In 2007 I went to Muzaffarabad and worked as a PRO. Then in 2010 I started dealing in Q-mobiles.

In which brands do you deal in? We mainly deal in Q-Mobile.

What are the problems of the market? Mobile dealers set different rates for different shopkeepers thus the margin or the revenue fluctuates among the sellers and influences the overall profit percentages of the market.

The overall business, in your opinion? The business of mobile market is declining since 2008 as new technology like 3G is not being introduced.

What will you suggest to brands like Nokia? Q-Mobile is ahead of Nokia and Samsung. Nokia should look at its price range in comparison to features.

Are the customers brand conscious or price conscious? Majority of the customers are price conscious.



Any comments for Phone World? Phoneworld is providing a unique platform for the mobile business owners to promote their business and in creating awareness among the masses. I wish the Phoneworld team good luck for the future.



BROTHER MOBILES

Rana Noman Al-Hakeem Market, Shop # 2, 3,
0300-8496964 Main Hall Road
Lahore



"Ufone Tower" is interestingly the tallest building in the city. The event started with a light show which brought the city to life.



12TH ANNIVERSARY OF Ufone event attended by the management and employees from Islamabad and Rawalpindi.

Ufone celebrated its 12th anniversary on January 29, 2013 at the new Ufone Tower in Islamabad. The event was attended by the management along with a large number of Ufone employees from the twin cities of Islamabad & Rawalpindi



Celebration begins with cake cutting by head and management of Ufone.



On this memorable event, employees are giving remarks.



Ufone 12th birthday bash cake with ufone logo.



By Kanwal Ayub

JOB FAIR BY Warid and Ufone!

There was a dire need of career counseling in Pakistan, there were no active career counselors at school/college level. Educational institutions had already taken first opening step for career counseling for Pakistani students by conducting talk shows, lectures and seminars in different colleges and universities.

Our Telecom operators are also contributing to explore and direct students in their potential occupations.

Warid Engages in Career Counseling

Warid Telecom reached out to students at IBA career fair 2012 with the Company's Recruitment & Staffing team along with Senior Team member from Organization Development & Training, provided career counseling, coaching and career advice to the students.

A Large number of students turned up to explore career opportunities available with Warid Telecom. The Company also recently participated in career fairs held at LUMS and LSE, strengthening networking between students and the Organization by interacting directly with them and providing guidance and career advice. This initiative was greatly appreciated by students and career offices alike. This event was organized at the IBA Main Campus by the IBA Career Development Society (ICDS).

Ufone - Job Fair

British Council Employers' Fair concluded with its last event held in Islamabad after conducting one-day fairs in Karachi and Lahore.

Ufone being the key participant remained the most sought after employer amongst the youth and students visiting the fair at all three stations.

The Ufone teams present at the fair provided career guidance and resume writing tips in order to enhance the skills of fresh graduates. It also shared actual vacancies available at Ufone alongside the interviewers also interviewed potential candidates.



By Rizwana Khan

Telecom Operators Celebrate Women's Day

Every year International Women's Day is celebrated all over the world honoring women and their countless achievements and contributions to society.

"The telecom companies of Pakistan participated in celebrating the women day to appreciate the achievements of women in economic, political and social field of life."

Zong had warmly celebrate the women day as every year whole world do celebrate this day to admire the efforts of women alongside the men and tribute their positive for the prosperity of society. Flutter, a product of ZONG especially designed to cater women of Pakistan; celebrated its first Women's Day by inviting the spirited women of Pakistan to share their inspirational stories with the telecom company.

Telenor Pakistan has also celebrated this day by tribute giving activities on their Facebook official page. This tribute was to all those Pakistani women who projected the soft image of this country!

Women's day was also celebrated by Mobilink Torchbearers, an employee volunteer force. They honored this International Women's Day by spending the day at the 'Bilquis Edhi Women's Hostel'. The Mobilink Torchbearers distributed various gifts amongst the women and also gifted sewing machines to the hostel as a means of providing a means of empowering and enabling the women to earn a sustainable income using their skills.

Ufone celebrated International Women's Day by offering half rate calls on Lady's Package. Plus, other than the 20% discounts that subscribers get on shopping from Stylo, Nishat Linen and Depelix as a Lady's Package subscriber also got amazing special gift hampers from Ufone.

Warid joined the rest of the world to celebrate the women who had positively impacted the community. Warid participated in the event that featured women from diverse walks of life, who were hand-picked by Warid to grace the ceremony held in commemoration of the International Women's day.

Our Telecoms have honored the Women, as women have made and continue to make essential and enormous contributions to the economy.



By Khalid Khan
Ammar Shafiq, Adnan Khan



Leading 6000 Business Units on Hall Road

Upbeat on Pakistan 3G Market Babar Mehmood's Success Story

What is the structure and division of Hall road market?

Initially the market was divided into five zones, but the changing trends of mobile business led to the increase in workload, which resulted in further division. The market is now divided into seven zones according to the need, ease and locational bases. The major plazas of Hall Road are Usama Centre (deals in mobile accessories), Arif Centre (deals in mobiles) and Abdullah Plaza (deals in mobiles).

How do you come up with an idea of establishing Mobile Union?

of the market so that everything peaceful. There are 7,000-10,000 people working on Hall road and we face many problems & conflicts on daily basis. Nothing can work without a proper system that's why the Union works under a system of chain of command. The responsibility of Union is to take care of everything, ranging from legal issues to business and maintenance problems.

Being the current President of the Union, what have you done for the market?

The Lord has given me an opportunity

have literally changed the entire

By the grace of Allah we have made various infrastructural developments that amounts to around 30-40 million for Hall



Babar is the President of the Hall Road Mobile Union. He is running his business successfully through his mobile outlet at Hall Road, 'Hong Kong Mobile' dedicated to the city he started to build his empire. This exclusive interview is the inspiring story of how he started his business and became a legend in his own field.

How did you step into Mobile business?

When I started my own business, I use to deal in electronic gadgets and made numerous trips to Hong Kong just for the purpose. Back then there was no trend of cellular phones in Pakistan, I took the first step (although it was quite risky stepping into a new business) and started dealing in mobile business and today with the grace of Allah I am running a

very successful business. I am joined and helped by my relatives, friends and retail partners that now run into thousands.

How has the mobile business evolved and for you specially?

It was back in 1996 that mobile business started in Pakistan, there was not much growth initially but then things started picking up and it jumped rapidly during the time an open market game. Today, the usiness of Hall Road market is entirely dependent upon mobile business and other electronic gadgets have almost disappeared.

Personally, apart from financial growth, all my brothers have also focused their energies towards this business which has strengthened our position in the market.

How big is the Hall road association & business on Hall Road?

The total numbers of shops on Hall Road are approximately 6000, almost

4000 are selling mobile phones and the remaining 2000 are selling mobile accessories, which has become a very lucrative business as well.

So almost 25% of the shops are dealing in accessories and all of these are members of our association which controls a major chunk of the Pakistani mobile business. The Hall road market also feeds other markets such as Peshawar, Rawalpindi, Islamabad, Cities in South Punjab and even foreign markets such as Afghanistan and Bangladesh.

The estimated sales for Hall Road right now are around half a million devices per month

Mobile market was already on boom when I took an initiative and formed a group named "Welfare Union", with the basic purpose of development of mobile market. The Union has been playing an important role in the market since then by standing with the people of Hall Road. 3 years back, I contested for the Union President and we swept the elections by the lead of 700 votes.

When are the Union elections held?

The elections are a source of putting things into an organized structure; we all know that we need a leader and a systematic hierarchy to make things work properly. Elections of Union are held after every 3 years. The next elections will be held by the end of 2014 and I am planning to contest for Chairmanship to become more productive for the mobile market.

State the benefits and significance of the union?

The union ensures the smooth running

to help people. I am taking care of market issues as well as business and sometimes personal problems of the people of Hall Road. I am also the President of Pakistan Muslim League (Nawaz Group) Tajir Link. Since, the inception I have worked for the development of the market. With the help of Punjab Government, by the grace of Allah we have made various infrastructural developments that amounts to around 30-40 million for Hall Road, Market this includes road, pavement, lighting, sanitation, security, health etc.

In which brand do you generally deal in?

At the start, I dealt only with branded handsets like Nokia, Samsung etc, but as market developed and because of consumer trends in Pakistan for Chinese brands, I started to deal in Chinese made handsets that presented a very lucrative business because of low cost devices. Chinese handsets

structure of the industry and have completely taken over specially the handsets in the low cost category. This is probably not only the mobile industry trend in Pakistan but throughout the world. Our business of Chinese handsets by the grace of God is doing very well. However, we also have our own brand known as "Club Mobiles" but this is being look after entirely by a sister concern and is doing really well.

Do you have any rough estimates about the monthly sales of mobiles from Hall Road?

Hall Road catches significant gains in sales and earning every month and this is just because of that it has a very good reputation and we do not encourage, as a market, in sale of illegal handsets. All shops in Hall road only deal in legal mobile handsets and devices therefore it has gained trust of the consumer as well as our retailer and distributors partners from distant cities. I am not exactly sure



about the estimated sales right now but I presumed it is around half a million devices per month, all put together.

How do you see 3G changing the mobile landscape in Pakistan?

3G technology is a big opportunity for Pakistani consumers and for us specially, as a tide coming through. We see drastic growth of the 3G mobile users in Pakistan and there will be increase in demand for this newer, faster and better technology. We expect to double & triple our sales of smartphones. I can assure you that this technology will be successful as in other countries as the appetite exist in the market since people are eagerly waiting for it. We are seeing the growth of the smartphones in Pakistan already which is better than any other country in the world.

Is there any message that you would like to give through Phone World to a broader mobile community, being the President of the association?

Mobile Business have revolutionized the communications arena, it redefined the lifestyles of the

people of Pakistan. There is a great potential in this business, you just have to use the right strategy to maximize your business's productivity while minimizing costs. I would request all the people in mobile business to think over the fact that in such tough times, God has provided a source of income in

We see drastic growth of the 3G mobile users in Pakistan and there will be increase in demand for 3G devices for the newer, faster and better technology

the form of mobile business. They should be sincere with this business and work hard to make it better for the wider national interest. This

business can really change your life and take you to the skies.

We express our gratitude and feel honored while publishing this interview. There is no dual-opinion about the fact that Pakistan direly requires competent and honest mobile businessmen like Babar Mehmood.



By Khalid Khan



ICH: Economic Booster Versus Consumers Outcry

Recently, telecommunication companies positively reinforced Pakistan's ailing economy. In the beginning of 2013, Telecom sector provided an economic booster by trading cumulative 80 million plus shares. Telecard was the volume leader with 37.39 million shares, followed by PTCL with 28.1 million shares. As expected, in the second month, February 2013, Telecom sector again remained in the limelight. According to the latest news reports, TeleCard remained the volume leader in the share market as it closed at Rs 4.43 after opening at Rs 3.65, gaining 78 paisas. PTCL closed at Rs 19.39 from its opening at Rs 18.44, rising 95 paisas.

Investors had already predicted that earnings will be better due to an increase in international call rates due to implementation of International Clearing House (ICH). The PTA established the telecom gateway on October 1, 2012. Under the ICH, all incoming international traffic was supposed to be handled through a centralized gateway with PTCL as the gatekeeper. Under the

arrangement, the long Distance and International (LDI) operators were to share the revenues from international incoming traffic based on their respective market shares with fixed termination charges. The establishment of ICH resulted in a massive revenue increase; about 200% to 800% depending upon the location of the caller for international incoming calls to the landlines and cell phones in Pakistan.

Increased call rates for calls to Pakistan by 300% to 800% and lack of competition has raised lots of concerns on ICH

While, ICH may streamline incoming international traffic revenue, it has raised a lot of concerns, as well. The Competition commission has expressed its concerns relating to implementation of ICH by one entity fearing lack of competitive environment and is fighting a case in the superior courts that finally saw reversing the decision for the time by the Supreme court. The ICH, which is said to eliminate gray or illegal traffic coming to Pakistan, has increased call pricing for those calling to Pakistan from abroad, causing outcry from expatriate Pakistanis. Calls from USA to Pakistan were charged at as high as 16 \$cents per minute, up from 4-6 \$cents per minute charged before ICH implementation. Reports from around the world indicated that rates for calls to Pakistan increased by 300 to 800 percent. The final decision in this regard is yet to come but the need of the hour is to find a common ground that suits all stakeholders.

The establishment of ICH resulted in a massive revenue increase of about 200% to 800% depending on the location of the caller for international incoming calls to the landlines and cell phones in Pakistan

By Ammar Shafiq



Q-Insight RETAIL TRAINING PROGRAM IN PAKISTAN For Smartphones

A lot goes into a customer's smartphone buying



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. Central Asian Cellular Forum and Phone World team conducted a Q-insight Retail training program to improve and enhance the selling skills of retailers on "Smart on Smartphones" which 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 was conducted in Rawalpindi, Islamabad and Lahore in which more than 300 Retailers were trained and Awarded Q-insight Retail Training Certificates. Retailers participated with great fire and zeal in the trainings and award ceremony and appreciated such initiatives.

Q-insight Training on Smartphones will increase retailer's knowledge and they will be able to sell more, we welcome CACF & Phone World team and demand such trainings in future too" - Riaz Butt, President Al Khidmat Group Hafeez Centre Lahore

Central Asian Cellular Forum and Phone World team conducted a Qualcomm Retail training program to improve and enhance the selling skills of retailers on "Smart on Smartphones"





“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”

“We really feel equipped today to sell smartphones as our retailers were not so aware of the technologies used in smartphones, for retailers Q-insight training is a blessing”
 - Rizwan Abbasi, Zee Mobiles Akhter Plaza Rawalpindi

Smartphones are increasing day by day and so is the competition. The more you train and teach the retailers the more they will be able to sell and differentiate between the features, Q-insight retail initiative is one of its kind of Initiatives for the retailers. More training sessions are being planned in all major cities of Pakistan in the coming months. For contact and more information on these training programs please write to mohsin@3gca.org or ammar@phoneworld.com.pk.

By Khalid Khan

3G A Distant Dream in Pakistan?



The telecommunication sector of Pakistan has been unfortunate enough, especially when it comes to embracing 3G technology. The country has been gearing for the much awaited innovative technology for the past 3 years, but appropriate actions for its inclusion are intermittent and half-hearted. It is both a matter of technological back-draw and economic disadvantage that Pakistan still remains the ‘only’ country of South Asia, which is isolated from the enhanced communication spectrum that the 3rd Generation of Mobile Telecommunications technology promises.

Even as way back as in 2008, a report of the PTA stated in a finding that without licensing of 3G services, the mobile data market in Pakistan is insignificant and will remain so. Since 2008, the mobile data market has only able to generate a meager less than 5 percent of the mobile revenue, which is touching almost 60-70% of operator’s revenue in countries that embraced 3G/4G technology in the last few years.

The major reason for the high growth of data revenues has been the decreasing cost of the devices. Today, 3G feature phone cost less than USD 30, whereas a 3G enabled smart phone around USD 50. This is within the reach of the consumer and it is expected that more than 60% of Pakistan mobile users will be able to afford these devices once 3G services are available in Pakistan. It remains a fact that even while 3G does not exist almost 12 million subscribers are using 3G devices in the country.

3G remains an essential prerequisite for improving literacy rates, technological-drive and living standards of the people in general for increasing their compatibility with the world. Number of steps can be taken to increase the mobile internet usage as the use of internet is increasing day by day in Pakistan.

It was heartening to see that the simple process of 3G Spectrum mis-managed and the PTA, which is supposed to oversee the 3G Auction, is in shambles because of the absence of a Chairman and its members. The PTA Authority (to be composed of 3 members amongst whom one acts as Chairman) is in the selection process and it will need political support from the Government to ensure that the 3G auction goes through smoothly.

There has been attempts to create misconceptions regarding the legal aspects of ‘3G Auction’ and downplay the benefits of 3G in Pakistan. The technology surely will result an enormous increase in broadband penetration will allow Pakistan to promote programs such as e-learning, e-government and e-medicine, to name a few. According to experts, 3G will be a welcome stimulus for the local software industry and massive potential efficiencies for businesses.

The delay is depriving the country on both the economic and technology-developmental front. Owing to the tremendous benefits that this innovation has to offer, it is not a good idea to let 3G remain a distant dream in Pakistan.

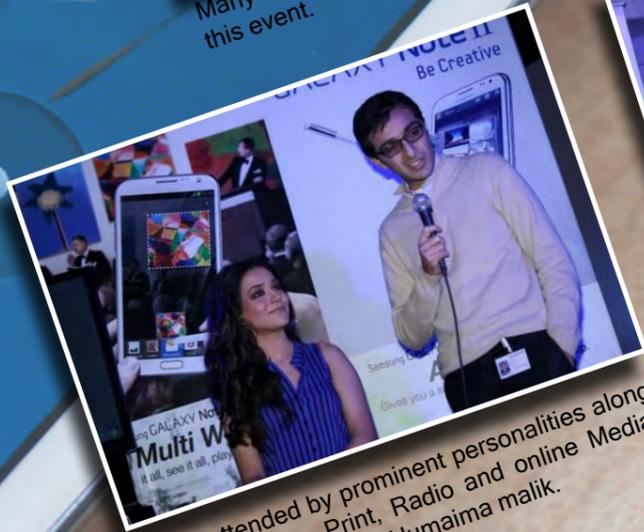
More than 60% of Pakistan mobile users will be able to afford 3G devices as services are made available in Pakistan

SAMSUNG GURU EVENT

Samsung is celebrating the success of the "Samsung Galaxy Note II" by holding "Creative Guru" activity at various cafes across Pakistan.



Many students and professionals participated in this event.



It was attended by prominent personalities along with Television, Print, Radio and online Media, like famous tv actress Humaima malik.



An experienced sketch artist from the National College of Arts utilized the extensive S-pen features of the Note II to draw a sketch of Humaima Malik.



"Creative Guru" was held at the Atrium in Mall Of Lahore, on 1st February, 2013.

Colorful and attractive concert setup and energetic performance by Shehzad Roy.



Drummer playing his best

Shehzad Roy cheering to the crowd

djuice

Djuice organised musical event for youngsters at various schools such as ICG, Roots and other institutions around the country. Shehzad remained the major attractions of the event

By Adnan Khan



SS Zone in Diplomatic Center

C ordoning around the SS zone, Asad is successfully running his mobile business in Diplomatic Center. He is dealing with both branded and Chinese handsets. Asad informed us about the successful running of HTC. According to him the profit margin is more for branded handsets. In a discussion with the Phone World team he remarked that most of the customers demand for branded handsets like HTC, Samsung and iPhone. But the security conditions is negatively affecting the market.

36 China Town Providing all that is Chinese

Safdar is a renowned wholesaler at Abdullah Haroon Road Karachi. He is in the mobile business for the past 8 years. He opined that security issues and strikes in the city has affected the mobile business. Safdar deals with Chinese handsets only. According to him, the profit margin is greater in Chinese handsets as compared to branded. Among his imports are Nokia N8 and 9860 as they are best Skype enabled handsets that are available at his shop.



UK Mobiles Gleaming in Star City Mall

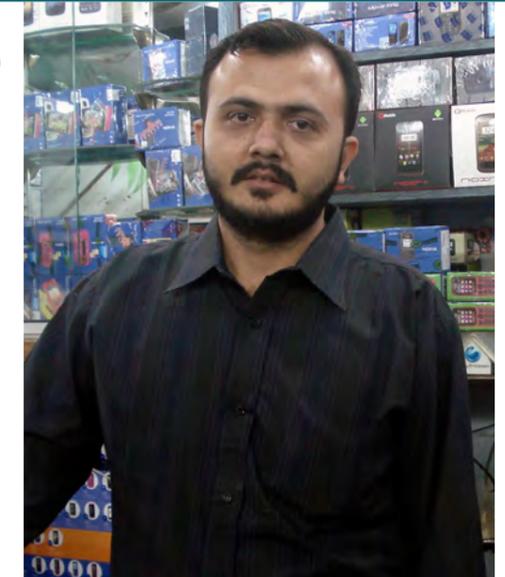


Having an experience of 12 years in the mobile business, Javaid shifted his shop to Star City four years back due to affordable rents in Star City. UK Mobiles deals with branded handsets like Nokia, Samsung and HTC. He remarked that QMobile is also popular after Nokia. Javaid takes stock from dealers like I2, MNP, Mobile Point. According to him, there was greater running in branded handsets. Since the profit is greater in Q-Mobile. He considered Nokia the best.

Sohail Electronics Alfalah Market

Representing Sohail electronics at Alfalah market, Umair has been associated with the mobile business for the past 5 years. He ranked Q Mobile as the best. On the other hand, he ranked Nokia as second best followed by HTC and Android handsets. Umair told us that the mobile business has been slow due to the weak security apparatus in the city.

Overall he called the mobile business to be a profitable business with better margins for Chinese brands. Umair told us that 70% of the customers are guided while buying cellular phones. And the rest decides upon frequent visits to our shops.



GEO Communication in Diplomat Mobile

Yasir Lakhani gave the disappointing news of 'slow mobile business' during the interview. He is the part of mobile business for the past 2 years and mainly deals with branded handsets like Nokia and Samsung etc. Showing his distress about bumpy economic and political situation, Yasir said that such patchy conditions affects the mobile business industry and the people associated to it.



In his opinion, branded handsets had a greater profit margin. He informed the team that Android supported handsets are more popular among the customers.

Cell Gallery Communication Center Karachi



Being both a wholesaler and a retailer, Junaid Saleem is into mobile industry for the past 6 years. In an interesting discussion with the Phone World team, he also complained about a slow market due to security concerns. Junaid thinks that profit margin is greater for Chinese brands especially the ones that copy branded handsets.



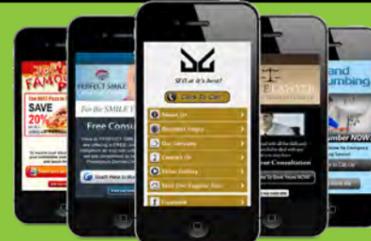
CELL GALLERY COMMUNICATION
Wholesale of China Mobile deals in All kind of Mobile sale & Purchase

Junaid Saleem
0331-3644505

Shop # 18, Diplomat Mobile Centre, Opp J.J. Hospital Abdullah Haroon Road Saddar Karachi

A.A.S.ELECTRONICS
ALL KINDS OF MOBILE PHONES, DIGITAL CAMERAS AND ACCESSORIES

AQEEL SHAHID SHOP # G-66, STAR CITY, OPP: ABDULLAH HAROON ROAD, SADDAR, KARACHI
03132775947





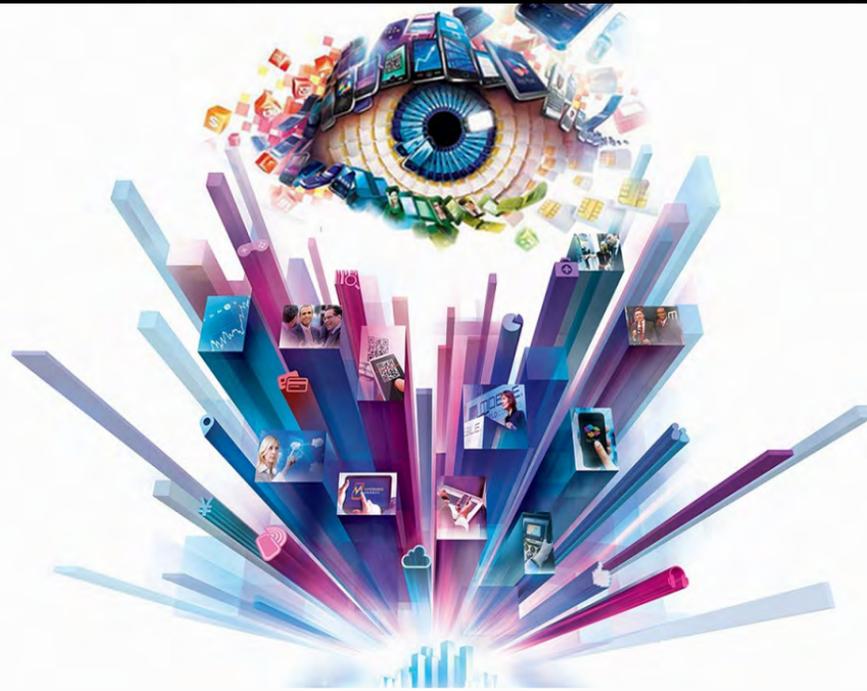
MOBILETM
WORLD CONGRESS



GLOBAL MOBILE
AWARDS 2013



By Ammar Shafiq



GSMA Announces Winners of the 2013

Barcelona: The GSMA announced the winners of the 18th Annual Global Mobile awards, held at the GSMA Mobile World Congress in Barcelona. The winners were honoured in an afternoon ceremony hosted by writer, actor and comedian, *David Walliams*.

Walliams entertained nominees and attendees with a comic introduction to the ceremony. He was joined on stage by representatives from sponsors McAfee, Myriad and Telmap, and media partners CNBC, Fortune and Time, who co-presented awards, as well as John Hoffman, CEO, GSMA Ltd., and members of the judging panel.

“Through these awards, we are proud to shine the light on the mobile industry’s many innovators and leaders, from all corners of the world,” said **John Hoffman**, CEO, GSMA Ltd. “This year’s new categories reflected the industry’s reach into many new sectors and we received more than 600 high-quality entries from across the mobile ecosystem. We would like to congratulate all Global Mobile Awards winners and thank the many hundreds of companies and organisations that support these awards by entering each year.”

Also announced were the Government Leadership Awards, which recognise governments from around the world for their innovation and leadership in use of mobile technologies in the public sector.

The winners of the 2013 Global Mobile



Best Mobile Health Product or Service
MIPsoft for BlindSquare



Best Mobile Education or Learning Product or Service
Mobilink for SMS Based Literacy program



vodafone

Best Mobile Product or Service for Automotive
BMW i, MINI, Sixt and Vodafone Group for DriveNow Premium Car Sharing



etisalat

Best NFC /Mobile Money Product or Service
Etisalat for Flous – The Etisalat Commerce Programme



Best Mobile Publishing Product or Service
Ver Se Innovation for NewsHunt



Best Mobile Innovation for ‘Smart Cities’
Streetline for Parker

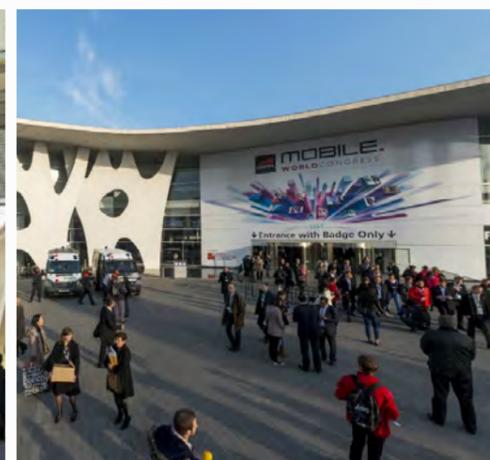


Best Mobile App for Consumers
Facebook



indus TOWERS

The Green Mobile Award
Indus Towers for Green Sites Project





Best Mobile Enabled Consumer Electronics Device
 Samsung Electronics for Samsung GALAXY Camera



EVERNOTE

Best Mobile App for Enterprise
 Evernote



Judges Choice – Best Overall Mobile App
 Waze



Best Application using Network APIs
 Bharti Airtel Limited for my airtel app



Best Mobile Tablet
 Google and Asus for Nexus 7



Best Enterprise Mobile Service
 MobileIron for Version 5 Complete Enterprise Persona



ERICSSON

Best Product, Initiative or Service in Emerging Markets
 Ericsson for Amazon Connection– a digital inclusion program in the Amazon



Smartphone Application Challenge
 AT&T for Application Resource Optimizer (ARO)



Best Mobile Technology Breakthrough
 Accuris Networks for AccuROAM



Mobile for Development Award
 U.S. Agency for International Development



Hot Launches

NOKIA

Lumia 720 and 520 are Nokia's latest smartphones
 Nokia announces 105 and 301 feature phones at MWC
 Nokia announces a wireless car charger for Lumia 920
 Enjoy Nokia Lumia 720 and 520 promo videos
 Nokia integrates Maps and Drive into HERE location services, makes them available to all WP8 devices
 Nokia Lumia 521 bound to T-Mobile USA, WP8 for less
 Nokia Lumia 720
 Nokia Lumia 520
 Nokia 301
 Nokia 105

ASUS

Asus Padfone Infinity and FonePad announced
 Highlights of yesterday's Asus event show Padfone Infinity and Fonepad announcements, skip on the magic
 Here are the first camera samples from the ASUS Padfone Infinity
 Asus Transformer AiO hands-on
 Asus PadFone Infinity
 Asus FonePad
 Asus Memo Pad Smart
 Asus Transformer AiO -



Samsung Galaxy Note 8.0 goes official with S Pen on board
 Samsung officially retiring Bada, will make Tizen phones instead
 Samsung to announce Galaxy S IV
 Samsung officially launches Wallet, a rival to Apple's Passbook
 Samsung Galaxy Note 8.
 Nokia 301
 Nokia 105



HP Slate 7 announced, runs Android Jelly Bean at a temptingly low price of \$169.99
 HP Slate 7 -



Acer Liquid E1 -

SONY

Xperia Tablet Z to become available worldwide this spring
 Sony has Firefox OS device in the works
 Here are the official Sony Xperia Tablet Z accessories
 Sony Xperia Tablet Z Sony Xperia ZL

ZTE

ZTE unveils the Grand Memo phablet and the ZTE Open
 Firefox OS launches at MWC on ZTE Open and Alcatel OT Fire
 ZTE Open
 ZTE Grand Memo
 ZTE Grand S

By Fakiha Hassan Rizvi

LG INTRODUCES NEXT GENERATION L Series^{II}

LG is staying true to its rich design heritage at this year's Mobile World Congress (MWC) with the introduction of the Optimus L SeriesII. The widely successful L Series has evolved to include contemporary design aesthetics and innovations that improve on the original. With more than 10 million Optimus L Series phones sold in the first 10 months, L SeriesII looks to continue this momentum with its sophisticated style and differentiated features.

Optimus L SeriesII embodies the beauty of the first L Series but with a more refined touch. The design philosophy of L SeriesII has been enhanced to include four new de-sign elements: Seamless Layout, Laser Cut Contour, Radiant Rear Design and Smart LED Lighting on the home button.

L SeriesII also offers an expanded set of user-convenient features including those unique to LG smartphones such as QuickMemo, Quick Button and Safety Care. QuickMemo allows users to capture and share handwritten ideas with others using just a fingertip. Quick Button enables customers to personalize a hotkey to launch any

Popular L Series Upgraded to L SeriesII with Bold Design and Useful Features

app such as the camera, browser, music player or even QuickMemo. Safety Care offers three options - Emergency Call Forwarding, Phone Non-Usage Notice and My Location Notice - which can be programmed to contact a loved one in case of an emergency.

User experience is enhanced with the high-resolution IPS display and extended capacity battery in the Optimus L SeriesII. What's more, Dual SIM versions of the Optimus L SeriesII smartphone will enable customers to use one device for both business and per-sonal calls.

"LG has a history of pushing the envelope when it comes to style and Optimus L Se-riesII builds on this heritage of design innovation," said Dr. Jong-seok Park, president and CEO of LG Electronics Mobile Communications Company. "By evolving the so-phisticated style and premium features of the original Optimus L Series, its sequel is expected to continue the popularity of the L Series around the world."

The Dual SIM version of the Optimus L7II will be the first of the new series to launch, making its debut in Russia this week. The Optimus L7II will include LG's unique UX features such as QSlide and QuickTranslator. Availability of the Optimus L3II with 3.2-inch QVGA IPS display and 1,540mAh battery and the Optimus L5II with a larger 4.0-inch WVGA display and 1,700mAh battery will be announced at a later date.



"LG has a history of pushing the envelope when it comes to style and Optimus L Se-riesII builds on this heritage of design innovation," said Dr. Jong-seok Park, president and CEO of LG Electronics Mobile Communications Company. "By evolving the so-phisticated style and premium features of the original Optimus L Series, its sequel is expected to continue the popularity of the L Series around the world."

L SERIES^{II}



By Mizbah Zafer

Umobile, the new local brand

In the last decade, the mobile industry has seen a rapid growth throughout the world, but when it comes to Pakistan, it is widely believed that despite the instable condition of country, Mobile industry is expanding. Not only the international brands but local companies have also emerged with their brand. Qmobile is one of the success stories of Pakistan's local market and now Umobile has joined the competition recently.

U Mobile is a new leading mobile phone brand with new style and multi-feature mobile and economical price in 01 year warranty of Unitech Mobile. It has come up with new mobile sets giving customers latest variety and choices of smartphones. The wide variety of Umobile starts from a simple phone to a smartphone.



\$7



i8750

NOKIA ASHA PLAY ON FREESTYLE



Nokia visited different colleges and made students Play Games on smartphones



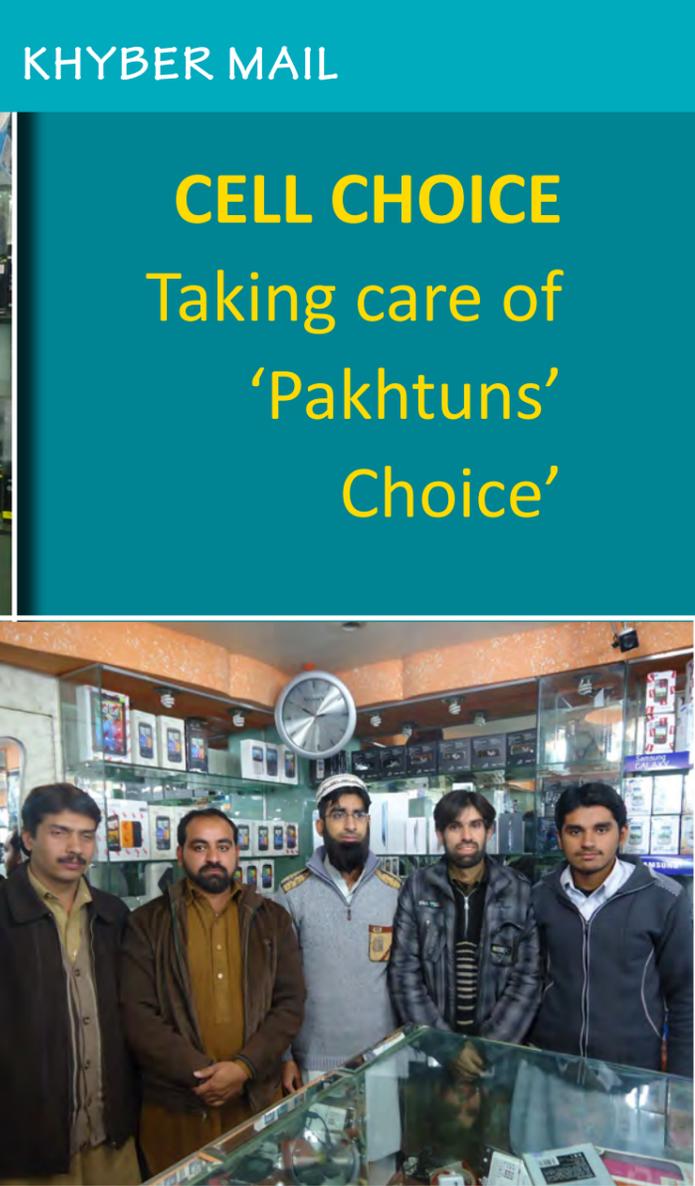
By Adnan Khan

DISCOUNT HOUSE Brand wins the race with Price

Hailing from Peshawar, Satnam Singh believes that now-a-days customers are not price conscious, the big question is that of brand, features and specifications. In his view, it is worthwhile to invest in the mobile business. 10 years ago the competition in the mobile market of Peshawar was less stiff, he said.

At discount house, android phones and smart phones are in high demand and the customers coming here are brand conscious. According to Satnam, the reason is that they are better than old trendy phones because they can be used for official purposes and include features like Wi-Fi. At his shop the purchasing power is high and Samsung Galaxy is the most favourite brand. Satnam also pointed out the decline in the sales of Nokia.

Like most other mobile sellers in Peshawar he also wishes to launch his own brand. He mentioned 3G technology as an economic need and a technology that couldn't be delayed anymore.



CELL CHOICE Taking care of 'Pakhtuns' Choice'

Hosting Mobile Phones

After observing a good potential in Peshawar market, Sami-Ullah decided to enter into this field. In a discussion with the Phone World magazine he remarked that the market situation was good as there were only 40 to 50 shops, therefore, it was less competitive. His personal opinion was that the mobile business was relatively easy to understand and handle. On being asked about customer choice, Sami explained that due to the new trend of using Android handsets, demand of the customers has increased and they are more brand conscious than before. In his opinion, smart phones' sale was successful and the demand is increasing day by day. Moreover, they are affecting other electronic devices like laptops as they are user-friendly and multi-purpose. Sami said that 'purchasing power is high and in my view it will increase'.



Ahmed Nawaz is a hardworking and determined shopkeeper of KPK, serving this industry for more than 8 years. While having a brief conversation with the Phone World magazine team, Ahmed revealed that about 60% of the customers in the provincial capital are price conscious. Moreover, according to him, people are not tech-savvy and they do not know quite a lot about the features of different cellular phones, especially smart-phones.

However, he expressed his view that due to low competition in Peshawar, mobile business is profitable. Ahmed

said, "this industry is growing day by day due to upcoming smart phones with new features and this is the reason that there's no decline in demand of cell phones. Market is catchy due to new technologies that always amaze customers and drive them to buy cell phones".

He observed that the demand for Nokia with the price range of PKR 4,000 - PKR 10,000 is high as compared to other devices. People are willing to buy smart phones for entertainment, internet and official use that's why their demand is increasing. Since users get a complete package in one piece. In

short, smart phones are penetrating very successfully. Majority of users are paying and willing to pay for mobile phones and those who are price conscious usually go for Q-mobile'.

Ahmed named 'Apple' and 'Samsung' the most favorite brands of customers. In his view Nokia is badly affected. Pertaining to 3G, Ahmed responded that people are waiting and asking about 3G technology. He considered it a plus point for the market in terms of demand. For him the future of mobile business in Pakistan is bright and vibrant due to its existing pace and positive mobility.

A ONE MOBILE CENTRE

Riaz
03018233875

C-3 Aisha Chamber,
Off Abdullah Haroon Road Saddar,
Karachi, 74400



By Fakiha Hassan Rizvi

The Best of 2012

The end to another technological year cannot remain devoid of the best handsets that sparked throughout markets. In Pakistan, the suspension of cellular phone services had marred the progress of telecommunications sector by the end of 2012. However, the year kicked off with a cellular 'Teledensity' (number of cell phone users per 100 people) of cellular phones at 67.2 percent. By May 2012, mobile subscribers mounted to the 118.3 million mark. Irrespective of all the woes and interruption, Pakistan didn't get their hands off cellular phones. Till September 2012, the number of subscribers went up to 119 million.

This implies that the purchase of cellular phones increased at an exponential rate. According to the latest report of 'Global mobile statistics 2012', "there are 10 countries in the world with over 100 million mobile subscriptions. Pakistan is presently on the eight position among those ten. It is equally exciting to find out that which handsets were preferred during 2012 by Pakistani consumers.



Samsung GalaxyNote II N7100

- Display: 4.0-inch Super AMOLED
- Camera: 5-megapixel Auto-Focus + LED Flash/ VGA Front
- Connectivity: Wi-Fi a/b/g/n, Wi-Fi HT40, GPS/GLONASS, NFC, Bluetooth 4.0 (LE)
- Memory: 8GB, 1GB RAM, microSD up to 32GB
- Battery: 1,500mAh



Nokia Lumia 920

- Display: 768 x 1280 pixels, 4.5 inches
- Camera: 8 MP, 3264 x 2448 pixels, autofocus, dual-LED flash
- Connectivity: Wi-Fi 802.11 a/b/g/n, dual-band, DLNA
- Memory: 32 GB storage, 1 GB RAM
- Battery: 2000 mAh battery



LG Optimus 4X HD

- Display: 720 x 1280 pixels, 4.7 inches
- Camera: 8 MP, 3264 x 2448 pixels, autofocus, dual-LED flash
- Connectivity: Wi-Fi 802.11 a/b/g/n, dual-band
- Memory: microSD, up to 32 GB
- Battery: 2150 mAh battery



Nokia 808

- Display: 360 x 640 pixels, 4.0 inches
- Camera: 41 MP, autofocus, Xenon flash
- Connectivity: Wi-Fi 802.11 b/g/n, DLNA, Bluetooth
- Memory: microSD, up to 32 GB, 16 GB internal
- Battery: 1,500mAh



HTC DROID DNA

- Display: Super LCD3 capacitive touch-screen
- Camera: 8 MP, 3264x2448 pixels, autofocus, LED flash
- Connectivity: Wi-Fi 802.11 a/b/g/n, Wi-Fi Direct, DLNA, Wi-Fi hotspot
- Memory: 16 GB Internal
- Battery: 2020 mAh battery



Samsung I9070 Galaxy S Advance

- Display: 480 x 800 pixels, 4.0 inches
- Camera: 5 MP, 2592 x 1944 pixels, autofocus, LED flash
- Connectivity: Wi-Fi 802.11 a/b/g/n, dual-band, DLNA, Wi-Fi hotspot
- Memory: microSD, up to 32 GB, 768 MB RAM, 2 GB ROM
- Battery: 1500 mAh battery

By Fakiha Hassan Rizvi

Our Children have a Right to Learn through Technology!

Where life is already tough and educational statistics are not so appreciable, there is a dire need to utilize technological facilities in the best possible way.

Jugnoo media, a web based forum, aims at providing wholesome entertainment and educational content for kids of all ages. This innovative communication link that targets children as its audience wants to focus on e-learning. The reason for this is Jugnoo Media's belief that "There is a scarcity of content based on local languages, themes, heroes, stories, traditions and context. Culture is driven by the representative languages of a people, this is the reason that kids learn fastest when exposed to content in their mother tongue."

It's a proven fact that people dwelling in South Asian region have little access to resources. But this doesn't mean that children in this part of the world should be deprived of their fundamental rights. One among such rights- is the right to learn and to acquire knowledge. Therefore, Jugnoo Media wants to make the job of finding education based entertainment easier for South Asian parents.

JugnooMedia's quest is to provide such content. As per the website (www.jugnoomedia.com) the first project is to build immersive digital toys in local languages that are based on popular nursery rhymes of the region.

They have launched their first mobile application for iPad and iPhone, while it'll soon be compatible with Android OS as well.

About the Application

(www.jugnoomedia.com)

Duddoo Aur Dhobi is a mobile app aimed at toddlers 1 – 3 years of age and based on two such popular nursery rhymes that were sung by parents and grandparents to the younger generation. Like the jugnoo, the tradition and the lyrics are threatened and on the verge of being forgotten.



By Kanwal Ayub

Dr Sania Nishtar appointed as Minister IT, Telecom, Science & Technical Education

Dr Sania Nishtar has been appointed as the Minister for MoITT and MSoT as part of the care-taker government. President Asif Ali Zardari administered the oath to the caretaker cabinet members. The ceremony was attended by Prime Minister Mir Hazar Khan Khoso and others, including former federal ministers. Dr. Sania Nishtar's appointment has been highly appraised by local and international community.

Dr. Sania has in-country and international experience. She is a member of many Expert Working Groups and Task Forces of the World Health Organisation, the World Economic Forum's Global Agenda Council, a member of the board of the International Union for Health Promotion, the Alliance for Health Policy and Systems Research, the Ministerial Leadership Initiative for Global Health, the Clinton Global Initiative and is Chair of GAVI's Evaluation Advisory Committee. She has previously led many global initiatives and is a regular plenary speaker, chair or moderator at global health meetings and a part of organizing committees.

Dr. Sania is a key health policy voice in Pakistan, the author of Pakistan's first health reform plan, Pakistan's first compendium of health statistics, and the country's first national public health plan for NCDs. She has the unique honour of signing three MoUs with Pakistan's Ministry of Health committing her time pro bono to write these documents. One of her books, an analysis of Pakistan's health systems became the blue print for the country's health policy. She is a member of many boards, advisory groups and task forces and a voice to catalyze change at the broader governance level in Pakistan.

She has author books, more than 100 peer review articles and around the same number of op-eds. She is the recipient of Pakistan's Sitara e-Imtiaz, a presidential award, the European Societies



“ She is the recipient of Pakistan's Sitara e-Imtiaz, a presidential award, the European Societies Population Science Award, the Global Innovation award, and many accolades of the International Biographical Centre, Cambridge and the American Biographical Center ”

Population Science Award, the Global Innovation award, and many accolades of the International Biographical Centre, Cambridge and the American Biographical Center. Sania Nishtar holds a Fellowship of the Royal College of Physicians and a Ph.D from Kings College, London.

By Adnan Khan

Better Smartphone Experience with all your needs “b.Social²”



Pakistan is an important market for smartphone manufacturers and distributors, several international manufacturers and distributors have emerged in past few years. EMS is the talk of the day! EMS is a UAE based smartphones company, working as strategic channel partner for RIM (Research In Motion). We have seen that the smartphone industry has seen an unprecedented period of innovation and change. More people than ever are now using smartphones and android phones – it's how and where they wish to enjoy them that will continue to evolve. The new EMS is positioned to meet these changing demands with a new level of creative excellence and innovation.

Exciting

Powerful Processor
Rich Multimedia Experience

Extensive

Long Lasting Battery 2200mah
Connected
Analog TV
Social Media
Dual SIM

Battery

Lithium Battery
Capacity: 2200mAh
Talk time: 5 hrs

Mobile Features

GPRS/ EDGE 850/ 900 /1800 /1900
WCDMA 2100
1.0 GHz CPU
Android ICS 4.0
Bluetooth
Wi-Fi
Wi-Fi Hotspot
GPS
FM Radio
4GB ROM + 512MB RAM
Dual SIM
Analogue TV

Design

Touch Bar
126 x 63.5 x 12.15mm
Standby time: 240 hrs.
Music Playback: 7 hrs.

Camera

5.0 MP Main Camera
LED Flash
VGA Secondary Camera
Video player: MPEG-4 FWVGA @ 30 fps
Video Capture: FWVGA @ 30 fps

By Bushra Mushtaq Khan
Mufti Mohsin Rehman

Smart Watch

A Future Driven Gadget

Smartphones have inevitably replaced nearly everything, i-e a phone, portable cameras, camcorders, notes, wallets, PCs.

What's next — a phone on our wrists?

Exactly, the gadget industry seems to have decided that 2013 will be the year of the smartwatch.

The central idea is sound. You already have an iPhone or Android phone. Wouldn't it be neat if your watch could communicate with it wirelessly?

Imagine: the watch could beep or vibrate whenever you get an incoming call, text message or email. No more, "Sorry I didn't get your call; my phone was in my backpack." No more fumbling for your phone when that would be inconvenient or unsafe — like while you're skiing, skateboarding or driving. These watches can also make your phone beep loudly when it's lost in the house.

Big giants of smartphones Google and Apple already announced that they are planning to launch their own smart watch. We will share some smart watches with you which is available in the market.

No more, "Sorry I didn't get your call; my phone was in my backpack"

i'market, a world of apps to be discovered.



Not your usual store but a treasure trove of hundreds of apps ready to be downloaded and installed on your i'm Watch. Customize as you like and add many new functions: leisure, games, office, useful apps, music; there is no limit to the imagination of the developers who work for your i'm Watch.

i'music, all the music you want, directly to your wrist.



i'music is the i'm Watch application that allows you to find, download and listen to your favorite music, choosing from over 6 million songs. Limitless!

Calls, SMS, E-mails and Apps, always available.



i'm Watch communicates with your smartphone, showing you, thanks to its clear and bright display, all the messages you receive. If you receive a call, you can see who's calling, wherever you left your smartphone.



i'm Watch

i'm Watch is much more than a watch. It's a latest generation device that makes the most of your smartphone. With i'm Watch you can leave the phone in your pocket, in your purse or on your desk.

Calls, SMS, E-mails and Apps, always available



Pebble Smartwatch

Pebble connects to iPhone and Android smartphones using Bluetooth, alerting you with a silent vibration to incoming calls, emails and messages. While designing Pebble, they tried to create a simple yet fashionable product that seamlessly blends into everyday life.

CUSTOMIZE WITH APPS

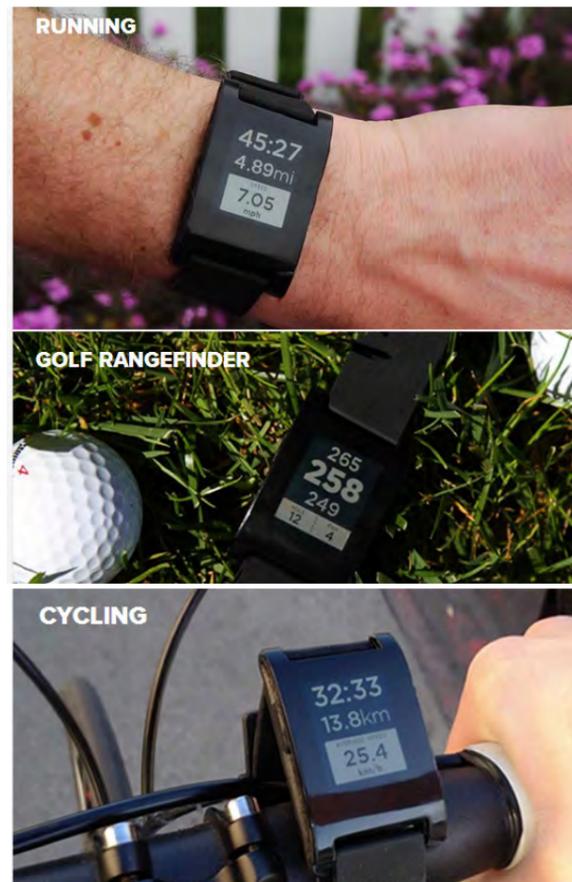
Apps bring Pebble to life. Some amazing apps for Pebble create a true smart watch. Cyclists can use Pebble as a bike computer, accessing the GPS on your smartphone to display speed, distance and pace data.

Runners get a similar set of data displayed on their wrist. Use the music control app to play, pause or skip tracks on your phone with the touch of a button. If you're a golfer, feel free to bring Pebble onto the course.

CUSTOMIZE WITH NOTIFICATIONS

Pebble can help with vibrating notifications, messages and alerts. Dismiss a notification with a shake of your wrist. Don't worry, it's easy to disable all notifications.

- Incoming Caller ID
- Email (Gmail or any IMAP email account)
- SMS on both Android and iPhones
- iMessage (iOS only)
- Calendar Alerts
- Facebook /Twitter Messages
- Weather Alerts
- Silent vibrating alarm and timer



By Kanwal Ayub

THE NEW BLACKBERRY Z10

1280 x 768 resolution
1800mAh removable battery
8 megapixel auto-focus camera
4.2" diagonal, 15:9 aspect ratio screen size
2GB RAM, 16GB Flash
135.4g / 4.78 oz weight



All-touch screen, with intuitive gesture based navigation

Sony Watch

The Sony SmartWatch is a wearable device that connects to an Android phone and can display Twitter feeds, SMS, among other things. It is compatible with most Android phones.

Features

MESSAGING

Read email, SMS and other notifications on your SmartWatch. Swipe to scroll. Touch to navigate. Gmail, POP3 and other email plugins are available at Google Play Store.

CALENDAR

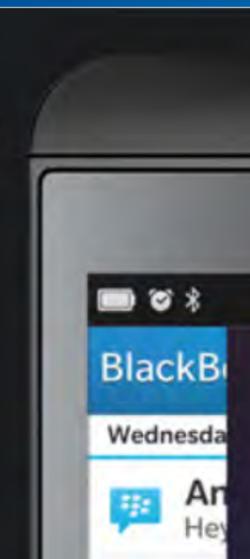
SmartWatch vibrates gently for every calendar notification in your phone. Tap the screen and read the details.

SOCIAL

No need to check your phone to see if your Facebook friends are up to anything. SmartWatch lets you know. You can read Facebook messages and tweets as they come in.

BlackBerry Hub

Peek into the BlackBerry Hub with one swipe gesture. Access all your messages and notifications in one place.



BlackBerry Keyboard

The new BlackBerry Z10 touch screen keyboard adapts to you. It learns your writing style & suggests words to help you type faster and more accurately.



BBM Video with Screen Share

Catch up face-to-face and share what's on your screen with BBM™ Video¹ with Screen Share.



Camera with Time Shift mode

Create the perfect shot by moving parts of your picture backwards and forwards in time.





By Mufti Mohsin Rehman

Samsung Galaxy S4

Samsung Galaxy S4 was announced on 14th march, 2013 at a mega event in New York. The Galaxy S4 is out with specs and features that we've never yet seen in a smartphone, not even iphone.

Samsung has done a lot to make it different from other Android phones. Although Galaxy S4 draws from the same design as the S3, but takes almost every spec to an extreme.



Galaxy S4 Makes life richer, simpler, and brings in more fun. We have heard the rumors about the eye scrolling feature of Galaxy S4.

Drama Shot

Capture every action in one photo
Get a sequence of photos in one frame to create a collage that tells the story better than a single photo could. Drama Shot lets you take a series of pictures of any moving subject and puts them together – so you can see the detailed action that's seamlessly merged into one very dynamic photo.



S Translator

No more language barriers
Say or text what you need translated into your new Samsung GALAXY S4 and it'll read or text back the translation. The Samsung GALAXY S4 is a handy companion while traveling abroad, allowing you to easily communicate with locals, discover exotic foreign dishes, and explore hidden hangouts around the world.



UNIQUE FEATURES OF SAMSUNG GALAXY S4

Dual Camera

See both sides of the story
Two cameras, one extraordinary photo. Capture the 'I was there' moments of your life by simultaneously shooting with the front and rear cameras. Get the shot you want with more variety of styles to choose from. With Dual Video Call or Dual Video, friends and family can experience everything with you, no matter how far they may be.



Sound & Shot

Listen to your photos
Every picture you take on the Samsung GALAXY S4 can come with sound. So now you can remember what was said, played, and heard, not just what it looked like. It adds another layer of excitement to help you relive and share every moment of each picture much more vividly.



Smart Scroll / Pause

Building off of the GALAXY S3's Smart Stay, the Samsung GALAXY S4 knows what you're doing and intuitively moves along with you – automatically scrolling up or down emails or websites when you tilt the phone from one side to another. Whenever you look away, the Samsung GALAXY S4 makes sure to pause whatever you're watching.



Air View/Air Gesture

A simple and new approach from the ordinary touch
Simply motion your hand at the Samsung GALAXY S4 to accept calls, change music, or browse the web and your photos with Air Gesture. Air View makes it quicker, easier, and super-convenient to enlarge content and photos, preview emails, and speed dial all with your finger barely hovering over the screen.



Which one would

you like to choose?

BlackBerry Z10



Qualcomm
snapdragon

- Display:** 768 x 1280 pixels, 4.2 inches
- Camera:** 8 MP, 3264 x 2448 pixels, autofocus, LED flash
- Chipset:** Qualcomm MSM8960 Snapdragon
- Memory:** microSD, up to 64 GB, Internal: 16 GB storage, 2 GB RAM
- Processor:** Dual-core 1.5 GHz Krait
- Battery:** 1800 mAh with upto 10 hours talk time

Sony Xperia Z



Qualcomm
snapdragon

- Display:** 1080 x 1920 pixels, 5.0 inches
- Camera:** 13.1 MP, 4128x3096 pixels, autofocus, LED flash
- Chipset:** Qualcomm MDM9215M / APQ8064
- Memory:** microSD, up to 64 GB, Internal: 16 GB, 2 GB RAM
- Processor:** Quad-core 1.5 GHz Krait
- Battery:** 2330 mAh battery with upto 11 hours talk time

Nokia Lumia 720



Qualcomm
snapdragon

- Display:** 480 x 800 pixels, 4.3 inches
- Camera:** 6.7 MP, 2848 x 2144 pixels, Carl Zeiss optics, autofocus, LED flash
- Chipset:** Qualcomm MSM8227
- Memory:** microSD, up to 64 GB, Internal: 8 GB, 512 MB RAM
- Processor:** Dual-core 1 GHz
- Battery:** 2000 mAh with upto 23 hours talk time

LG Optimus G Pro



Qualcomm
snapdragon

- Display:** 1080 x 1920 pixels, 5.5 inches
- Camera:** 13 MP, 4208 x 3120 pixels, autofocus, LED flash
- Chipset:** Qualcomm APQ8064T Snapdragon 600
- Memory:** microSD, up to 64 GB, Internal 32 GB, 2 GB RAM
- Processor:** Quad-core 1.7 GHz Krait 300
- Battery:** 3140 mAh battery

HTC One



Qualcomm
snapdragon

- Display:** 1080 x 1920 pixels, 4.7 inches
- Camera:** 4 MP, 2688 x 1520 pixels, autofocus, LED flash
- Chipset:** Qualcomm APQ8064T Snapdragon 600
- Memory:** Internal: 32/64 GB, 2 GB RAM, no memory card
- Processor:** Quad-core 1.7 GHz Krait 300
- Battery:** 2300 mAh

Samsung Galaxy S4



Qualcomm
snapdragon

- Display:** 1080 x 1920 pixels, 5.0 inches
- Camera:** 13 MP, 4128 x 3096 pixels, autofocus, LED flash
- Chipset:** Qualcomm APQ8064T Snapdragon 600
- Memory:** microSD, up to 64 GB
- Processor:** Quad-core 1.9 GHz Krait 300
- Battery:** 2600 mAh battery

By Adnan Khan and Mizbah Zafar

Nokia Pakistan and Mobilink Collaborate to Promote Lumia

Nokia Pakistan has joined hands with Mobilink as a means of strengthening its local ecosystem partnerships as well as extending the availability of the innovative Nokia Lumia WP8 range in Pakistan to bring better value propositions for consumers. By this collaboration Mobilink will sell the Nokia Lumia Windows Phone 8 range including Nokia Lumia 920, 820 and 620, as a special bundle offer including exciting Nokia gear.



Qmobile Noir A11 Launched

Qmobile A-11, Smartphone is launched. Noir A11-Note is better and different in battery and camera having 8 megapixel camera. In terms of a battery A-11 Note has battery backup with 2100mAh. Other features and specifications are better than other phones like Processor of 1GHz Dual-core and 4.0 Android Operating system.

HTC Amaze 4G Available on 25000 PKR only by Brightex



HTC Amaze 4G which was originally priced at PKR 36000 is now available at a lower price. You can avail this Smartphone in just PKR 25000 now. The Amaze 4G has a 4.3-inch q HD touch screen at 960x540. A bit easier to hold and use with one hand, having OS Android OS, v2.3.4 (Gingerbread), Processor: Dual-core 1.5 GHz Scorpion.

Ufone has launched Blackberry Z10 in Pakistan

Ufone has announced the availability of Blackberry's latest smartphone, the Z10, in Pakistan, just after weeks of its official announcement. Blackberry Z10 is powered by Blackberry 10, company's latest OS for smartphone devices that has got good positive feedback from the reviewers. Blackberry Z10 is available at Ufone's (selected) service centers in Lahore, Karachi and Islamabad for an unsubsidized price of Rs. 60,000.



Warid Has Launched "Warid Buzz" for its Postpaid Subscribers

Warid has launched an exciting service "Warid Buzz" for its postpaid subscribers. Warid Buzz is a communication medium where people can record their information on an IVR channel and their followers and audience can dial in and listen to it whenever they want. It provides an easy to use platform for Warid customers who are interested in voice-blogging.



Zong organized workshop for journalists on Branchless Banking

ZONG has organized a training workshop on branchless banking at Institute of Business Administration, City Campus Karachi. At workshop, the officials of ZONG highlighted the importance of branchless banking transmission of money and how it has become fast and effortless. The workshop was attended by many telecom journalists from both print and electronic media; all of them expressed their gratitude towards ZONG for its concerns to promote professional know-how about branchless banking.



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Amazing Price

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Salient Features

Mobile Standard
WCDMA 2100MHz
GSM: 900/1800MHz

CPU
MSM 7227A, 1GHz

OS
Android 2.3

Battery
1700mAh

Memory
RAM:512MB + ROM:512MB

Expandable Memory
Support MicroSD (T-Flash)
up to 32GB

Camera Pixel
5 mega-pixel (back)
0.3 mega-pixel (front)

Display size & resolution
4-inch 800*480

Main Screen
TFT

Ring Tones
Support MP3 & chord
music ringtones

Video Capture
Support

Wi-Fi/WAPI
Support

Bluetooth
Support

Mp3/Mp4
Support

FM
Support

Gravity Sensing
Support



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MOBILE ASIA EXPO 亚洲移动通信博览会

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CONNECTING THE FUTURE 连动未来

Mobile is connecting the world in a dramatic and breath-taking fashion. It bridges generations, builds communities, ignites ideas and tears down the barriers which separate us. Mobile Asia Expo will accelerate this effect by showcasing the mobile trends and solutions that will transform our lives today and tomorrow.

This 3-day event will include a premiere thought-leadership conference, an international technology exhibition, world-class networking opportunities and several featured programmes – including App Planet, Innovation Labs and various formalised industry trainings – all converging in Shanghai to connect the mobile future.

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