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MOBILE COVERAGE**

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**DEEPIKA TURNS AMBASSADOR
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PRIVATE BATAIN**

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Editor's Note

BVS drive ended successfully

It was a gigantic task to verify all mobile SIMs in the country but thanks to the nation and all mobile operators this task was completed within time and almost 27.5 million SIMs blocked after the final deadline. This was long awaited action for the security and safety of the country.

Here we laud the efforts of mobile operators and MoIT for making this possible. In last decade or so, the cellular mobile operators (CMOs) have always worked with the government and provided all requisite support in implementing all measures taken to facilitate data verification exercises in the past including the 668 process in 2009, 789 verification process in 2011 and Biometric Verification System (BVS) introduced in 2014.

The CMOs have so far invested \$25 million on the provision of around 60,000 BVS devices and Rs 22 billion on previous mandatory verification processes with another significant amount to be spent on this re-verification exercise to enhance the availability of these BVS devices across Pakistan.

After terrorist attack at Army Public School, the government decided to implement national action plan and this verification was part of that drive so that terrorist organizations and groups cannot use illegal SIMs for their activities in the country. At that time this task was looking very difficult to complete but this was proved successful as the nation and the national security agencies sit together and draw the road map for national action plan.

So as per the plan, Ministry of Information Technology and Telecom (MoIT) and Pakistan Telecommunication Authority (PTA) were tasked to carry out verification of all existing SIMs through BVS in January 2015. State Minister Anusha Rehman personally overviewed the whole practice and ensured its completion in efficient manner. Apparently, the task which looked difficult initially as the previous governments failed to do so despite demand by law enforcement agencies, was now made possible through all-out support of relevant stakeholders and dedicated efforts of all, particularly PTA, MoIT, the cellular mobile operators (CMOs) and Nadra.

During the course of the activity, MoIT and PTA undertook measures not only to make the process smooth and transparent but also to facilitate general public. Extensive awareness campaigns through SMS, electronic and digital media were run. In addition, an alternative verification process was deployed to facilitate the aged, disabled and overseas Pakistanis. The final deadline for completion of the exercise was April 12, 2015, however, certain categories including one SIM per CNIC per operator and in continuous use for last two years were allowed by the government to operate beyond this date. The deadline for the latter category of SIMs was May 15, 2015 and CMOs were asked to block all such SIMs which could not be verified beyond this date. Accordingly, all unverified SIMs have been blocked. However, these SIMs can be unblocked by the owner by visiting any sale channel and performing successful biometric verification.

According to the final figure, out of targeted 103 million active SIMs, 75.5 million SIMs have been re-verified while 27.5 million active SIMs have been blocked on May 15, 2015.

Now, when we have achieved this task in an excellent way, we should maintain our level of commitment to our security with the same passion and verve. The culture of "khair hy" should be no more in our attitude as this has already put us in big problems with the heavy loss of lives and assets of our country.



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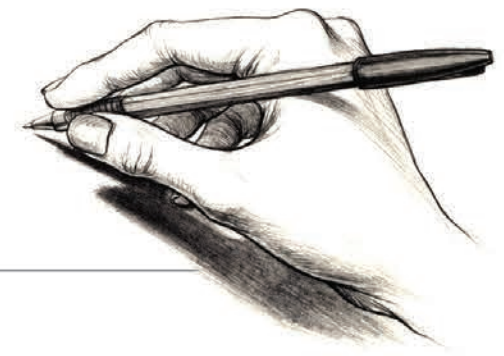
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Selfie causes mental disorder

The “selfie” by smartphone users has become quite the trend. It seems harmless, one feels like capturing the moment; but in reality this selfie obsession is creating a mental disorder. People who usually take selfies become narcissists and according to many psychologists it’s a disorder that should be taken seriously. Narcissists are individuals who bloom under the attention from other people and are extremely selfish. They find appreciation from their physical attributes and rational attributes. Self-centeredness becomes a part of their routine and that is unsuitable for their personality.

These self-absorbed selfie gamers are usually in need, anxious or depressed. They thrive on the approvals and admirations from others; this makes them conscious about themselves and eventually they “sell their individuality” according to the social media sites. Twitter, Instagram or Facebook become the dictators and judges of every single person, with a selfie obsession. A fake aura of self-confidence is created when each and every picture is edited to perfection. Instead of being comfortable in their own skin; they end becoming someone they are not. The likes on their pictures indicate their degree of attractiveness; which makes them joyful. These superficial aspects ruin a teenager’s, a child’s or even an adult’s personality or even life. By comparing the likes of selfies, one can acquire an incredibly amount of low self-esteem. This issue can proceed to an extreme level. Danny Bowman, a British teenager, even took his life because he couldn’t take the perfect selfie! It’s sad and absurd the effects of a seemingly harmless selfie.

Syeda Rafia Imran, Karachi

Say no to corruption

I surprise when government’s departments chiefs are saying that they determine to eliminate the corruption in the country. There are hundreds corruption cases pending to NAB.

Almost one year past, when National Accountability Bureau (NAB) had initiated investigations against the management of Formanites Housing Society after received over 900 complaints alleging fraud. The alleged scam was said to be of over Rs500 million.

In another campaign jointly launch by Ministry of National Health Services, Regulations and Coordination and National Accountability Bureau (NAB) to disseminate the message of 'Say No to Corruption.'

Director General Awareness and Prevention Division NAB Ms. Aliya Rashid, who called on State Minister of National Health Services, Regulations and Coordination, Ms Saira Afzal Tarar said the minister has appreciated NAB's proposal to print "Say No to Corruption" message on cigarette packs.

Imran Rauf, Islamabad

SMS useful source

Text messaging is the practice whereby users of mobile and portable devices exchange brief written messages via cellular networks. While the act of sending a text message is termed “texting”, the sender is called a “texter.” I request the users don’t misuse this service and avoid to sends unknown people because it creates problems and hardships. It is used in place of voice calls in circumstances where it may be impossible or inexpedient. Generally, texting is considered more economical. Some people simply text because it is relatively cheaper compared to placing a phone call to another mobile phone. Originally, it referred to messages sent using the Short Message Service (SMS); but as is characteristic of most technologies, the service has undergone transformations to cover messages that contain image, video, and sound. It has also evolved from person-to-person messaging to include interaction with automated systems and is available on a wide range of networks.

Azmat Naeem, Peshawar

Creating a no Wi-Fi zone

The Internet has turned the whole world into a global village. Wi-Fi is available everywhere and people are always online. This also creates a nonstop communication which does not allow the brain any rest. Now an Amsterdam based advertisement agency has created a no Wi-Fi zone. In a radius of five meters they have blocked all signals, so that people can escape any kind of interference from the electronic network. This has encouraged people to read a newspaper, a book or have a genuine conversation for a change.

I think it is about time that Karachi had its own no Wi-Fi zones that will help its citizens break free from their excessively digitised lives and disconnect themselves in order to really connect. Also, these zones would actually serve as a relaxation spot where people can talk and think about something else rather than the frequent events of mass killings and the bad law and order situation, which so often scar their minds.

Kibriya Asad, Karachi.

Thank you BankIslami

I am really happy and thankful to BankIslami who took over the KASB Bank because I deposited my whole life earning in KASB Bank. Mostly depositors did not know that KASB Bank had been warned several times in the past to meet the minimum capital requirement set for banking institutions in Pakistan. However, they were not the only bank falling short of SBP requirements.

The government has endorsed the merger of KASB Bank with BankIslami, the State Bank said. The amalgamation likewise lifted a six-month ban forced on the ambushed bank in November 2014 as “the contributors of the previous KASB Bank are presently investors of BankIslami and are allowed to work their records kept up at the particular branches of the previous KASB Bank according to their comfort”, the national bank said in an announcement.

BankIslami Pakistan Limited formally started an Internal Hiring program for former KASB employees to help them assimilate better in the amalgamated entity.

While interacting with former KASB employees at launching ceremony of Internal Hiring initiative, Mr. Hasan A Bilgrami, CEO BankIslami, reiterated that the Bank shall ensure maximum job security and adjust the staff in internal placements by training them in Islamic Banking as well as other job related skill set.

Shazia Rauf, Lahore

PTCL billing system

PTCL has started SMS service when PTCL receive the payments of the bills. The customer received the message as PTCL acknowledges payment of Rs 620 against phone No. 04237464576. Its mean the payment of my bill received by PTCL and sent SMS of payment acknowledgement but I say to sorry when I received the current month bill there is mention arrears of Rs 620. I surprise to efficiency of the PTCL on the one hand, it sent SMS for acknowledge the payment and on the other hand, it does not minus the payment of bill which customer already paid. I request the high-ups to direct the concerned department to streamline the payments system and maximum facilitate to the customers because they are the assets of the any company. Thank you very much.

Azhar Javed, Lahore.

Write us at: flaremagazine@flare.pk

We received too many letters from our valued readers every month through mail and e-mail, however, due to shortage of space, we are publishing only few selected letters.

The parliamentary leaders of all political parties have extended complete support and practical cooperation to the government for China-Pakistan Economic Corridor (CPEC) and agreed on priority development of the Western corridor to link Gwadar with Kashgar. The assurance was given at All Parties Conference (APC) chaired by Prime Minister Nawaz Sharif in Islamabad recently.

PM Nawaz Sharif chaired the 2nd All Parties Conference at the PM House, said the political leaders endorsed the CPEC project, aimed at building road, rail networks, airports and sea ports, along with economic zones and power houses across the country.

The meeting was convened to discuss the China Pakistan Economic Corridor (CPEC), its route, related projects and to seek suggestions to ensure that all provinces get equal benefit.

Prime Minister thanked the national political leadership for their support and said a parliamentary committee would also be set up for oversight of the projects under the CPEC and to ensure that reservations, if any, are addressed. He said a working group would also be set up to address the reservations of the provinces.

He said the CPEC would help Pakistan achieve its cherished dream of becoming a developed country and said the project would not only help economic growth of Pakistan, but would also benefit the regional countries.

He was appreciative of the political leadership of the country for standing united on the important national issue and for a consensus decision.

He said the CPEC would help equitable development across the country and noted with appreciation the role of China in this regard.

The Prime Minister thanked the political leaders for joining him on an issue of national importance and said gone were the days when political leaders of rival parties were involved in bickering and agitational politics.

Prime Minister thanked the national political leadership for their support and said a parliamentary committee would also be set up for oversight of the projects under the CPEC and to ensure that reservations, if any, are addressed

On the contrary, he said the current era was totally different, as all political forces now stood together to work for development and progress of the country and to further strengthen democracy.

He termed it a healthy tradition and prayed that the good convention of collective decision making on vital national issues, continues.

Prime Minister Nawaz Sharif said the political parties gave high priority to the interests of Pakistan and said unprecedented investment from China was pouring in the country as numerous projects were in the pipeline.

He particularly lauded the all out support of China to Pakistan on the mega project, which he said, would serve to be a landmark achievement.

Stressing the need of evolving consensus on the issue, the Prime Minister said, having difference of opinion was a healthy tradition and helps in bringing about improvements.

Minister for Planning and Development Ahsan Iqbal who had given a detailed briefing at the last session, briefly updated the participants and said the world today saw Pakistan as the focus of Chinese investment and they too were keen to invest.

He clarified the misconceptions about the project and said it was not confined to a single physical route, rather it was a concept that included roads, airports, ports, energy and development projects.

Trade corridor: APC extends full support on mega project



“PM Nawaz Sharif chaired the 2nd All Parties Conference at the PM House, said the political leaders endorsed the CPEC project, aimed at building road, rail networks, airports and sea ports, along with economic zones and power houses across the country”

He said the \$46 billion Chinese investment was not meant to be distributed as it relates to several energy, road and rail projects all over the country. He also gave a breakdown of various projects and clarified that the Orange Line in Lahore was not part of CPEC.

He said no new road was being constructed as part of the route, rather existing road network was being improved and interconnectivity increased so that the entire country benefited.

He said roads along three major alignments would be upgraded for improved North-South connectivity.

Ahsan Iqbal said a working group comprising representatives of the provinces would study the feasibility of setting up viable economic zones along the Western, Eastern and Central routes.

He invited the representatives of political parties for their input and suggestions in this regard. He said the projects along the western alignment would be completed by 2016.

Minister for Railways Khawaja Saad Rafiq briefed the participants about the upgradation of rail routes.

He said a new rail track would be constructed to link Gwadar Port with national rail link.

The meeting was attended by representatives and

heads of political parties. The PPP delegation was headed by Syed Khurshid Shah, PTI delegation by Shah Mahmood Qureshi, ANP by Asfandyar Wali, MQM by Farooq Sattar, JUI(F) by Maulana Fazalur Rehman, JI by Siraj ul Haq, BNP by Dr Jehanzeb Jamaldini, and PML(Q) by Mushahid Hussain Syed.

Mehmood Khan Achakzai of PKMAP, Hasil Khan Bizanjo of NP, Ijaz-ul-Haq of PML(Z), Aftab Ahmed Sherpao of QWP, Senator Prof Sajid Mir, Syed Ghazi Jamal and Alhaj Shah Jee Gul from FATA, Peer Ejaz Hashmi represented their respective political parties.

Also in attendance were Chief Minister Sindh Syed Qaim Ali Shah, KPK Pervaiz Khattak, Balochistan Abdul Malik Baloch, Leader of House in Senate Raja Muhammad Zafarul Haq, Minister for Defence Kh Muhammad Asif, Minister for Finance Ishaq Dar, Minister for Information Pervaiz Rashid, Minister for Petroleum Shahid Khaqan Abbasi, Minister for Planning Ahsan Iqbal, Minister for Railways Kh Saad Rafiq, Lt Gen Abdul Qadir Baloch, Minister for Safron, Special Assistant to Prime Minister on National Affairs Irfan Siddiqui, Special Assistant to Prime Minister on Foreign Affairs Tariq Fatemi, Special Assistants Barrister Zafarullah Khan and Khawaja Zaheed Ahmed. ■

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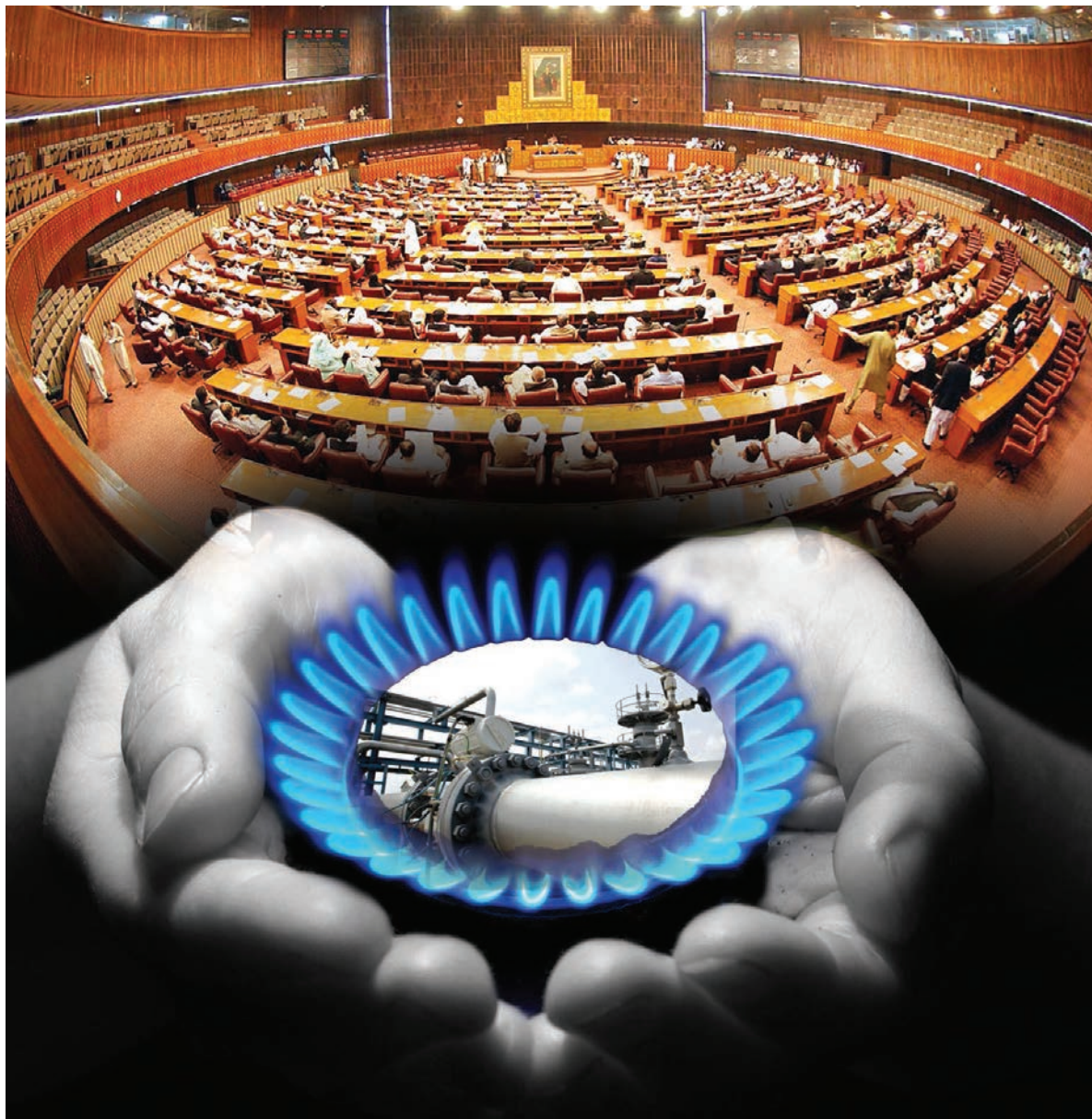


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GIDC a ruthless attack on masses, businesses



“Government's intransigent stand on the GIDC in spite of businessmen protests and the Supreme Court's rejection of its review petition has created disappointment in business community and this measure will also give rise to inflation putting more burdens on common man”

National Assembly and Senate passed controversial Gas Infrastructure Development Cess (GIDC) Bill 2015 amid protest from opposition. The government will collect Rs 100 billion annually through this levy. Trade bodies, PEW, PBIF, BMG, KCCI, LCCI, RCCI and many others business community warn to launch protest against the anti-business move of the government in implementing the Gas Infrastructure Development Cess.

The Pakistan Economy Watch (PEW) termed Gas Infrastructure Development Cess (GIDC) a ruthless attack on masses, industry and agriculture. It is an economically devastating move which will trigger inflation, uncertainty while benefits would be reaped by an influential industrial group, it said. The masses, farmers, textile and fertiliser sectors would be hit by the move while it would result in increased electricity prices, said Dr. Murtaza Mughal, President PEW.

No new gas project has been included in the PSDP therefore a part of the money collected under this new head could benefit influential board members of the Sui companies, he feared.

Dr. Murtaza Mughal said that gas line losses are less than one percent in many countries including Bangladesh but in Pakistan losses are over 14 percent which is amazing.

Government should contain mismanagement to

avoid burdening masses which will promote tax evasion, he said, adding that authorities have downward revised growth rate from 5.1 to 4.2 percent despite steep fall in oil prices which indicates its failure. The GDP growth for the next year has been proposed at 5.5 percent which would be revised downward after few months, he observed.

Trade bodies, PEW, PBIF, BMG, KCCI, LCCI, RCCI and many others business community warn to launch protest against the anti-business move of the government in implementing the Gas Infrastructure Development Cess

He said that FBR has been promoting nobility at the cost of common man. It is one of the most corrupt department of Pakistan which is facing a shortfall of 205 billion rupees in the ongoing fiscal but its target for the next year has been jacked up from 2.6 trillion rupees to 3.1 trillion which amounts to punishing honest taxpayers.

President Pakistan Businessmen and Intellectuals Forum (PBIF) and former provincial minister

Mian Zahid Hussain said GIDC will hit common man and businesses triggering inflation and defaults. It would increase cost of doing business, hit exports and push many businesses to default which will result in unemployment and lost revenue, he said while speaking to the business community. Mian Zahid Hussain said that imposition of GIDC was result of failure of the gas recovery system and dwindling exports.

Many power plants use natural gas for production that would jack up prices of electricity striking masses and businesses alike, he said.

He said that imposition of GIDC was condition set by the IMF for release of eighth tranche of loan due shortly, adding that mismanagement in the gas companies was a reason behind the controversial move. The veteran business leader said that authorities are pushing policy to reward landed nobility on the cost of poor and industry which has widened the gap between rich and poor.

Therefore, many small traders prefer to avoid paying taxes due to lack of trust between business community and tax administration which has compelled country to seek assistance from foreign lenders. He said that Pakistan's exports continue to decline due to poor performance of related institutions including TDAP which results in foreign loans to balance the budget. He said that government should ensure proper use of GIDC funds, consider reducing its rate and release refunds so that business activities could pick up. The industrialists in a meeting at Islamabad Chamber of Commerce and Industry strongly protested against the passage of GIDC Bill from the parliament and called upon the government to urgently withdraw it as it will increase tremendously the cost of doing business, make export sector unviable in the global market and cause closure of large number of industrial units in the country rendering thousands of workers jobless.

Chairing the meeting, Muzzamil Hussain Sabri, President, Islamabad Chamber of Commerce and Industry said that businessmen have been expressing great concerns against GIDC ever since its introduction through GIDC Act in 2011 while the top court of the country had also termed it illegal and had ordered for refund of amount collected on account of GIDC to the consumers. But it was highly unfortunate that government totally ignored the concerns of business community against this levy and went ahead with its plan to give legal cover to this controversial tax.

He said that government's intransigent stand on the GIDC in spite of businessmen protests and the Supreme Court's rejection of its review petition has created disappointment in business community and this measure will also give rise to inflation putting more burden on common man.

Abdul Rauf Alam, Group Leader said that government had claimed to utilize the funds raised through GIDC for developing the infrastructure of Pak-Iran and Turkmenistan-Afghanistan-Pakistan-India (TAPI) gas pipeline projects and projected collection of Rs.145 billion during current financial year through this cess while it has so far collected Rs.99 billion through this tax. However, he termed it totally unjustified to start advance collection of cess for a work that has not been initiated as yet.

He said that per MMBTU gas tariff for industry in India was \$4.66, Bangladesh \$1.86 and Sri Lanka \$3.66, however, \$4.80/MMBTU gas tariff for industry in Pakistan was already highest in the region while GIDC would take this tariff up to \$6.27/MMBTU that would render our industry very uncompetitive and severely damage its growth. The industrialists said that the best option for enhancing tax revenue was to promote industrialization in the country by creating conducive environment while such measures will discourage new investment in industrial sector. They called upon the government to withdraw GIDC forthwith in order to save the industry, exports, industrial workers and the overall economy from further more troubles. ■

State Bank of Pakistan has fulfilled its promise as the KASB Bank's amalgamation with BankIslami completed within the specific timeframe as the government's six months moratorium on KASB Bank ended on May 15. Under the current circumstances, merger with BankIslami remains a viable option wherein the bank's depositors' interest would be safeguarded and its problem would be resolved on a sustainable basis. State Bank concerned about the safety of depositors' money and prompt payments to them. At the same time SBP does not want to fall in any conflict with the shareholders neither was its intention at the time of placing the moratorium.

In its press release said State Bank of Pakistan is pleased to inform that the amalgamation of the defunct KASB Bank into BankIslami Pakistan Ltd has been implemented smoothly. As a result all the depositors which are over 150000 in number and have Rs 57 billion in deposits are free to operate their accounts. Many of them have already started operating their accounts and more than 1200 employees have continued their jobs. All the branches of the defunct bank, now taken over by BankIslami, remained open for business on May 8. The customers freely operated their accounts as per their convenience. So far, no complaint of any sort has been reported and, in any such case, the customers may contact their respective branches or call centre of BankIslami. Regarding some apprehensions about the amalgamation of a conventional bank into an Islamic bank, it is clarified that the process is in compliance of Shariah. The BankIslami has planned to gradually transfer the defunct bank's conventional banking operations into Shariah based operations. The customers of the bank may seek further clarifications from the bank management in this regard.

An important issue that is often debated in some quarters of the media is the notional value at which the defunct bank has been handed over to BankIslami. In this regard, it would be pertinent to mention that post due diligence, all the four banks which had shown interest in acquiring the defunct bank had come out with an estimated negative equity gap of Rs. 12 to 14 billion in addition to the shortfall in Minimum Capital Requirement (Rs.10 billion).

Following the international practices, a notional value of Rs1000 was set for the defunct bank. There are many examples of such international practices such as the sale of Barings Bank at a price of 1 pound to ING group, Lehman Brothers Asia Pacific business taken over by Nomura Holdings for consideration of only 2 US \$ and Northern Rock taken over by the government without any payment.

The federal government has approved the merger of KASB Bank Ltd with BankIslami Pakistan Ltd



(BIPL), the State Bank said. The amalgamation also lifted a six-month moratorium imposed on the beleaguered bank in November 2014 as "the depositors of the former KASB Bank are now depositors of BankIslami and are free to operate their accounts maintained at the respective branches of the former KASB Bank as per their convenience", the central bank said in a statement.

KASB Bank had been in trouble since 2009 as it failed to meet the Minimum Capital Requirement (MCR) and Capital Adequacy Ratio (CAR). The case became complicated when a Chinese company showed interest in buying the bank but the request was turned down by the SBP. BankIslami also said in a statement that all branches and customers of the

KASB Bank is now BankIslami



“The depositors of ex-KASB Bank were happy on its merger into BankIslami and there was no panic among the account holders. BankIslami arranged sufficient cash to pay account holders and less than Rs 1 billion was drawn in one day only”

former KASB Bank will be considered as BankIslami. “They (the customers) are free to operate their accounts without any restriction whatsoever,” it said. The merger has made BankIslami the 11th largest bank with a network of 317 branches in 93 cities across the country and having more than 600,000 customers.

“The business of former KASB Bank will be converted into Islamic modes of financing, under the guidance of the Shariah Board of BIPL, chaired by Mufti Irshad Ahmed Ijaz, within an agreed time frame,” BankIslami said.

The equity of BankIslami was Rs9.95bn as of April 30, 2015 and is expected to increase to Rs11.4bn following completion of the rights offering by mid-May. The bank's CAR was 23 per cent as against 10pc prescribed by the State Bank.

Meanwhile, the marginal size of reduction in KASB's deposits — from Rs 62 billion to Rs 57 billion — during the six-month moratorium suggests that its depositors did not panic during the period. As a matter of caution, BankIslami Pakistan Limited has decided to keep the selected accounts of former KASB Bank frozen.

Few account holders of former KASB Bank will not be able to operate their accounts as BankIslami management has decided to continue moratorium on these accounts for a limited period.

In order to facilitate the customers, BankIslami deputed special teams to handle the operation at these

branches, which were opened almost six months' gap. The branches transacted all types of normal business transaction including deposit, withdrawal and clearing etc.. All the cheques that were presented, including same day clearing, were cleared. The change of signage and branch branding was also completed in almost all the branches across the country and BankIslami has setup a dedicated call centre to assist customers, who may face any problems in operating their accounts, however not a single complaint was received on first working day.

Under the current circumstances, merger with BankIslami remains a viable option wherein the bank's depositors' interest would be safeguarded and its problem would be resolved on a sustainable basis

The depositors of former KASB Bank were happy on its merger into BankIslami and there was no panic among the accounts holders. Although BankIslami arranged sufficient cash to pay the depositors of former KASB bank account holders, however unexpectedly less than one billion rupee was drawn on May 8 and most of account holders prefer to business with BankIslami. ■

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Flare

13

SIMs re-verification journey ended as 27.5 million SIMs dead

“According to the final figures, out of target 103 million active SIMs, 75.5 million SIMs have been re-verified while 27.5 million active SIMs have been blocked under the directions of National Action Plan”

The SIMs re-verification drive through Biometric Verification System drive successfully completed on May 15. According to the final figures, out of target 103 million active SIMs, 75.5 million SIMs have been re-verified while 27.5 million active SIMs have been blocked.

The PTA has accordingly directed CMOs to block all unverified SIMs. However, these SIMs could be unblocked by the owner by visiting any sale channel and performing successful biometric verification.

The SIM re-verification drive through Biometric Verification System (BVS), initiated under the directions of National Action Plan, has been successfully completed.

The Ministry of Information Technology (MOIT) and the PTA were tasked to carry-out verification of all existing SIMs through BVS in January 2015.

The task which looked difficult initially as the previous governments failed to do despite demand by law enforcement agencies. However, it could now be made possible through all-out support of relevant stakeholders and dedicated efforts of all particularly, PTA, MOIT, Ministry of Information (MoI), the Cellular Mobile Operators (CMOs) and National Database Reconciliation Authority (NADRA).

The PTA appreciated the people for their support to make the SIMs re-verification process a success considering it to be a national cause.

The MOIT and the PTA undertook measures not only to make the process smooth and transparent but also to facilitate general public.

Extensive awareness campaigns through SMS, electronic (TV & Radio) and digital media were run. In addition, an alternate verification process was deployed to facilitate old age, disabled and overseas Pakistanis.

The CMOs were asked to re-verify their complete subscribers' bases irrespective of their current status i.e. active or dormant. Some 21 million SIMs were verified from the dormant base while 17 million SIMs were already verified through BVS between August 1, 2014 and January 12, 2015. New SIMs only issued through the process of BVS. It is believed that the effects of the re-verification drive shall go a long way in ensuring a safer Pakistan, said the PTA.

After the conclusion of this major milestone, the PTA will now carry out a third party audit of the whole exercise to verify its authenticity.

In this regard, Expression of Interest (EOI) for



hiring of a third party auditor has already been floated. It is believed that the effects of the re-verification drive shall go a long way in ensuring a safer Pakistan.

It is pertaining to mention here that in its bid to convince telecom companies to shut all unverified SIMs, the government waived sales tax on new SIM cards and lower verification charges by over 50 per cent for a short period.

The decision was taken to lessen the financial burden on telcos who face increased charges for screening as many as 103 million SIM cards and potential loss of revenue from blocking unverified SIMs as part of the government's National Action Plan. It was also agreed that NADRA would charge only Rs10 for verifying each SIM card, down from

Mobile phone companies spent a combined total of at least \$60 million on SIMs re-verification

regular fees of Rs23.

Mobile phone companies spent a combined total of at least \$60 million on SIMs re-verification. Telcos said that they deployed 80,000 biometric devices across country, each of which costs from \$350 to \$400. This was largest deployment of biometric devices in the world for a single project.

As soon as government gave orders to PTA, which is the telecom regulatory body, authority of

officials sat down with all five telecom operators (Mobilink, Telenor, Ufone, Warid, Zong) to ensure on time scheduled re-verification of entire chunk of non-registered mobile SIMs active in the country.

This biometric verification of mammoth 103 million SIMs floated in the country was also tagged with a deadline by the government – in which said that verification to made in 90 days time.

Meanwhile, Pakistan Telecommunication Authority (PTA) has conducted an awareness seminar on “Practicalities and Challenges around Network Rollout and Quality of Service” in collaboration with Anite (NEMO) Finland and Saybi Pakistan at a local hotel Islamabad. The event was encompassed the Quality of Service (QoS) challenges associated with new technologies today being integrated within existing infrastructure. Chairman PTA, Syed Ismail Shah, and Member (Compliance

& Enforcement) Abdul Samad were also present on the occasion. The event was attended by the senior officers of PTA, individuals of Telecom Industry and Academia.

On this occasion, Chairman PTA Syed Ismail Shah, while welcoming the participants emphasized that after passage of 1st Phase of Network Rollout, our focus is to measure the service quality of Next Generation Mobile Service (NGMS) licensees and ensure better services.

During the event, Jani Nikkila, Vice President EMEA, Anite Finland, Ashley Gold, CEO Ericsson Pakistan presented international best practices regarding performance measurement and future prospective spectrum respectively. While Ben Gardiner CTO Norconsult Telmatics and David Robinson discussed the practicalities and challenges involving benchmarking, optimization and regulatory compliances from an operator perspective and Type Approval for assuring QoS and customer handset safety. Jari Raynanen presented best practices around the globe for benchmarking of 3G/4G (LTE) Mobile Networks.

At the end Abdul Samad Member (Compliance & Enforcement) PTA, thanked the audience and expressed his hope that this event will be helpful for the industry adoption of best practices in ensuring quality of service in order to protect customer experience as per license obligation. The Member also thanked Anite and Saybi Pakistan for extending its support for organizing the event. ■

Most of us are familiar with the Automated Teller Machines (ATMs) operated by financial banks offering cash solution to its customers. The ATM cards of BISP issued to poor families of Pakistan. BISP beneficiaries are withdrawing cash only through ATM's. It seemed the time is not far when the floor, sugar, ghee and daily commodities will be draw through ATMs.

In the latest development as we will see the ATMs dispensing clean drinking water to its customers. The solar powered water ATMs will become an innovative solution of pure drinking water in Punjab in near future.

The Solar Powered Water ATM is a joint venture of Punjab Saaf Pani Company and the Innovations for Poverty Alleviation Lab (IPAL). The Water ATM is all set to be installed alongside water filtration plants in rural areas and the outskirts of major urban areas in Punjab.

On a first sight, the machine is quite similar to an ATM, occupying a space of two square feet only. It will be operated to claim a daily share of clean water through the use of a special smart card.

The two-foot-square prototype machine looks and functions like an ATM, but dispense water instead of cash. Users are issued a card they can use to claim a daily share of water.

The project, a collaboration between the Punjab Saaf Pani (Clean Water) Company and the Innovations for Poverty Alleviation Lab (IPAL), a research centre in Lahore, aims to install a water ATM on each of a series of water filtration plants being established in rural and urban fringe areas of Punjab province.

The machine is designed to help the government cut water waste and ensure people have access to clean water, said Jawad Abbasi, a programme manager at IPAL. "The innovative machines will help the government maintain a record of the exact quantity of clean drinking water being dispensed in a day in a specific locality, besides ensuring its quality," he said. The quality and quantity of water being dispensed will be tracked in real time online, through a central server, he said.

HOW IT WORKS

The devices play an audio message upon authentication of a scanned card, after which they dispense water for the user. Green and red buttons enable the user to start and stop the flow of water.

A flow control meter manages how much water is dispensed, and sensors measure the amount of water still available.

In its first phase, the project will cover three districts of Punjab including Bahawalpur, Rajanpur and Faisalabad, all areas with particularly serious water contamination issues, experts said.



Each beneficiary family will be entitled to collect a maximum of 30 liters of clean drinking water daily from the filtration plants with their unique identity card, Abbasi said.

"We are planning to install the machines at 20 filtration plants in the first phase that will benefit some 17,500 families," he said. He said that his organisation was seeking \$23,500 in aid from the UK Department of International Development to put the prototype into production and install more of the dispensing machines at existing water filtration plants in Punjab. Similar card-based water dispensing systems are already in use in neighbouring India.

PUSH TO IMPROVE WATER ACCESS

According to Punjab Saaf Pani Company, only

ATMs to dispense clean drinking water in Pakistan



“The Solar Powered Water ATM is a joint venture of Punjab Saaf Pani Company and the Innovations for Poverty Alleviation Lab (IPAL). The Water ATM is all set to be installed alongside water filtration plants in rural areas and the outskirts of major urban areas in Punjab”

13 percent people in rural areas have access to tap water, compared to 43 percent of people in urban areas of Punjab. The province, with 98 million people, is the country's most populous.

The government of Punjab aims to provide clean drinking water to over 35 million people by the middle of 2017 and some 20 billion rupees (almost \$200 million) is being allocated for the effort in the up-

In the latest development as we will see the ATMs dispensing clean drinking water to its customers. The solar powered water ATMs will become an innovative solution of pure drinking water in Punjab in near future

coming budget, said Muhammad Farasat Iqbal, chief executive officer of Punjab Saaf Pani Company.

"It's one of the top priorities of the provincial government, to ensure provision of clean drinking water in each locality, as access to clean water is a fundamental human right," he said.

Iqbal said the clean water would be provided free

of cost but beneficiary communities would pool money each month to pay for maintenance of the ATMs and filtration plants.

According to Pakistan's national drinking water policy, 35 percent of Pakistan's population doesn't have access to safe drinking water. The policy estimates that diseases related to water, sanitation and hygiene issues cost Pakistan's economy about 112 billion rupees (\$1.1 billion) each year in health costs and lost earnings. Nazir Ahmed Wattoo, an environmental expert with the Punjab Anjuman Samaji Behbood (Organisation for Social Welfare) said few water conservation systems are in place in Pakistan, resulting in waste both in daily use and in agriculture.

By regulating and measuring the water used daily in a specific area, he said, the government can better manage the scarce resource.

The real test, he said, will be whether the water dispensing centres are maintained and effectively monitored.

He said the centres also need to be supported by a concerted national effort to build new water reservoirs. Pakistan's water storage capacity is currently just 30 days, a quarter of what neighbouring India says is needed.

Harmful bacteria in water are causes illnesses including diarrhea, which alone is responsible for million deaths in Pakistan annually. ■

NBP, Mobilink & Waseela Bank ink collaboration to create the required financial service ecosystem in Pakistan



This collaboration is the first step to create the required financial services eco system; not only for the people of Pakistan but also to facilitate the payments and collections for the Government of Pakistan

National Bank of Pakistan (NBP), Mobilink and Waseela Microfinance Bank Limited (WMBL), signed an agreement to create collaboration between Mobicash, the fastest growing mobile financial service and the upcoming digital banking initiatives of NBP. This collaboration is the first step to jointly create the required financial services eco system; not only for the people of Pakistan but also to facilitate the payments and collections for the Government of Pakistan. The signing ceremony was attended by Jeffrey Hedberg - CEO Mobilink, Bilal Munir Sheikh -VP Mobilink, Aniq Afzal Sandhu - Head Mobile Financial Services- Mobicash, Ahmed Hussain Sulaiman -Chief Strategy Officer and Ghazanfar Azzam, President &CEO



WMBL. From NBP, ceremony was attended by President Mr. M. Iqbal Ashraf, SEVP/Group Chief Commercial & Retail Banking Group - Mr. Mudassir H. Khan, EVP/Head - Remote Banking & ADC Mr. Azfar Jamal and VP/Head of Strategy & BI Mr. Umair Javaid.

This agreement has been envisaged with the fact that financial inclusion is fundamental to the social agenda of reducing income inequality and poverty. To achieve the goal of financial inclusion, the right strategy is collaboration between the key players in the market; and with this joining of hands between one of the largest banks in Pakistan owned by the Government of Pakistan and Pakistan's largest Telco Operator, the dynamics of the financial services market are sure to reach the next milestone. Under the ambit of this arrangement, multiple services will be leveraged upon

including Mobilink USSD Channel, Agent Network of Mobicash and NBP transaction base, to fulfill the needs of banked as well as the unbanked population of Pakistan including facilitation of P2G and G2P trans-



actions. Speaking at the ceremony, Mr. M. Iqbal Ashraf CEO & President of NBP said, "Being National Treasurer, NBP has strategized to facilitate customers by developing a National Payment Eco-System allowing customers to avail any P2G and G2P services 24/7 through all available Digital Channels. By leveraging on the expertise of Banking and Telcos, we aim to achieve our long term goal of financial inclusion in Pakistan and also bridge the service-divide between rural and urban."



SEVP/Group Chief C&RBG NBP, Mudassir H. Khan said, "Development of National Payment Ecosystem in partnership with Telecom service providers will be catalyst to extend the financial outreach and convenience to every citizen of Pakistan. NBP is working to enable every possible channel by aggregating all the P2G and G2P transactions. NBP also aims to fa-

ilitate partner and potential organizations as well to provide Cash Management Solutions through these digital channels".

Speaking to the media at the signing ceremony, Jeffrey Hedberg said, "Mobicash is continuously expanding its footprint in terms of outreach and the services we offer to bring convenience in the lives of our customers. Partnering with NBP for Mobile Financial Services is another step towards enhancing our



outreach and providing convenience to customers in urban and rural parts of the country. This agreement also enables us to bridge the financial gap in the under-banked areas of Pakistan."

"Our core vision is bridging the gap between tele-density and banking coverage. Currently there are about 28 million bank accounts as per State Bank statistics whereas tele-density has crossed the 132 million mark. We are proud to be partners with NBP and Mo-



bilink for this initiative, as it progresses our vision and allows us to reduce the current divide between the unbanked and banked population of the country," said Ghazanfar Azzam. ■

Arshad Electronics sponsors Fashion Show to tribute Nisho

A fashion show to tribute Lollywood star Nisho Begum held in Falettis Hotel Lahore recently. Arshad Electronics was the main sponsor of the Fashion Show arranged by Rubab Almas under the Almas Productions. Lahore-based Arshad Electronics deals in all kinds of electronics and home appliances of major brands in Pakistan. Arshad Electronics was established in year 2001 under the leadership of Mian Arshad who committed to provide the best quality at best value home appliances to our valuable customers to make their living more comfortable and convenient. Mian Arshad with his family, Irshad B Anjum GM Falettis Hotel, Khawaja Parvez Kaleem, Hassan Askari, Haider Sultan, Nisho Begum, Afzal Rambo, Sahiba, Mastana and many other film stars grace the occasion as guests of honour.





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Several bureaucrats, politicians made illegal huge investments in UAE real estate



The concerned authorities of Federal Board of Revenue (FBR) have sorted out the data of Pakistani national whose had made investments in the real estate of Damac Properties in UAE, and it turns out several bureaucrats, politicians and prominent businessmen have made big investments in UAE real estate through Damac.

“Recently, FBR authorities raided two exhibitions staged by real estate developers of UAE and took possession of data and records. It was also reported that the transactions at these exhibitions were carried on manually as well as suspicious manner”

agreed states, however, can be invoked by making formal request to the government of UAE. The request will include access of information regarding the persons who have invested in UAE real estate.

Directorate of Intelligence & Investigation Inland Revenue (I&I-IR) raided the exhibition of Damac Properties Dubai at local hotel in Karachi recently.

Latter on data of 700 people was acquired by I&I-IR who wanted to make investment in Dubai's real estate sector.

Sources said a huge sum of black money earned through corruption and illegal means is moved out of the country in the garb of investments abroad particularly in the real estate sector of UAE.

Recently, FBR authorities raided two exhibitions staged by real estate developers of UAE and took possession of data and records. It was also reported that the transactions at these exhibitions were carried on manually as well as suspicious manner.

Sources said that there was an organized setup that was facilitating money laundering one way or another. Sources said that after the UAE real estate investment exhibitions were ended post raids, the unscrupulous elements are likely find some other means, for which the concerned authorities have taken due measures.

Meanwhile, Pakistani authorities are planning to approach the authorities of Gulf States to check the flow of capital. The Tax authorities and officials of Pakistan are planning to avail information to check the record and details of investment made by Pakistani people in Gulf States. The FBR authorities are investigating the matter of capital flight to Gulf States by 660 Pakistani people.

BURJ AL-KHALIFA UAE

A tax official stated one of the Prime Media Group of Pakistan that, “Real estate in the Gulf has emerged as one of the strongest areas for capital flight from Pakistan”.

Financial Monitoring Unit of Pakistan MFU was the first body who started interrogation on the matter and wrote a letter to National Accountability Bureau of Pakistan known as NAB.

According to one of the FBR's official, the Directorate General of Intelligence and Investigation (I & I) formed a team who excel in tax handling matters to prepare the list of Pakistani Nationals who have invested in luxurious properties including flats, apartments, resorts and/or other sort of properties in Gulf States.

The already compiled list will be exchanged with relevant tax officials and authorities in United Arab Emirates and Kingdom of Saudi Arabia to get the confined details about those individuals who have invested in Real Estate Sector in the above mentioned countries.

Latter on data of 700 people was acquired by I&I-IR who wanted to make investment in Dubai's real estate sector

A responsible official of I & I directorate said in his talk with media group that,

“We have collected data on over 660 people who are believed to have made huge investments in real estate and property in the Gulf states.”

CITYWISE FIGURE:

The statement of FBR stated that 265 individual persons from Karachi City, 182 from Capital of Punjab, 106 from twin cities of Pakistan Islamabad and Rawalpindi and 15 from Peshawar have invested in UAE's Real Estate. Remaining 92 Pakistani persons are from other cities and destinations of Pakistan. Most of the remaining persons belong to Faisalabad and Hyderabad City.

EXCHANGE OF INFORMATION BETWEEN TWO STATES:

The article 27 of the avoidance of double taxation treaty and prevention of fiscal evasion deals with Exchange of Information between the two

invested in UAE real estate.

REASON FOR INVESTIGATION:

The tax officials explained to media group in his words,

“The purpose of the investigation is to establish whether these people paid the necessary taxes on their money before transferring it to the Gulf for investments”.

The official added the department is also confirming the properties of those individuals in Pakistan. The officials also confirmed to have CNIC numbers of all individuals as well. So the CNIC numbers will help department to make estimate about their assets in Pakistan.

FBR will reveal the clearer amount of investment after confirming from the officials in Gulf States. I & I directorate has sent a statement to FBR which covers a 3 steps to cooperate with Capital flight issue from Pakistan to Gulf States.

AMENDMENT IN LAWS:

The summary of statement suggests that FMU will forward a proposal to restrict the channels of funds transfer via formal banking mediums. The FMU also stated in its report that, the transfer of funds to abroad in foreign currency accounts is easy for any person.

FMU also has suggested in his report that the government should review the State Bank of Pakistan (SBP) regulation regarding transfer of foreign exchange. FIA is also making sure to trap the transfer of funds via hundi-hawala and smuggling. It is to be noted that the model Ayan Ali is in custody with serious charges of money laundering, while some Pakistani people may have invested in Damac properties.

In Pakistan, in the plots category, prices across all major cities declined over the past quarter. With the withholding tax imposed in the 2014-15 budget, the property sector was dealt a huge blow. Investors are now waiting for the new budget to be announced in June 2015 and hoping for tax cuts to see a revival in this sector, otherwise the slump is forecast to continue. ■

Thank you Haier for bringing international cricket in Pakistan



The spectators and fans of cricket thanked the Haier Mobile for sponsoring the event and provided opportunity to enjoy them. Fans waited in long queues in temperatures of 43 degrees Celsius to get tickets of the matches.

Haier Mobile has sponsored Pakistan-Zimbabwe Cricket Series played at Qaddafi Stadium, Lahore amid tight security where large number of spectators watched the matches.

The spectators and fans of cricket thanked the Haier Mobile for sponsor the event and provided opportunity to enjoy them. Fans waited in long queues in temperatures of 43 degrees Celsius to get tickets of the matches.

For the last six years Pakistan and its people

were bereaved from international cricket in Pakistan. Pakistan Cricket Board (PCB) was striving for international cricket in Pakistan after terrorist attack on Sri Lankan Cricket team in Lahore and after that every international cricket group and ICC announced not to visit Pakistan. Every home arranged fixture was moved to UAE, but now PCB has succeeded in its struggle of bringing back international cricket and presents the people of Pakistan with Pakistan Zimbabwe Series

in collaboration with Haier Mobile.

Pakistani cricket enthusiasts and fans welcomed both of teams warmly. Zimbabwean captain Elton Chigumbura said that he and his squad felt secure in Pakistan during visit to Pakistan.

Recently, Haier also sponsored T20 National Cricket Tournament played in Faisalabad participated by eight first-class local cricket teams. The one-week game drew numerous audiences.



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PTCL arranges session on “Disruptive Innovation”



Walid Irshaid, President & CEO PTCL, Syed Ismail Shah, Chairman PTA, Michael Patrick Foley, CEO Telenor, Abdul Aziz, CEO Ufone, Faisal Sattar, CEO USF along with representatives of telecom industry and management of PTCL at the Disruptive Innovation session organized by PTCL.

“Walid Irshaid, President & CEO PTCL highly recognised the participation of distinguished delegates elaborating that Mr. Mark’s exceptional knowledge on Disruptive Innovation is indeed invaluable”

Pakistan Telecommunication Company Limited (PTCL) organised a session on “Disruptive Innovation” by Mark Zawacki in pursuance of its objective of looking beyond its own progressiveness and towards the greater good of the telecom sector.

PTCL remains committed to transform and further uplift the telecom sector of Pakistan. The company has been continuously working towards and successfully introducing new and innovative technologies, advanced practices and products/services to cater to the rapidly evolving customer needs. The session was aimed to support the talented leaders of the company to stay abreast with the latest research findings, technological discoveries and insights and sustain the technological leadership of PTCL.

PTCL proactively engages subject matter experts with hands-on experience of various technological domains to share valuable insights, for better decision-making and refinement of the implementation plan devised by the leadership team.

Mark Zawacki is a high profile USA-based business strategist, board advisor, keynote speaker and Angel investor. Mark has advised more than 300 clients globally on a myriad of growth and revenue-related initiatives including business strategy, disruptive innovation, business and corporate development, etc. His clients include Microsoft, McDonalds, MasterCard, Cisco, Intel, SAP, GSMA, Occidental Petroleum, UBS, Swisscom, etc. Mark has consulted in 50+ countries around the world and traveled to more than 70+ countries to date.

Mark, in this exclusive session with PTCL leadership, shared his profound knowledge on the subject carrying the unique case of technological shift in Silicon Valley.

The thought-provoking breakout session with PTCL’s key business partners, dignitaries and officials from a range of telecommunication industries was highly interactive and inspiring.

The session was aimed to support the talented leaders of the company to stay abreast with the latest research findings, technological discoveries and insights and sustain the technological leadership of PTCL

The session was attended by President & CEO PTCL, Walid Irshaid, Chairman PTA Dr. Syed Ismail Shah, DG Technical ISI Maj. General Amir Azeem Bajwa HI(M), MD TF General Rao, CEO Telenor, Michael Patrick Foley, CEO Ufone, Abdul Aziz, CEO USF Faisal Sattar, ED FAB Brigadier Sami, representatives from Ministry of IT & Telecom Mr. Tariq Sultan, Mr. Abdus Samad, and other high profile dignitaries and top management representation from Mobilink, Huawei, Zong, ZTE, UBank, FAB, TF, ICT R&D Fund, ISI, USF, Askari Bank, Nadra, IB, HEC, Google & Academia.

The session was concluded with a note of appreciation by the President & CEO PTCL, Walid Irshaid & CHRO PTCL Syed Mazhar Hussain.

Walid Irshaid, President & CEO PTCL highly recognised the participation of distinguished delegates elaborating that Mr. Mark’s exceptional knowledge on Disruptive Innovation is indeed invaluable in order to respond to rapid improvements in technology & to generate revolutionary ideas for a progressive organisation.

Syed Mazhar Hussain, CHRO PTCL said that PTCL is cognisant of the changing landscape of



telecom industry and continues to promote divergent and non-linear thinking for driving innovation, escaping conventionalism, creating strategic roadmaps, and envisioning the future.

The session would help to assist employees to respond to the fast paced change in order to create a meaningful difference. ■

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Samsung hosts movie premiere Avengers

Head of Mobile Business, Samsung Pakistan & Afghanistan Farid Ullah Jan said: "Partnering with Marvel gives us the opportunity to bring our industry-leading mobile display technology to life. Through visual storytelling made possible by Marvel's outstanding entertainment universe"



Samsung Electronics has collaborated with Marvel to treat the fans, customers and prominent media personalities, with a thrilling premiere of the latest action packed movie with multiple super-heroes - "Avengers: Age of Ultron". Samsung Electronics and Marvel Entertainment, who had previously announced a global partnership for co-promotions, have now created a multi-media, creative campaign that spanned across film, digital media and exciting product merchandise. Marvel and Samsung have successfully integrated their brands in a unique and creative way to bring their collective audiences together and showcase the best from both brands.

A host of concept devices and Samsung's off-the-shelf products were featured throughout the film. Head of Mobile Business, Samsung Pakistan & Afghanistan Farid Ullah Jan said: "Partnering with Marvel gives us the opportunity to bring our industry-leading mobile display technology to life. Through visual storytelling made possible by Marvel's outstanding entertainment universe."

The star-studded event was attended by a large number of celebrities, socialites, bloggers and media personnel to experience the convergence of technology and creativity. The crowd was thrilled to watch this presentation and cheerfully appreciated this fantastic opportunity to be a part of the action, as their favorite heroes fight to save the world.



Huawei provides top-quality unmatched services



“Huawei has now pioneered a world-class “Service Centre” in Lahore, which is the very first of many more such exclusive service centers, which would be instituted throughout Pakistan”

In its pursuit to lead global innovations in mobile technology and telecommunications, Huawei has now pioneered a world-class “Service Centre” in Lahore, which is the very first of many more such exclusive service centers, which would be instituted throughout Pakistan. This chain of service centers would provide top-quality and unmatched services to the valuable Huawei customers. In these service centers, the

The Director of Devices Department of Huawei Pakistan – Mr. Fanhong Bruce stated that;



“Continuing with Huawei’s tradition of providing innovative solutions and products for the customers, we have established this advanced service centre which is designed to ensure the provision of

cutting edge facilities for the customers.” He further added that, “With its convenient location and well-trained staff, the customers will be able to get a hassle-free service experience at this centre; additionally services regarding the claims of warranty would also be available here.”

An exciting launch ceremony was held recently in Lahore to inaugurate this high-tech facility

Although, Huawei’s impressive new service center in Lahore will not be engaged in the direct sales activities, the customers will be able to purchase a wide range of high-quality accessories for their fa-



vorite smartphone, while qualified staff promises to deliver technical repairs, warranty and maintenance services with high professionalism and enthusiasm. Devices with no warranty-cover can also be serviced and repaired here at very competitive rates. ■



customers would be able to access cutting-edge after sales and warranty services, more promptly and conveniently. An exciting launch ceremony was held recently in Lahore to inaugurate this high-tech facility.

An exclusive “Experience Zone” has also been created within this new centre, where the technology enthusiasts can get hands-on experience with the latest Huawei devices. Live demonstrations will also be held at the centre to allow the Huawei fans to evaluate and enjoy the newly introduced features.

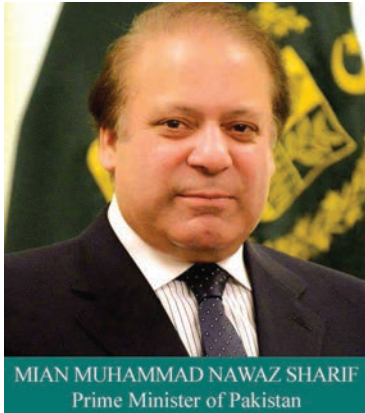




JAMMERS WREAK HAVOC ON MOBILE COVERAGE

PTA has asked the Interior Ministry to stop the use of mobile jammers in jails that results in 'congestion' in mobile phone service in adjoining areas. They suggest that the employment of power jammer should be reduced to the minimum level as it causes colossal damage both in terms of business loss as well as public inconvenience. It should be used only on the explicit permission of the Home Ministry in extreme conditions.

Cellular mobile operators (CMOs) seeks help from Pakistan Telecommunication Authority (PTA) to look into the matter of interrupted mobile phone services due to jammer devices installed at different prisons especially in Punjab and Sindh. Jammers at prisons are still tuned at high frequencies, severely affecting not only telecom services in the surrounding areas but also people are facing problems in using their mobile phones and internet because frequent weak signals.



MIAN MUHAMMAD NAWAZ SHARIF
Prime Minister of Pakistan

CMOs have held meeting with Punjab Home Secretary recently and discussed the matter related to prisons jammers disturbed the services.

They said Central Prison KLP was the first venue to have a jamming solution during 2011 with imported jammers that had devastating effects on mobile communication of all cellular operators. On complaints from the CMOs, PTA held meetings with NRTC management and a Provisional NOC was issued on January 12, 2011. Despite PTA's hectic efforts coupled with series of meetings arranged between all stake holders, the problem of external interference was not addressed. We adopted legal recourse and LHC vide its order dated 22 November 2011 permitted use of the jammers on the condition that restrictions imposed by PTA are complied with and the jammers do not adversely affect the communication beyond the limits allowed in PTA's provisional NOC.

These parameters could never be met and the solution was aborted.

SOPS FOR INSTALLATION OF JAMMERS

Installation of jammers by NRTC commenced during 2013 as solo flight by NRTC without involving PTA, FAB and CMOs. From the very outset the industry opposed the way jammers were being installed and commissioned. PTA intervened and after consultation with all stake holders, issued a fresh SOP on 21st August 2014 to regulate commissioning of jammers. Salient points of the SOP are as under:



- Jammers will only operate in Downlink Band.
- The output power should be limited to curtail the jamming effects within the jail premises.
- The jammer antenna shall be directional.
- The operational area of jammers shall be restricted to jail premises.

A long time has elapsed since NRTC began in-

stalling the jammers. In the beginning, the industry had braved the issues as inevitable teething problems of the indigenously manufactured jammers, with the hope that with time and experience NRTC would mature its jammer design, deployment

Immediate reversion of jammers power at prisons across the province which has resulted in degraded quality of service and has made mobile services almost inaccessible up to 10 km radius

methodology, quality control and test facilities. It was hoped that jammers functionality would also stabilize in due course of time. Unfortunately, this has not happened and the industry continues to suffer unabated. Home Department had been very kind in this regard when we last raised the issue. The joint activity carried out on their direction in Camp Jail Lahore as a pilot project was a resounding success though but still we have a number of reservations. The solution successfully implemented at Camp Jail, has not been implemented in other problematic prisons as was desired resulting in recurrent issues of different nature and dimension. The track record of recurrent issues vindicates our view which we have conveyed in all meetings held with PTA and NRTC. The jammer design, in our view, has limitations which need to be recognized and appropriately addressed. We also have reservations as to available expertise with the vendor on deployment of the jammers. Besides, we also feel concerned on knowing that the commissioned jammers shall soon be handed over to the end user for operation at their own, at the end of the contract period. Since there is no clear visibility about the post-handover phase, we apprehend our problems would get compounded.

We wish to submit few short term measures as well as some more significant ones, which may mitigate our sufferings on account of the jammers use:

- Immediate reversion of jammers power at prisons across the province which has resulted in degraded quality of service and has made mobile services almost inaccessible up to 10 km radius from the place of installation.
- The antenna design needs to be rectified

as Omni directional antennas are counterproductive and affect cellular communication much beyond jail premises.

c. A highly responsive mechanism comprising focal persons from PTA, NRTC and operators needs to be developed, to efficiently redress complaints of external interference.

d. Solution arrived at Camp Jail should be

implemented at all prisons immediately to minimize frequency of encountered issues.

e. Employment of power jammer should be reduced to the minimum as it causes colossal damage both in terms of business loss as well as public inconvenience. During joint activities for all prisons, power jammer should also be tested as part of the solution so that whenever it may be resorted it should cause minimum damage. It should be used only on the explicit permission of the Home Ministry on extreme situations.



ANUSHA RAHMAN
Minister for MoIT

f. The directions contained in the LHC order and PTA's SOP for commissioning and operation of jammers should be followed in letter and spirit.

g. Compliance capabilities according to the conditions laid down in the mentioned documents should have been imbedded in the design of the jammers by now to make them compliant to PTA SOP and the LHC order. NRTC has never expressed that that these terms and conditions are not implementable. The end user of the equipment must require the vendor to make the jammers capable of compliance to the terms and conditions of PTA SOP and the LHC order before the project is taken over.



SYED ISMAIL SHAH
Chairman PTA

h. The finalized jammer design and its functionalities should be scrutinized by a third party through extensive tests before the project is accepted by the end user. (We can suggest it to be done by PTA/FAB)

For the last couple of months, mobile users are finding themselves out of coverage area whenever they are near to a jail. But the worst hit by these irregular mobile services happen to be residents living within a radius of two kilometres from the prison.

After being flooded with complaints, telecom service providers dispatched its technical team to find out the cause for the disruption. Soon, the team realised that coverage had been affected on account of the additional jammers installed in the jail to prevent mobile usage among the inmates.

OPINION BY THE MOBILE OPERATORS

The deployment of these jammers is carried out by National Radio and Telecom Corporation (NRTC). Usually, officials of the prison and jail enhanced the blocking intensity of the jammers that cause blockade of telcos signals to extra surrounding areas. According to reports, the telecom industry officials had held a meeting with the home secretary of Punjab and IG Prisons to convey their reservations regarding jammers at jails which had been affecting their quality of services around jails. In this regard, a team of technical experts from the telecom industry comprising of members from every cellular operator met representatives from the Ministry of Interior (MoI) to discuss the situation and briefed them about their concerns. The meeting with the provincial home department was also held; but no action has been taken so far. CMOs have presented solution of the issue which is to set jammers across the jails at a specific limit instead of putting it level on high level that affect the coverage of various kilometers across the jail causing trouble to mobile phone users.

If the agreed frequency suggested by CMOs is

implemented, the problems will be fixed. CMOs invested billions of rupees on the deployment of 3G technology, if these hurdles are not removed immediately, the customers will not incline to new technology.

Although the jammers had been installed to block any communications originating from within

technology, if these hurdles are not removed immediately, the customers will not incline to the new technology.

PUNJAB IN FOCUS

The Pakistan Telecommunication Authority (PTA) formulated a policy about the use of cell phone jammers to ensure that these devices are not

ices (PCOs) have been installed at 11 jails, so that prisoners can talk to their family members.

MORE POWERFUL JAMMERS TO BLOCK LTE, 3G AND 4G

The latest jammers will have the capacity to block the LTE, 3G and 4G services, while jammers, already installed at 14 jails, had not the capacity to jam 3G and 4G services. These jammers will also be upgraded to jam the latest technology. Moreover, technical staff will also be appointed to take care of these jammers.

At present around 51,000 prisoners are detained in 35 prisons of the province. The per annum average turnout of prisoners remained 50,000. The Punjab home department and jail authorities took concrete steps to stop the use of cellular phone by prisoners.

The jail authorities conducted surprised visits and seized 6,500 mobile phones, 1,280 SIMs and 1,410 chargers during the last two years. Moreover, action has been taken against 151 employees of various jails under the PEDDA Act for providing assistance to prisoners for keeping cellular phones.



the jails, but on the contrary, they had been tuned to such high frequencies, that they had started disrupting normal communications in the vicinity of jails.

PTA had set SOPs (standard operating procedures) for jammer frequencies to be kept at certain levels so as to not disturb the mobile communications occurring around prison areas, but non-adherence to these SOP's by the authorities concerned is resulting in huge losses to cellular companies, in addition to disruption in mobile communication, the brunt of which is being borne by the customers.

There are 32 prisons in different cities of Punjab mostly situated in the center of populous areas with considerable high tele-density. These jails were established initially in the suburbs of the city but now increasing populations and residential housing societies are surrounding them.

"As a result, the quality of service of various cellular companies is being affected in these localities and customers are not getting good quality 3G services," the official said.

Recently, a joint optimisation was carried out by the Frequency Allocation Board (FAB), NRTC and PTA to ensure that neither cell phone signals of beyond agreed level are available on the premises nor jammers' signals go beyond the respective jail premises. "But it is not being followed," he said.

Installation of these equipment was a success, whereas goals behind deployment were considerably achieved but later issues emerged after frequency of these jammers started influencing 2G/3G cell sites around prisons.

THE TECHNICAL POINT ABOUT THESE JAMMERS

Now CMOs had expressed their issues with PTA but NRTC is not adhering even to the SOP, while the respective of jail authorities show the same attitude in this regard.

To solve the issue in a good manner, a team of technical experts from telecom industry comprising members from cellular operator met representatives from the Ministry of Interior to discuss the situation and brief them about their concerns. Sources in the telecom industry said the CMOs will present solutions to the issue which is to set jammers across the jails at a specific limit instead of putting it at high level.

If the agreed frequency suggested by CMOs is implemented, the problems will be fixed. CMOs invested billions of rupees on deployment of 3G

used to block cellular phone communication outside the buildings in which they are installed.

On the contrary, the Punjab government has decided to installed cellular phone jammers at remaining 21 jails of the province in the second phase at an estimated cost of Rs. 470 million.

The home secretary submitted a summary to the chief minister Punjab requesting him to release the funds for purchasing 103 jammers from the National Radio and Production, a sister or-

If the agreed frequency suggested by CMOs is implemented, the problems will be fixed. CMOs invested billions of rupees on the deployment of 3G technology, if these hurdles are not removed immediately, the customers will not incline to new technology

ganisation of Pakistan Army.

It has been stated that Rs. 5 billion were earmarked as block allocation for the law and order during the current fiscal year. It has been requested that the supplementary grant amounting to Rs. 260.45 million should be released from the funds



which had been surrendered by the police.

It is worth mentioning that in the first phase the cellular phone jammers had been installed at 14 jails of the province to check the use of cellular phones by prisoners. However, Public Booth Of-

fere with authorised radio communications such as cell phones, police radar, GPS, and Wi-Fi. Despite some marketers' claims, consumers cannot legally use jammers within the Pakistan, nor can retailers lawfully sell them. ■



In recent years, the number of websites offering "cell jammers" or similar devices designed to block communications and create a "quiet zone" in vehicles, schools, mosques, restaurants, and other places has increased substantially. While these devices are marketed under different names, such as signal blockers, GPS jammers, or text stoppers, they have the same purpose. PTA warns users that it is a violation of law to use a cell jammer or similar devices that intentionally block, jam, or inter-



Warid management team while cutting 3W cake. From right Muneer Farooqui, CEO Warid Telecom, Tariq Gulzar, CFO, Nayab Baig, VP HR and Farid Ahmad CSO Warid Telecom.

Warid rebrands corporate values aims for cultural transformation

Aimed at maintaining its leadership as preferred employer, the Company has undertaken several initiatives for cultural transformation. The company has introduced 3W (Warid Working Way) for its employees to meet the evolving needs of the organization and the industry dynamics

Warid Telecom, a capacity building organization, recently marked its 10th years of service excellence in Pakistan. Being identified as the most reliable telecom service provider, the company is also one of the top industry employers. Aimed at maintaining its leadership as preferred employer, the Company has undertaken several initiatives for cultural transformation. The company has introduced 3W (Warid Working Way) for its employees to meet the evolving needs of the organization and the industry dynamics.

the most delightful customers experience every time. Nayab Baig, Vice President People & Culture, while commenting on cultural Re-branding said “Our

definitely benefit our consumers, who are our first priority.”



3W is a comprehensive model which is customized and covers all the dimensions and elements of the organizational culture. These include; Warid Values, Warid Building Blocks (a unique take on traditional organizational competencies), Warid Leadership Way and Warid Code of Conduct. Together all these elements define the organization’s character and its people. This model supplemented with Warid’s Purpose, reinforces Warid’s commitment to provide



company owes its success to both its internal and external customers, the employees and the customers. The 3W initiative will surely bring about a remarkable change in the organizational culture of Warid as well as the level of satisfaction experienced by the consumers. An increase in the level of performance backed up by the new behaviors of our employees will



3W interactive sessions were held by the Warid’s organizational excellence team throughout the country. These sessions aimed to strengthen the desired behaviours. This will be followed by more events and activities throughout the year which will instil 3W into the DNA of the organization. 3W will have a long term positive impact on Warid’s culture and consequently its performance as an organization.



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Telenor celebrates 10th anniversary of successful operations in Pakistan

“We have been at the forefront of disseminating benefits of information and communication technology in the form of GSM advancement, financial inclusion and bringing internet for all in Pakistan,” said Michael Foley, Chief Executive Officer, Telenor Pakistan”

Telenor Pakistan is celebrating 10 years of successful operations in Pakistan this year. The 10th anniversary is being celebrated as '10 Years of Empowering Pakistan,' in line with the company's vision to 'Empower Societies.'

“We strongly believe that our business is linked with positive socio-economic impact and in our 10 years journey, we have been at the forefront of disseminating benefits of information and communication technology in the form of GSM advancement, financial inclusion and bringing internet for all in Pakistan,” said Michael Foley, Chief Executive Officer, Telenor Pakistan.

Customers are regarded as the most important aspect of Telenor Pakistan's success. “Best interests of our customers are at the core of everything we do. Our success has been possible due to the trust our valued customers has put in us for 10 years,” said Foley. To pay homage to their loyalty, Telenor Pakistan invited some of the longest staying customers to sales and service centers in various cities across country and made them a part of the 10th anniversary celebrations. The digital customer connect was also organized at Telenor Pakistan headquarters, where CEO Michael Foley and Deputy CEO IrfanWahab Khan reached out to esteemed customers through phone calls and social media for

The 10th anniversary is being celebrated as '10 Years of Empowering Pakistan,' in line with the company's vision to 'Empower Societies'

their feedback on the service.

Over the past decade, Telenor Pakistan has introduced many innovative products and services for the first time in the market that have not only become game changers in the local telecom industry but have also helped empower the customers with access to information, real time functioning and freedom of choice. Some of these include Easypaisa, Easyload, MobileTV, Insurance, and early warning system via SMS in case of potential natural calamities, to name a few.

“Innovation is embedded in our organizational culture, where employees are encouraged to come



Telenor Pakistan's customers celebrate 10th anniversary of the company with Telenor Pakistan's employees at Sales and Service Centre in Blue Area, Islamabad.

up with new ideas, disagree with logical arguments and experiment to make more possible,” said Michael Foley commenting on one of the competitive advantages of the company.

Telenor Pakistan is the local subsidiary and 100% owned by Telenor Group, one of the world largest telecom companies based in Norway and operations in 13 markets across Europe and Asia. Telenor Pakistan started commercial operations in March 2005 and has invested in excess of \$2.3 billion in Pakistan so far, over the course of its operations. It started off as the fifth operator in Pakistan's telecom industry and has worked its way up to become the second largest operator in terms of subscribers, the largest 3G network in Pakistan and the largest mobile financial services, Easypaisa, in the country through its joint venture with Tameer Microfinance Bank.

On its 10th anniversary Telenor has launched the “Karo Mumkin” campaign in which Telenor will hear the Karo Mumkin stories from the people to celebrate their exceptional real life stories. People with great achievements and astonishing real life stories can share their stories with Telenor.

To participate in the “Karo Mumkin” campaign

participants needs to visit the web portal: <https://karomumkin.telenor.com.pk/>.

For every successful story shared, Telenor will be donating to the SOS Children's Village to make possible some more success stories.

This is a great initiative started by Telenor to help the children of SOS Village. With this initiative the lives of children can be changed to great extent. Come forward and participate as much as u can because your story can change someone else story. ■



The sacked Chairman of Pakistan Electronic Media Regulatory Authority (PEMRA), Chaudhary Rashid took the charge of office again after the decision of Islamabad High Court in his favour. After resuming the charge, he cancelled all the transfers occurred during the past one year during his absence. He is committed to work more actively for the freedom of press and media channels.

Talking to the media persons, Ch. Rashid said that he used his legal right and knocked the door of court and court has given the decision in his favour and. "I haven't any personal enmity with anyone and I shall do my responsibilities according to the law' he reiterated.

Chairman PEMRA said that it was imperative to hear the viewpoint of the opponent before taking action against it.

He strongly ruled out perception of taking any discriminatory action against cable operators and other stakeholders and added that action would be taken according to the law and on the basis of concrete evidences.

He had contended in his petition that chairman PEMRA is a tenure post and he could only be removed in case of mental illness or his misconduct is proved with concrete evidence. Therefore, he prayed to the court to restore him as chairman by cancelling the notification of his removal. In this saga, Rashid was first dismissed on December 15 and Rao Tehsin was made as the acting chairman of Pemra. However, Rashid Chaudhary challenged his dismissal and the appointment of the acting chairman in the IHC which restored him in April. In his judgment, Justice Noorul Haq N. Qureshi observed that the government had not adopted a proper procedure to dismiss Ahmed. Later, the government again sacked Rashid Ahmed on April 17. A notification in this regard said President Mamnoon Hussain had removed Ahmed in the light of the IHC judgment. The government then appointed Pervez Rathore as the acting Pemra chairman. The IHC, however, had suspended Rathore on July 15. The government later filed a review petition against the suspension of Rathore but later withdrew it, saying the matter would be challenged in the Supreme Court. Against this decision of President, Rashid again approached the IHC and challenged the government's decision to remove him from the post for the second time. The Pemra chairman was appointed in January 2013.



When asked to Federal Minister For Information and Broadcasting Senator Pervaiz Rashid Khan about restoration of Chaudhry Rashid as Pakistan Electronic Media Regulatory Authority (PEMRA) Chairman, he said the government wanted to appoint Pemra Chairman through a transparent manner. The government had the right to challenge his restoration in the court, he added.

The minister said he (Chaudhry Rashid) himself prepared a summary for his own appointment as Pemra Chairman when he was Secretary Information and broadcasting that was why the present government deemed his appointment illegal.

Ch Rashid resumes charge as Chairman Pemra after IHC verdict



“Chaudhry Rashid Ahmad reached the PEMRA office soon after the verdict of Islamabad High Court in his favour. After resuming the charge, he took the decision and cancelled all the transfers occurred during the past one year”

Again Islamabad High Court (IHC) has rejected the plea of the Federation challenging the reinstatement of Pakistan Electronic Media Regulatory Authority (Pemra) Chairman Chaudhry Rashid.

Justice Noorul Haq N Qureshi held hearing of the petition against the order of reinstatement earlier. Counsel for the defendant Idrees Ashraf Advocate appeared before the court while Additional Attorney General Afnan Kareem Kundi presented the arguments from federation's side. He said that the reinstatement order of Pemra Chairman is contrary to the facts.

He strongly ruled out perception of taking any discriminatory action against cable operators and other stakeholders. All actions would be taken according to the law and on the basis of concrete evidences.

He said that Ahmed assumed charge of the post without written order. The judge remarked that the government does not need to issue a formal order after the court has given its verdict into the matter. The plaintiff's counsel said that the federation wants to file an intra-court appeal and urged the court to annul its order.

However, the IHC rejected the petition submit-

ted by the federation.

Chaudhry Rashid had decided not to tender resignation despite that he was being pressured to step down. After consultations with legal experts, he has prepared a petition moved to the IHC.

Rashid was appointed to the post during the PPP government. However, the sitting PML-N government declared his appointment illegal by stating that proper procedure had not been adopted while appointing him to the post.

The Pemra chairman might follow in the footsteps of Nadra Chairman Tariq Malik who had quit the post on government pressure. It said Chaudhry Rashid had intimated the Ministry of Information and Broadcasting about his intention to quit.

Chaudhry Rashid Ahmad served in vital and high profile media handling assignments with a fair amount of success, including being the principal information officer (PIO), Government of Pakistan. He has held the posts of senior joint secretary, Ministry of Water and Power, and also held posts of director general, internal publicity; chairman, National Press Trust (NPT); managing director, Shalimar Recording and Broadcasting Corporation (SRBC); director Press, Ministry of Information and Broadcasting; director, Press Information Department; director, Information Service Academy; Press Counsellor, Embassy of Pakistan, Tehran (Iran); and Press attaché, Pakistan High Commission, Colombo (Sri Lanka). He also held the post of executive director, Associated Press of Pakistan (APP). ■

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Flare

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Flare: Please share few words about yourself, education and professional life?

Khalid Ayaz Khan: I am soft, sensitive and sympathetic as person but hard at work. I obtained Masters Degree in English Literature from Punjab University, Also attended Punjab University Law College and joined Civil Service in 1992.

Flare: How did you start your career?

Khalid Ayaz Khan: I started as Extra Assistant Commissioner Multan and availed postings in different cities in Punjab before coming to Lahore and serving in motley capacities.

Flare: Tell us little about your experience in Wildlife Sector, what drove you to pursue a career in government sector?

Khalid Ayaz Khan: It is a unique experience with aching pleasure. On one hand one enjoys the nicety of serving cause of nature in purest form but on the other one also experiences the pain of knowing facts how brutally man is treating the manifestations of nature. Wildlife has great potential to promote tourism in Pakistan and especially in Punjab but unfortunately this potential has not been exploited to satisfactory extent. The reason lies partly in lack of resources and partly in lack of expertise. Now, we are concentrating on capacity building of Wildlife Department and establishing wildlife attractions all over Punjab in Lahore our concentration is on Lahore Safari Zoo and Jallo Wildlife Park.

Flare: Where do you rate luck and hard work in the success of any individual?

Khalid Ayaz Khan: I think both have equal denotative and connotative inter-dependence in bringing success in an individual's life but without hard work success would be bereft of solid footing and sustainability.

Flare: Have you had to face any challenges in your career to get to where you are today?

Khalid Ayaz Khan: No Body is blessed with life without challenges. Even to reach this career I suffered the agony of deaths of my near and dear ones including my parents and elder brother and it was very difficult to maintain emotional equilibrium to pursue career making endeavours unhindered. During career all those persons whose personal interests came at stake due to my professionalism and commitment to fair play posed potential challenges in career but Allah Karim helped to withstand all challenges and made way of career clear from mostly obstacles.

Flare: What are the biggest issues for wildlife & Parks?

Khalid Ayaz Khan: Biggest issue is lack of capacity within the department and potent external pressures as illegal hunting is a passion of the most resourceful class of society. Wildlife never has been used potentially as invest avenue. Alhamdulillah, we are addressing all these issues presently. We are seriously contemplating for capacity building of the department. Next year budget contains an important scheme in this re-

Biggest issue is lack of capacity within the department and potent external pressures as illegal hunting is a passion of the most resourceful class of society

gard. Similarly consultants are being engaged to prepare feasibilities of public private partnership for wild life Punjab. External pressures are being successfully foiled to ensure across the board enforcement of law against illegal hunting or poaching.

Flare: What steps or strategy should follow to make Pakistan an ideal state?

Khalid Ayaz Khan: There is only one strategy. That lies in improvement and uplifting of education system. All ancillary problems including terrorism, lack of justice, fragile and unscrupulous economic structure etc. would automatically take care of if education is improved.



KHALID AYAZ KHAN
Director General
Wildlife & Parks Punjab

Wildlife sector vital to promote tourism in Pakistan

“Flare panel talks to Khalid Ayaz Khan, Director General, Wildlife & Parks Punjab who says that wildlife has great potential to promote tourism in Pakistan and especially in Punjab but unfortunately this potential has not been exploited to satisfactory extent. The reason lies partly in lack of resources and lack of expertise.”

Flare: Do you have any plan to attract Tourists in Pakistan?

Khalid Ayaz Khan: Insha Allah once our strategic and bankable investment proposals on wildlife are framed and implemented revolutionary changes could be regarding tourism involving wildlife. However it is interlinked with improvement of law and order in the country.

Flare: What is your present priority of life?

Khalid Ayaz Khan: At personal level my priority is intertwined round the personality grooming of my daughters including their success in education, career and practical life. However, my dream is to see my nation standing aloft in world as the emblem of dedication, civility and high moral values.

Flare: What gives you energy and keeps you motivated?

Khalid Ayaz Khan: It is my relation with my Creator. It is a strange relation that is not only limited to standing and bowing in prayers. Believe me I don't annex expectations even with the closest near and dear ones of mine. In all times and situation, I look toward him. He gives me energy when I feel completely depleted and used up, lifts

and kindles my spirit in the darkest moments. This relation is further complemented with the light of love of His Beloved Messenger Aleyhis Salam.

Flare: How do you describe your team?

Khalid Ayaz Khan: They are sincere and hard-working. With a little capacity building they may contribute to the department tremendously.

Flare: How do you spend your leisure time?

Khalid Ayaz Khan: I spend time with my family. Book reading and listening sufi music provides me the desired unwinding after grueling routine. Literature and history absorb my attention in reading. Since my present posting most of my leisure time is spent in the vicinity of nature..

Flare: Any message to the readers of Flare Magazine.

Khalid Ayaz Khan: Love your family and be extremely tolerant towards those working in your subordination.

Flare: Thank you very much for giving us your precious time for an interview.

Khalid Ayaz Khan: I sincerely express my gratitude to the management of Flare for providing me an opportunity to share my views with the readers of Flare. ■



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UC Browser, Pakistan's number one mobile browser with over 28% market share as of the end of May 2015 as per StatCounter, has released results of their special online survey held on the Mother's Day. UCWeb conducted the survey using its flagship product UC Browser along with other social media channels. Here are the key findings:

- 42.1% never celebrated Mother's Day before
- Over 75% said "I love you" to their mom
- 34.6% give their mother a gift on Mother's Day
- More than 57% of respondents think Mother's Day is more important than Father's Day
- 32% people give flowers to their mothers

According to this survey, approximately 42% of the respondents believe the importance of Mother's Day but eventually never participated in any way. A massive 57% of respondents believe that Mother's Day is more important than Father's Day. The surveys also found approximately 25% of surveyed Mothers have the know-how to use mobile internet, whereas a big 40% showed willingness to teach their mothers how to use mobile internet using UC Browser. It also revealed that almost 35% of respondents presented their mothers with a gift, out of which 32% opt for flowers to express.

UC Browser chose to conduct the survey on Mother's Day to find out the mobile netizen's opinion on Pakistani Women, specifically of their role as a mother. The survey drew insights from over twenty thousand respondents from Pakistan's mobile population, where 91% of respondents were under 30 years of age.

UCWeb Inc. (UCWeb), an Alibaba Group company, is a leading provider of mobile internet software and services. Since its inception in 2004, UCWeb's mission has been to provide better mobile internet experience to people around the world. The flagship product of UCWeb, UC Browser, is available on more than 3,000 different models of mobile devices from over 200 manufacturers, and is compatible with all mainstream operating systems. Serving users in more than 150 countries and regions around the world, UC Browser is now available in 11 languages including English, Russian, Indonesian, and Vietnamese.

Survey finds 25% mothers in Pakistan are active on Internet through mobile



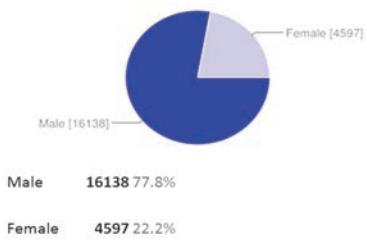
“The survey finds that more than 57% of respondents from Pakistan think Mother's Day is more important than Father's Day, 42.1% of the participants have never celebrated Mother's Day and more than 75% expressed love with their mothers”

ADDITIONAL INFO FOR BLOGS:

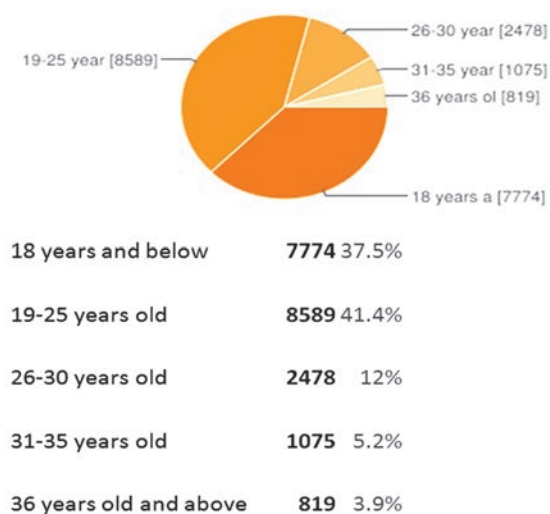
Mother's Day Survey Conducted by UC Browser

Result from 20735 questionnaires

What's your gender?



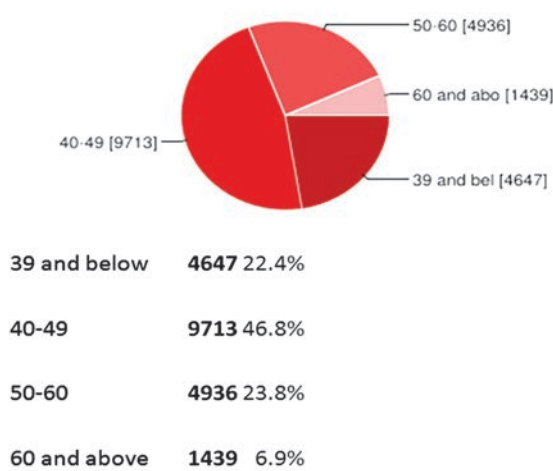
How old are you?



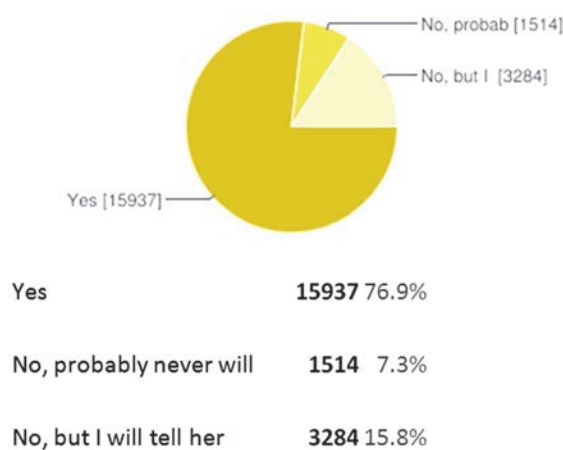
What do you want to give for Mother's Day?

Flowers	6579	32%	Food	1
Jewelry	5252	25.6%	Electronics	1
Clothing	5965	29%	Books	
Greeting cards	1531	7.5%	Other	2

How old is your mom?



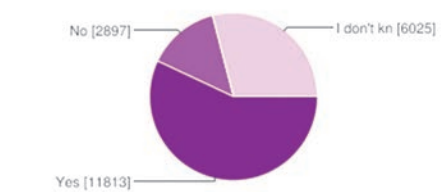
Have you ever told your mother "I love you"?



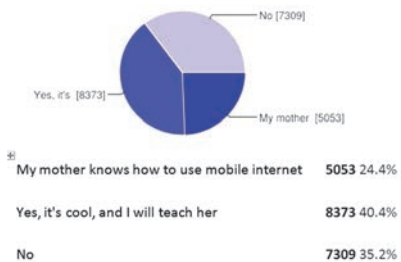
What do you usually do on Mother's Day?

I have never celebrated Mother's Day before	8737	42.1%
Express love and appreciation to mom	4968	24%
Give her a gift	7176	34.6%
Other	1971	9.5%

Do you think Mother's Day is more important than Father's Day?



Do you think it's cool to teach your mother how to use mobile internet via UC Browser?



Hewlett-Packard Pakistan recently launched the new HP Slate series in the market and HP has chosen Bollywood actress Deepika Padukone as Brand Ambassador. There is a common believe about HP product is these devices deliver performance people can trust... more than a tablet and smarter than a phone.”

Over two years after HP - a company we all know for its desktops and laptops - killed WebOS, it is taking another stab at the smartphone market. But this time HP is doing it with Android. The company formally launched Slate 6 and Slate 7. Both are part of VoiceTab series, which means they support 3G connectivity. Both are successfully launched in India and now making their way in Pakistan.

We have Slate 6 with us for review today. It is a phablet with 6-inch screen and is meant for consumers who like to have one device through which they can make calls as well as enjoy web browsing, video playback and games on the large screen.

In Pakistan, the phablet category is quite crowded. Almost all phone makers have at least one phablet - a phone with a screen size of more than 5-inch - in the market. Can HP match or surpass the existing phablets with Slate 6?

Dive in for the answer.

Sleek and with a touch of gold

Getting the design of a phablet right is not easy due to its size. But with Slate 6, HP has done well. With a thickness of less than 9mm, Slate 6 is among the slimmest devices in its class. The slim design means it feels compact and easy to hold and carry despite its large screen. Another thing that helps is the weight. At 160gm, Slate 6 is surprisingly light for its size. It is definitely not a device that you will like to - or will be able to - use with a single hand. But it is not as unwieldy as Huawei Ascend Mate.

The phone has the usual rounded-corners, flat-box design but there are some designs elements that make the Slate 6 stand apart from other devices in the market. The back cover, which can be removed, is made of plastic with matte finish. But the highlight of the back cover is the glass-weave finish. It looks really nice and gives the device a premium feels.



Slate 6 is powered by a quad-core processor. HP says the processor runs at 1.2GHz. There is 1GB RAM in the device. It has 16GB internal storage - you can add more through a micro SD card, a 3000 mAh battery, a 5MP primary camera and a 2MP front camera. The 6-inch screen has a resolution of 720P (1280 X 720 pixels). The device is powered by Android 4.2.2. Slate 6 has support for two SIM cards.

HP Slate6 VoiceTab key specifications

- 7-inch (1280x800 pixels) HD IPS display
- 1.2 GHz quad-core Marvell PXA1088 processor
- 1GB of RAM
- 16GB inbuilt storage, expandable up to 32GB via microSD card
- 5-megapixel rear camera
- 2-megapixel front-facing camera
- Android 4.2
- 4100mAh battery
- Dual-SIM

Gaming Review:

In the past few days, we've been showing you

Deepika turns Brand Ambassador for HP Slate series



“The company formally launched Slate 6 and Slate 7. Both are part of VoiceTab series, which means they support 3G connectivity. Both are successfully launched in India and now making their way in Pakistan”

people some of HP's homemade tablets which we thought would be good for gaming. However, from all of those HP tablets, not all of them were good for gaming. Like for example, HP TouchPad, which is the first generation tablet made by HP and sadly it's not even using Android OS on its platform, although you can “hack” it and “inject” Android OS with CyanogenMOD custom ROM through XDA developer forum.

Almost all phone makers have at least one phablet - a phone with a screen size of more than 5-inch - in the market. Can HP match or surpass the existing phablets with Slate 6?

This tablet actually contradicts with other HP tablet called HP Slate 6, which also is the first-generation model under the flag HP Slate series. Unlike the first HP TouchPad, HP Slate 6 is totally different. The one thing that really makes me surprised and amazed with this tablet is that, despite using some outdated processor, this tablet amazingly is ca-

pable to run many latest games that we consider as high-performing games, like Need for Speed Most Wanted, Modern Combat 4, GTA Vice City and many more.

So in conclusion, even though this tablet hasn't been launched just yet by HP, I personally think that HP Slate6 VoiceTab is a good quality tablet. The most prominent strength from this tablet is definitely its premium looking design. If you go to the tablet and smartphone stores, then chances are, you're probably not gonna find a lot of Android devices with premium design.

But that's the issue that HP wants to tackle through this tablet, I'm sorry, I mean phablet. HP Slate6 VoiceTab is definitely one of the best Android devices I've ever seen in my whole life.

Besides its awesome gorgeous design, there are many things to be liked from this tablet, like its HD 1280x800 pixel resolution, which will look sharp on smaller 6-inch display, and then its quad-core Marvel processor, its 5MP camera that has LED flash, its gaming performance and the most importantly, its ability to do any cellular functionality, like making phone calls, browsing the web with 3G connectivity, sending text messages and many more.

So if you're still looking for a great 6-inch device with gorgeous design and good gaming performance, then HP Slate6 VoiceTab can be one of your best choices out there on the market. ■

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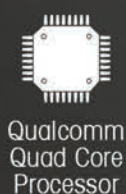
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Internal
Memory

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microSD
Card Support

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Camera with
LED Flash Light

5 MP
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2000 mAh
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Built-in
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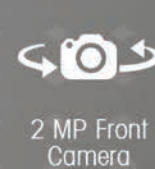
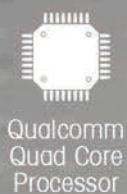
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US firm keens to set up 6000MW gas power plant to end energy crisis

M/s American Ethane Company and General Electric Pakistan showed interest to set up 6000MW gas power plant in Pakistan to help it in overcoming the energy crisis. Micheal Yuriev, Chairman American Ethane LLC, Micheal Hood, Advisor to Chairman, Alexi Domikhin, Vice President, Alun Richards, President, Trinity White City Ventures (Associates of American Ethane) and Sarim Sheikh, CCO, General Electric Pakistan were included in the delegation.

Ambassador Javed Malik said that government was giving high priority to enhancing power production by exploiting all available options and Prime Minister of Pakistan was personally monitoring all such activities. He said good policies of present government were yielding good results as many international investors were visiting Pakistan to explore investment opportunities. He said the purpose of bringing US business delegation to ICCI was to provide them an opportunity of direct interaction with Pakistani counterparts and explore possibilities of business matchmakings.

The delegation members said that Ethane was a smart, cost-effective and environment friendly fuel as it burnt with up to 80 percent fewer emissions as compared to oil & coal and was suitable especially for areas not served by natural gas lines. They said M/s. American Ethane in collaboration with General Electric Pakistan is considering to set-up a large scale gas power plant of 6000MW in Pakistan in order to help it in reducing energy deficit. M/s American Ethane is a US-based energy company with headquarters in Houston and was developing the world's premier ethane export terminal located on the Gulf Coast with annual capacity of 8 million metric tons.

In his welcome address, Muzzamil Hussain Sabri, President, Islamabad Chamber of Commerce and Industry briefed the delegation about the investment opportunities available in energy and other sectors of Pakistan's economy.

He said the presence of many high profile international oil and gas companies in Pakistan showed resilience of this sector. He said oil and gas sector of Pakistan was still unexplored and invited the US investors to invest in Pakistan's energy sector to earn high returns. He said government was committed to provide friendly regime to investors, specifically in power sector and it was the right time for US investors to consider Pakistan a promising investment destination.

M. Shakeel Munir Senior Vice President, M. Ashfaq Hussain Chatha Vice President ICCI, Tariq Sadiq & Zahid Maqbool former Presidents ICCI, Malik Sohail Hussain Chief Coordinator FPCCI and others were also present at the occasion.

International standing and perception are extremely important as Pakistan competes with other Asian players for FDI," he said.

The survey allowed ABC members to rate their satisfaction on various economic, regulatory and political factors that affect the performance and growth of businesses operating in Pakistan during the ongoing fiscal year. Despite the security challenges, 80pc respondents are optimistic about the future in the longer run.

Husain said that a political, economic and social environment that is predictable over the long term does the most to strengthen confidence and forms the basis of a country's development.

The business climate was rated on each of the various factors influencing it, including implementation and consistency of trade and competition policies, government development budget, domestic market, internal and external political climate and law and order.

According to the survey, law and order received the worst response, with 74pc of the respondents rating it poorly and 48pc feeling it had adversely affected business operations and investment plans. For 2014-15, the vast majority of respondents rated the business climate of Pakistan as satisfactory and 11pc marked it as poor. This is an improvement over 2013-14 when 44pc rated the business climate as unsatisfactory.

Meanwhile, power projects with an aggregate capacity of forty thousand megawatts would be set up in the country during the next five to ten years.

Minister for Water and Power Khawaja Muhammad Asif said of these, only 12 percent projects would be established in Punjab and rest in other provinces. Minister said projects worth 10250 megawatt would be set up in Sindh, 9410 MW in KPK, 2720 MW in Balochistan, 5000 MW in Punjab, 11917 MW in Gilgit Baltistan and 4,000 MW in Azad Kashmir.

He said as for energy projects under China-Pakistan Energy Corridor are concerned, only 25 percent projects would be in Punjab despite the fact that its population is 60 percent of the total population of the country.

The Minister said most of the hydel projects are being implemented in KPK because of availability of water there. As against this, coal based projects are being executed in Karachi, Gwadar, Port Qasim and Sahiwal in Punjab.

The Minister said load-shedding has decreased this year as compared to last year as the Government added 2000 MW to the system. ■



“The delegation members said that Ethane was a smart, cost-effective and environment friendly fuel as it burnt with up to 80 percent fewer emissions as compared to oil & coal and was suitable especially for areas not served by natural gas lines”

It is pertaining to mention here that the more than 65 per cent of the American companies have showed their willingness to invest in Pakistan, showing their confidence on the country's economic policies.

This was revealed during a survey, conducted by the American Business Council (ABC). The most of the respondents of survey indicated that they plan to invest in Pakistan over the next 12

More than 65 per cent of the American companies have showed their willingness to invest in Pakistan, showing their confidence on the country's economic policies.

months while 80pc were optimistic about the long-term economic and operating climate.

Announcing the results of the 'Perception Survey', ABC President Arshad Saeed Husain suggested concrete government actions to make Pakistan a preferred investment destination. "In-

The role of PEC in economic growth of Pakistan



In the region of South Asia the biggest investment for energy and industrialisation could possible in Pakistan by its neighbour country the great China. No doubt, it is only the real achievement of Prime Minister of Pakistan Nawaz Sharif. This effort shall start declare its results very soon and hopefully the country will be able to get stable and this activity the blend of sincere efforts shall remember ever in the history of Pakistan. The world moves on energy but the critical economic conditions of Pakistan need a real help by developing technical hubs. Although the energy is main source to build all these



developments to generate better economic conditions. Any successful country depends upon commercial important personalities like engineers, think tanks and investors to develop better building of the nation for better growth of domestic production. For

the country of Pakistan, to take a vital role to develop better economic country, otherwise the trend of taking loan from International Monetary Fund (IMF) will be a situation which will never change its conditions and consequently a country and its movers always think for this and depend on taking loans to run its social and economic matters. In this an important concern county always dependent for such financial institutions and country never make a better progress.

According to Pakistan Engineering Council its main aims and objectives are service to Pakistan, welfare of engineers, gather suggestions and ideas for the improvement of engineers and bridge the gap between PEC and engineers. So in the favour of country it is necessary to register the Pakistan engineers which is working by the Act of (V. 1976) for the better economic conditions and running Pakistan. Although, it is working like a Federation and having offices in all provinces and having head office in Islamabad. Its scope to making better industrial Pakistan by engineering sector and to develop better economic mo-

mentum and having remarkable results in the favor of country. The other objective of Engineers to design machinery on low cost of production which we are importing from other countries on over rated, moreover the government have to impose heavy taxes in this regard if we import, but local production can't compare with other countries product's prices due to this, local development unable to get exportable and country not enjoy the level of export orientation.

The expenses of Research and developments cost a lot but if it could ever be possible if we can make better machinery and small water dams setups for the better industrialisation to offer good progress for our country. Unfortunately, the Pakistan Engineering Council not drawing good progress since last couple of years. Actually the reflection of (power & politics) has come over and existing body even have over their tenure but with the influence of power, the duration of executive body has been extended for another year. Although according to law the tenure consists of two years but small body meeting just break the rules and regulations itself. It is above the law and the framed constitution which turned turtle the aims and prime objectives of Pakistan engineering council to serve the nation. Actually if body is working exceptionally good




then it should be appreciated, Otherwise above the law self extended duration must come to an end, fair and flex elections should be launched under the super fine body. No doubt this is the matter of the brilliant future of Pakistan which is still waiting for a miracle to have industrial progressive change to reduce the poverty. The population of Pakistan taking growth

rapidly and unfortunately the last population ministry could not play exceptional role for it and the curse of poverty being over come in other results, weak youth will not be able to develop a radiant future of Pakistan. Since last lot of years everybody is doing politics to taking better initiative for his party only, but not thinking for the productive future of it, instant development the growth of industrial zones in Pakistan and Needs of the hour is to register engineer in Pakistan and not allow them to serve their skills out of the country. Prime Minister of Pakistan Nawaz Sharif who is very much



anxious to bring economic and an industrial revolutionary change in Pakistan. It is a example of a huge investment to developed on Pak-China Economic Corridor for forty six billion dollars investment could come in the economic field of Pakistan. This is only with the pure efforts of the Prime Minister Nawaz Sharif. Other political parties should learn a lesson of his pure devoted devotions towards Pakistan. Our name is only known by our country at any stage we should concentrate to play an important role for the welfare of Pakistan. Instant action must be taken for the

(High Way to Heaven) to make Pakistan the Hub of brilliant minds engineers, commercial important personalities and think thanks to generate better future. Although Pakistan engineering council should covered all these matters by their real aims and objectives to be the South Asian economic tiger.-The writer is Chairman Federation of Pakistan Chamber Garments Industry. ■

 **Shaukat Khanum**
Memorial Cancer Hospital
and Research Centre

smoking is suicide

 waridLTE



Warid, SKMT mark World No Tobacco Day

The awareness drive was brought forth through social media, trade campaigns as well as awareness sessions in different corporate organizations, schools and universities to highlight the hazards of tobacco use. Warid Telecom has also raised funds for cancer patients unable to afford the required treatment

Warid Telecom, a socially conscious organization which has persistently contributed to the welfare of the society, has collaborated with the Shaukat Khanum Memorial Cancer Hospital yet again to commemorate the World No Tobacco Day, 2015.

This joint effort is to raise awareness within the society concerning the adverse effects of smoking and tobacco consumption. The awareness drive was brought forth through social media, trade campaigns as well as awareness sessions in different corporate organizations, schools and universities to highlight the hazards of tobacco use. Warid Telecom has also raised



funds for cancer patients unable to afford the required treatment. In addition to highlighting the importance of charity and education, Warid set forth to instill consciousness amongst its employees about the perilous effects of tobacco on health and life itself.

Major schools from all over Pakistan participated in a contest linked to increasing awareness of the cause in which approximately 6000 entries were received. Dr. Faisal Sultan, CEO SKMT, distributed shields and certificates amongst the winners of the



competition. Commenting on this, he said "Tobacco consumption has become no less than an epidemic in this day and age; it's also the main cause for mouth, esophagus, throat, stomach, liver, prostate and kidney cancers. Mental illnesses and malaises can also develop as a result of tobacco abuse. It is noteworthy that if thorough examination of the hazards of tobacco and proper education is not provided to the masses it may lead to an inevitable catastrophe. I would specifically like to thank Warid Telecom, for showing immense support for this significant cause. Warid continues to support us in all our campaigns throughout the year"



Shaukat Khanum Memorial Hospital and Warid have collaborated in the past to attain the same goal - informing the masses about the importance of cutting down or abstaining from tobacco usage. Nearly 40 percent of cancer in males is attributed to tobacco in Pakistan. According to World Health Organization, tobacco use kills nearly six million people every year and this is expected to rise to an estimated eight million by 2030, unless necessary measures are undertaken. ■



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Tech coalition demands Obama to reject encryption

Some 140 tech companies led by Apple and Google are urging President Barack Obama to oppose any policies that would weaken data security in smartphones and other devices so that law enforcement agencies could gain access through 'backdoors' in the event the data is encrypted. In a six-page letter being sent to Obama on May 19, the tech companies and a contingent of security and privacy experts argue that by potentially opening up such code to potential law enforcement access through backdoors, it will also open code to other attackers who could gain access to the data.

"We urge you to reject any proposal that U.S. companies deliberately weaken the security of their products," the letter states. "We request that the White House instead focus on developing policies that will promote rather than undermine the wide adoption of strong encryption technology. Such policies will in turn help to promote and protect cybersecurity, economic growth, and human rights, both here and abroad."

The letter from the tech companies and security experts comes after some Obama administration officials have recently made comments suggesting "that American companies should refrain from providing any products that are secured by encryption, unless those companies also weaken their security in order to maintain the capability to decrypt their customers' data at the government's request," the letter states. "Some officials have gone so far as to suggest that Congress should act to ban such products or mandate such capabilities." Law enforcement authorities argue that such steps are needed so that they can do their jobs and gain critical access to information to prevent and solve crimes and terrorism. Without such backdoor access, law enforcement officials argue that they won't be able to access details when perpetrators are using devices that produce encrypted data.

Opponents say that thinking by government officials is wrong.

"Strong encryption is the cornerstone of the modern information economy's security," the letter continues. "Encryption protects billions of people every day against countless threats—be they street criminals trying to steal our phones and laptops, computer criminals trying to defraud us, corporate spies trying to obtain our companies' most valuable trade secrets, repressive governments trying to stifle dissent, or foreign intelligence agencies trying to compromise our and our allies' most sensitive national security secrets."

The new security vulnerabilities that such backdoors could create would also undermine human rights and information security around the globe because when other governments demand similar access

Weakening established and effective encryption systems by building in mandatory backdoors for government access would undermine the whole data protection environment, the critics argue. "Whether you call them 'front doors' or 'back doors,' introducing intentional vulnerabilities into secure products for the government's use will make those products less secure against other attackers."

The new security vulnerabilities that such backdoors could create would also undermine human rights and information security around the globe because when other governments demand similar access, it will create an information environment riddled with vulnerabilities that could be exploited by even the



"We request that the White House instead focus on developing policies that will promote rather than undermine the wide adoption of strong encryption technology. Such policies will in turn help to promote and protect cybersecurity, economic growth, and human rights, both here and abroad"

most repressive or dangerous regimes," the letter continues. "That's not a future that the American people or the people of the world deserve."

Last September, Apple and Google announced that they would encrypt all data transmitted through their customers' devices in light of allegations made in 2013 of government snooping in Google and Yahoo data centers. Those revelations allegedly included government scanning and surveillance of personal message data, which set off a firestorm of protests by privacy groups, officials and the public, according to earlier eWEEK reports.

Then-U.S. Attorney General Eric Holder quickly criticized the default smartphone data encryption move by Google and Apple, arguing that access to such data was critical to law enforcement efforts and that authorities could have such access while maintaining personal privacy for the general public. Holder and other law enforcement officials said that default encryption, without user intervention, will essentially block police and other first responders from accessing critical information that would have been previously accessible if suspects had not manually changed settings to encrypt their communications. James Comey, the director of the FBI, has also criticized the encryption moves. Previously, smartphones didn't automatically encrypt user data unless users took that step on their own. New phones will have encryption turned on when they are manufactured.

Meanwhile, export controls on cryptography began in the US in the 1970s, when cryptographic algorithms and software were formally classed as munitions. This classification was contested at the time by scientists and academics, but became even more widely challenged following the introduction of the personal computer. Additionally, the invention of the free, publicly-available, PGP crypto system by Phil Zimmerman – which the internet made easily communicable abroad – led to landmark legal rulings which found the export controls to be in breach of the US First Amendment.

This to and fro between the government and the public over access to cryptography became known as the Crypto Wars. The wars were largely considered to have ended in the US when President Bill Clinton signed Executive order 13026 [PDF] in 1996, which relaxed export controls. In the UK, the Foundation for Information Policy Research considers the British Crypto Wars to have ended in 2005, when Part I of the Electronic Communications Act 2000 was repealed.

This year, however, Blighty's Prime Minister David Cameron publicly criticised the existence of encrypted messages which law enforcement and security services are unable to access, stating his intention of gaining US support for the notion that "[We must not] allow a means of communications which it simply isn't possible to read". ■

Smartphone innovation is changing customer care economics



“Most of the world’s leading smartphones, including the market-leading iPhone and Samsung Galaxy handsets, are on their fifth or sixth generation. The healthy succession of new devices brings its own challenges however – particularly to device users themselves”

The smartphone can legitimately claim to be the economic saviour for mobile operators around the world. Prior to the launch of the first iPhone in 2007, the industry was obsessed with finding the next ‘killer app’ that would reverse the trend of voice and SMS commoditisation and falling revenues. Mobile data became that app and the smartphone became the must-have consumer gadget. In its latest results (Q1 2015), Apple announced it had sold more than 61 million iPhones worldwide. Android is also the most widely used smartphone OS on the planet, driving healthy revenues for the likes of Samsung and LG.

Mobile operators around the world are focused on making the evolving smartphone experience as rewarding for consumers as possible. But this process has become increasingly complicated due to a variety of different factors, and it’s set to put operators’ existing customer care operations under increasing strain. This has important implications for operators looking to maintain healthy profitability.

COMPLEXITY CAUSES CONFUSION WHICH INCREASES COST

Most of the world’s leading smartphones, including the market-leading iPhone and Samsung Galaxy handsets, are on their fifth or sixth generation. The healthy succession of new devices brings its own challenges however – particularly to device users themselves. Smartphones are getting smarter and more and more complex. Advancements in chipset capability is enabling richer new applications and services. The pervasiveness of Wi-Fi means that new devices make use of multiple radios that require multiple settings. For operators, activating and supporting these services for tens of millions of subscribers on an ongoing basis, is becoming increasingly expensive.

Operators must also deal with growing fragmentation in the OS space. According to IDC, Android currently represents more than 80 per cent of the global smartphone market. There are currently about ten versions of the Android operating system in existence and each one differs in terms of the services and applications it can run. This has created a multitude of different feature combinations per Android

device, which in turn is becoming a massive challenge for customer care agents to keep on top of. Last year, OpenSignal estimated that there were approximately 18,000 distinct Android devices in existence.

And then there’s the technical proficiency of smartphone users themselves. The fact that smartphones are now replacing basic feature phones – not only in most developed markets, but increasingly in emerging markets as well – means that the devices are increasingly being used by less technologically savvy users. These consumers, as with the rest of smartphone users, must navigate new devices with varying operating systems, settings and capabilities. The result is clear – operators need to brace themselves for an increase in customer care inquiries and requests.

In most circumstances, mobile subscribers prefer not to call their operators’ call centre. If instead they could access a self-care application direct from their device and follow a series of intuitive processes to resolve their particular issue, they would

CUSTOMER CARE BILLS SET TO SOAR

By scrutinising real operator data, we were able to calculate the real financial impact that smartphone evolution could have on operator care costs over the next five years. On average, large UK operators face a 20 per cent increase. Operators in the US and Germany face a rise of 17 per cent and 13 per cent respectively. That means that UK operators will need to find another \$91 million, on top of existing costs, if they are to deliver a positive customer experience between now and 2020.

The reality is that finding this extra money is easier said than done. Most operators around the world are looking to preserve flat customer care budgets as they continue to face price and regulatory pressures. That’s not to say that operators aren’t placing huge

importance on customer care – many appreciate the pivotal role it places in creating market differentiation and brand strength – it’s just a question of having to balance the books.

SOMETHING HAS GOT TO GIVE

Economic reality is driving operators to review their customer care strategies. The aim is to find ways of providing the right information, to all customers requiring assistance, at a time of their choosing. The traditional care model has been based on call centre provision, in which trained agents are on constant standby to field questions and resolve issues. The problem with call centres is that they’re expensive and increasingly being dominated by rather basic questions and queries. This is leading to longer call waiting for operator customers and rising levels of dissatisfaction – not hallmarks of a positive customer experience.

This is not to say that smartphone innovation is calling time on the call centre – far from it. It does mean however that operators must do more to encourage their customers to try and proactively seek out solutions to problems themselves – especially the more basic issues. This means ensuring that sufficient information and processes are easily available to them, courtesy of a comprehensive self-care operation.

SELF-CARE IS NOT JUST ABOUT REDUCING COSTS

In most circumstances, mobile subscribers prefer not to call their operators’ call centre. If instead they could access a self-care application direct from their device and follow a series of intuitive processes to resolve their particular issue, they would.

Operators are off to a good start in this respect: many already preload devices with a branded “My-Account” app so that subscribers can monitor their data usage, access their bill or top up their prepaid balance. But by adding self-care functionality to these apps, operators give their subscribers the means to fix their device themselves. They don’t need to know their handset’s model number or which version of Android it’s running – and they don’t need to contact customer support and potentially wait in line until an agent is available. ■

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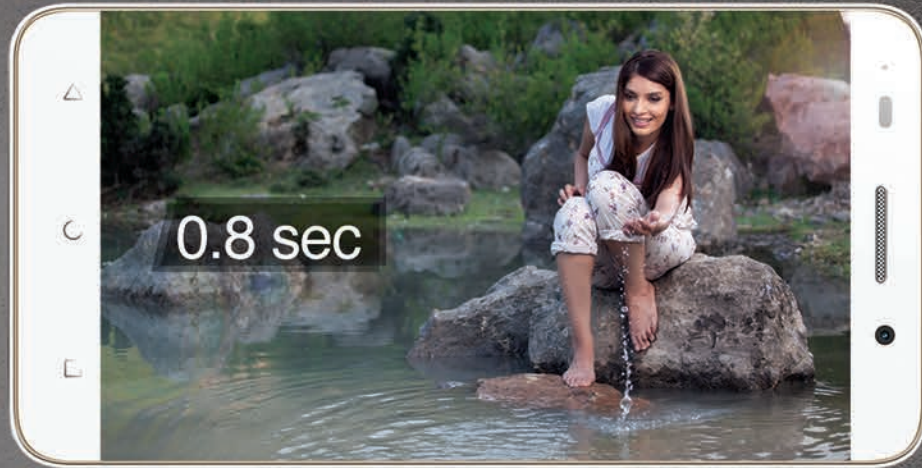


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“The Enterprisez” introduces modern concept of corporate working environment

SYED AMIR ALTAF
Director Development
The Enterprise



Flare panel talks to Syed Amir Altaf, Director Development, The Enterprise who says that we are backed by one of a giant in supply chain and management as Enterprise is basically corporate hospitality division of this group. Lahore has the flagship complex meanwhile Enterprise is also operating in Karachi. All other large and business cities are in pipeline for putting this concept in shape for the near future

Flare: Please share few words about yourself, education and professional life?

Syed Amir Altaf: I am a commercially equipped professional with diversified 20 years experience of hospitality and telecom industry. I have tasted the lower management toughen and laid the business units with vision to do extra and go getter focus. I did MBA from the University of Central Punjab than specialization in hospitality management from Switzerland.

Flare: How did you start your career?

Syed Amir Altaf: I came back to Pakistan after completing my specialization and couple of years job in Switzerland. Explored the market and ignited my career in the local market from Holiday Inn Multan as a Banquet Manager.

Flare: Tell us brief about your experience in hospitality sector, what drove you to pursue a career in hospitality sector?

Syed Amir Altaf: It's a marvelous journey, an unexplainable professional episode with life full of life. I am an easy going person since beginning and always wanted to connect with others. Meeting different people from different cultures. That is the catch that I was motivated towards hospitality forte.

Flare: Where do you rate luck and hard work in the success of any individual?

Syed Amir Altaf: Yes, It's the hard work. You don't go through this phase you will never be able to turn around your fortunes. Luck knocks for sure, grabbing the lucky moment is one's own prerogative that comes through his/her assessment skills and experience.

Flare: How you highlight The Enterprise?

Syed Amir Altaf: The Enterprise is a very refined and modern concept of corporate working environment previously not being followed in Pakistan. We have one of the modern complexes built in Pakistan which provides state of the art services for the people working here.

Office space, event management, fitness center, hotel and business lounge are the products being offered for the corporate community. We are backed by one of a giant in supply chain and management as Enterprise is basically corporate hospitality division of this group. Lahore has the flagship complex meanwhile Enterprise is also operating in Karachi. All other large and business cities are in pipeline for putting this concept in shape for the near future.

Flare: What is the biggest achievement of The Enterprise for the last few years?

Syed Amir Altaf: The Enterprise is the first and the only Corporate Business Complex in Lahore with all the supportive facilities that a business/commercial offices/work place desires with a pride of being at the service with passion and ensuring the value for money.

Flare: Have you had to face any challenges in your career to move where you are today?

Syed Amir Altaf: Some professionals are motivated by growth, few are by monetary attachments, some get attracted by the big names.....I get motivated by challenges. Every new challenge energizes me to do more. In the process of meeting up the challenges I kept on achieving various milestones and kept on growing accordingly. Troubleshooting is one of my strengths.

Flare: What are the biggest issues for running this business?

Syed Amir Altaf: Long list of issues, but that's why we professionals are here and being paid for. Major issue is to manage variation of requirements from different clients making sure that the operation being held to satisfy one of the clients does not hustle up the other business associate. Satisfying the

needs of all the clients in the portfolio with minimal error is a tough challenge.

Flare: What steps or strategy the business sector should follow to make Pakistan an ideal state and to attract foreign investment in Pakistan?

Syed Amir Altaf: The business sector of Pakistan should be more customers-oriented and focused on customer retention. Such as our sports industry of Sialkot was one of the best and reason being the consistency of quality products and also taking care of the global customers. Hence we have to create sense of customer ownership with creating welcoming business/investment environment to attract the business monetary input in Pakistan.

Flare: What is your present priority of life?

Syed Amir Altaf: I would like to disseminate my experience of commercial and operational happenings and the role that i pitched in the progress and success of the organizations i worked for.

Flare: What gives you energy and keeps you motivated?

Syed Amir Altaf: Challenges energize me and keep me motivated to move on and carry along with the exploration of the new initiatives.

Flare: How do you describe your team?

Syed Amir Altaf: Great support, perfect demonstrators, superb team players and achievers.

Flare: How do you spend your leisure time?

Syed Amir Altaf: Now my son is in his teens, so he is my best friend and buddy; carries passion for travelling and four wheelers as I do. I spend most of the leisure time with him. Else have a great friend's circle to mingle in and jog down.

Flare: Any message to the readers of Flare Magazine.

Syed Amir Altaf: Focus on what you really wish to do. Have clear and positive mind set; face all the hiccups with confidence in life. I would simply say....Just be yourself!!!!!!

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Digitally influenced sales in retail stores to reach \$2.2 trillion



“The top 25 established retailers have lost 2 percent of their combined market share, which equates to \$64 billion, while smaller players that have entered the market with digital at their core have multiplied”

Digital interactions are expected to influence 64 cents of every dollar spent in retail stores by the end of 2015, or \$2.2 trillion, according to Deloitte Digital's latest study, "Navigating the New Digital Divide." This figure has grown considerably from 14 cents of each dollar spent in brick-and-mortar stores in 2012, the first year Deloitte Digital conducted the annual study. Deloitte Digital defines "digital influence" as the percentage of traditional brick-and-mortar retail sales impacted by shoppers' use of digital devices. Deloitte Digital has also identified a growing digital divide where consumers' digital behaviors and retailers' ability to deliver on those consumer expectations continue to diverge.

"Retailers often use the wrong metric – e-commerce sales – to indicate whether their digital strategy is working," said Kasey Lobaugh, principal, Deloitte Consulting LLP and Deloitte Digital's chief retail innovation officer. "Last year, e-commerce sales represented \$300 billion, or just seven percent, of total retail sales, while digitally-influenced store sales were over five times higher, top-

ping \$1.7 trillion. Retailers that prioritize and design digital functionality with the sole purpose of driving sales in the e-commerce channel marginalize the consumer experience and risk ceding authority to competitors."

Marketplace volatility in the retail sector further amplifies the significance of capturing and accurately measuring digitally-influenced sales. Deloitte Digital's research indicates that, in the last five years, the top 25 established retailers have lost 2 percent of their combined market share, which equates to \$64 billion, while smaller players that have entered the market with digital at their core have multiplied. Lobaugh added, "We are seeing a real change in the competitive dynamics, with digital as the great equalizer. The findings indicate that the large retailers are collectively losing ground to the much smaller competitors."

While the upward trend in overall digital usage has accelerated, this year's study uncovered dramatic new behaviors. Among consumers who use digital devices to shop:

Mobile influence is up, but price checking is down: Consumers surveyed indicated they are 30

percent less likely to use smartphones to perform price comparisons in-store than they were a year ago. This decline occurred while the influence of smartphones alone on in-store sales rose to 28 percent in 2014, up from 19 percent the prior year. Consumers are advancing in their sophistication – using mobile more often for inspiration and idea generation earlier in their shopping process, and not simply as a price comparison vehicle.

Digitally-influenced consumers buy more and spend more: Consumers who use digital while they shop convert at a 20 percent higher rate compared to those who do not use such devices. Consumers that access social media during the shopping process are four times more likely to spend more, and almost one-third (29 percent) of those surveyed are more likely to make a purchase the same day they turn to social media before or during their shopping trip.

Hispanic and Latino consumers are highly digitally-influenced: Nearly half (49 percent) of Hispanic and Latino consumers use social media during their shopping journey, compared to 32 percent across all ethnic groups. Additionally, 41 percent of Hispanic and Latino consumers indicate they spend more in the store due to digital activities, compared to 28 percent of all consumers surveyed. Not all categories are equal: Digital behavior has evolved across all categories, most notably baby/toddler and home furnishings. The digital influence in the baby/toddler category jumped from 39 percent to 52 percent in one year, and now accounts for more than half of all brick-and-mortar

While the upward trend in overall digital usage has accelerated, this year's study uncovered dramatic new behaviors. Among consumers who use digital devices to shop

sales in that sector. Additionally, 56 percent of consumers shopping baby/toddler items consult social media for assistance. In the home furnishings category, nearly 4 in 10 consumers (38 percent) indicate they spend more when using their devices in the shopping process.

Consumers are hunters, not gatherers, once they arrive at the store. Nearly 8 in 10 consumers (76 percent) surveyed interact with brands or products before arriving at the store. Shoppers now make buying decisions at other points in the shopping journey, where they find ideas and inspiration, research product information, validate performance through reviews, and even make purchases online to pick up in store.

"Instead of measuring moments that matter during the shopping journey, retailers continue to focus on measuring the buy button – the point at which they actually have the least influence," said Jeff Simpson, director, Deloitte Consulting LLP and co-author of the study. "Retailers that simply track channel sales and fail to measure the influence of digital along the entire path to purchase can miss key indicators of performance and customer behavior. Retailers should focus on designing and building customer experiences that play to how their customers are shopping for their products – rather than direct consumers to the point of purchase if what they really seek is inspiration or information."

The survey was commissioned by Deloitte and conducted online by an independent research company. The survey polled a national sample of 3,016 consumers. Data were collected and weighted to be representative of the U.S. Census for gender, age, income, and ethnicity. The national random sample and sample of device owners have a margin of error of plus or minus one to two percentage points; the samples of smartphone owners and tablet owners have a margin of error of plus or minus two to three percentage points. ■

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53

ICH regime to be one of main caused behind increase in grey traffic

State Minister for Information Technology and Telecommunications, Anusha Rahman has said legal traffic that stood at around two billion minutes per month before introduction of International Clearing House (ICH) regime, dropped to around 400 million minutes per month by September 2014.

In a policy statement on withdrawal of ICH regime and its impact on grey traffic in the Senate, she said the ICH regime resulted into elimination of competition from the market opposed to previously negotiated rates with foreign operators with low margins for LDI operators.

She said calling rates to Pakistan from abroad increased manifold, unprecedented rise in grey traffic pushed consumers towards Over The Top (OTT) services like Skype, Tango, Viber etc, that had never been the first choice for consumers before ICH.

She said based on benchmark white traffic of two billion minutes per month recorded just before ICH regime, ICH regime caused a loss of around 44.4 billion international call minutes to telecom sector, translating into around loss of Rs 400 billion.

Anusha Rahman said withdrawal of ICH regime removed incentives for grey traffickers leading to more than double increase in white traffic to 852 million within a month subsequent to passing of order of Supreme Court of Pakistan and later to 1.02 billion minutes in month of April 2015 and this pattern of rising legal/white traffic is expected to continue.

She said in view of traffic statistics the reversal of International Clearing House policy 2012 proves to be immensely successful and the result of increase in legal minutes and will soon have corresponding positive impact on legal revenues of the industry as well as increase in tax collections based on this increase.

US Federal Communications Commission (FCC), Saudi Arabian and other Middle Eastern regulators ordered their operators to stop sending calls to Pakistan under ICH arrangement

However, due to various factors associated to the pattern of international incoming calls including the OTT effect, some of the traffic will continue to remain on OTT and the whole of the approximately 2 billion pre-ICH bench mark may not be wholly and fully recovered.

The Minister recalled that the regime, a consortium of Long Distance International (LDI) operators



“She said based on benchmark white traffic of two billion minutes per month recorded just before ICH regime, ICH regime caused a loss of around 44.4 billion international call minutes to telecom sector, translating into around loss of Rs 400 million”

formed to terminate all international traffic through a single gateway exchange at a fixed rate of US Cent 8.8 per month, was introduced by previous government in August 2012. She said amidst immense hue and cry by general public, businesses and overseas Pakistanis against the increased call rates and poor quality of voice due to increase in grey tariff, the price hike and disparity in receiving and sending calls to and from Pakistan promoted foreign regulators.



They were the US Federal Communications Commission (FCC), Saudi Arabian and other Middle Eastern regulators who ordered their operators to stop sending calls to Pakistan under ICH arrangement which was also got declared unlawful being anti-competitive and collusive at home by Competition Commission of Pakistan (CCP) which also imposed heavy fines on respective LDI operators.

Meanwhile, she said Prime Minister Muhammad Nawaz Sharif constituted a high level Steering Com-

mittee to look into issue of grey traffic which determined the ICH regime to be one of the main caused behind increase in grey traffic.

Anusha Rahman said despite Pakistan Telecommunication Authority (PTA) enforcement raids against illegal exchanges grey traffic continued on the rise and added finally, ICH policy was withdrawn by Ministry of IT on the recommendations of PTA vide a revised policy directive dated June 17, 2014 to take effect on August 1, 2014.

Moreover, she further informed the House that the LDI operators challenged the withdrawal of ICH Policy through a well-orchestrated scheme where multiple suits and writ petitions were filed in Sindh and Lahore High Courts in such a manner that initially four LDI operators approached Sindh High Court and obtained an ex-parte stay order against withdrawal of ICH regime.

She said Ministry of Information Technology, successfully defended these cases in Sindh High Court, leading to their withdrawal or dismissal by the court. Once the arguments before Sindh High Court were at

final stage, another LDI operator approached Lahore High Court and obtained yet another ex-parte stay order on December 4, 2014 which was extended on successive dates of hearings. The Minister further informed the Upper House that noticing the nefarious design of LDI operators, IT Ministry invoked the appellate jurisdiction of Supreme Court against the stay orders issued by Lahore High Court and Sindh High Court. The Supreme Court after hearing the parties was pleased to set aside the stay orders on February 24, 2015 while observing that the ICH regime was causing unjust enrichment of LDI operators at the cost of telecom consumers.



It is pertinent to mention that continued uncertainty due to stay orders resulted in further decline of incoming white minutes as the beneficiaries of ICH as well as the grey operators continued to enjoy the arbitrage. ■



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The US ranked 27th overall in its ability to identify phishing emails with Americans averaging 68 per cent accuracy. Iowa-based respondents had the highest scores in the US. France was the top performing country, followed by Sweden, Hungary, the Netherlands and Spain.

On the other hand, following the news that fake Bunnings vouchers are doing the rounds on Facebook, Ian Hodge, managing director at Dell Software, A/NZ, says that cyber criminals are evolving their methods of phishing attacks, using social media to hook people and expose vulnerabilities.

“The number of scams circulating on social media is on the rise, as cyber criminals look to hook consumers into providing their personal information and passwords,” Hodge says.

“Phishing attacks are one of the most popular tools in the cyber criminal’s arsenal and it was only a matter of time before it evolved from email to social media platforms.”

He says, “It is the most used tactic by criminals and one of the most successful. One of the ways in which we can combat this threat is through awareness and educating staff, as well as consumers, as how to identify and report this activity.”

Hodge says phishing attacks on social media sites pose as large a threat to businesses as it does individual consumers.

“It provides an end-point into a network which most IT staff are not looking at, as these sites are generally managed by marketing teams,” he says. “The issue is, the organisation’s brand reputation is at risk as customers who fall victim to these scams will form a negative perception of the company.”

Hodge says businesses need to ensure their staff understand and can identify cyber-threats, whether it is on email, online or social platforms.

“By being alert to the threats, businesses can notify their customers of attacks, such as fake voucher scams, before their brand reputation is damaged,” says Hodge. “Education is a vital part of any businesses multi-layer security and is one of the best ways to safeguard the company and your customers against phishing attacks.”

He adds, “Businesses need to be constantly vigilant and aware of threats, and how they might impact their business.

“There is no silver bullet solution or piece of software that will solve all problems. It is only by ensuring you take a holistic view to security that threats can be reduced.

“This comprises of having the right people, policies, software and hardware in place to ensure your organisation and your customers are as safe as possible.”

Meanwhile, a new report from security firm RedSeal has revealed that top executives fear not only serious disruption of their own operations, but also the impact of cyber attacks on national infrastructure.

The survey showed most of the C-level professionals surveyed believe a coordinated assault launched by sophisticated cyber criminals could wreak ongoing havoc on business operations, cause considerable harm to a brand, and potentially affect related companies or even entire industries.

RedSeal says many of those surveyed said containing the problems caused by a sustained network attack will be very difficult. They fear that a major network disruption at a single company or network could disrupt infrastructure at a local, national and even global level.

“As this research makes clear, securing the network infrastructure to ensure ongoing business operations is not an abstract concern – it’s a vital issue because a successful attack will have devastating and even far-reaching consequences,” explains RedSeal chairman and CEO Ray Rothrock.

“A coordinated, sophisticated and large-scale

Massive ‘Phishing’ attack strikes on social media and leading websites



“The US ranked 27th overall in its ability to identify phishing emails with Americans averaging 68 per cent accuracy. France was the top performing country, followed by Sweden, Hungary, the Netherlands and Spain”

assault will not stay within the walls of the company being attacked,” he says. “It could easily trigger a domino effect and cause widespread disruption, reaching companies in other sectors and even the national grid.”

The survey of more than 350 C-level executives, including CISOs, showed 74% acknowledge that cyber attacks on networks of organisations can cause ‘serious damage or disruption’, and 21% admit to fears of ‘significant damage or disruption’.

A majority of people, nearly 80 percent, are unable to identify phishing scams, new survey results from Intel Security indicate

Almost 80% said such attacks could inflict ‘serious impacts to business profitability and growth’, and bring about ‘serious brand damage’, while 45% were also concerned that such attacks could lead to a ‘big hit on employee productivity. More than 43% predict business downtime, while more than 41% fear ‘internal/organisational disruption or chaos’.

Asked what other areas might be affected by

the ‘resulting ripple effects of cyber attacks on one network’, 64% cited ‘further business-related security vulnerabilities’. More than half (56%) went further, citing ‘national vulnerabilities’, and 59% agreed with the possibility of a security domino effect.



More than half the respondents (52%) singled out ‘defence systems’ as being potentially affected by a cyber criminal incident or data breach, while 45% cited ‘border security’, and 59% said such attacks could affect ‘economic security’.

The survey revealed the respondents feared a major network attack could have national significance. ■

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Lahore	Partial	50% coverage in surrounding areas of Lahore Cantt and DHA.
Punjab (India)	Complete	100% coverage in District Ferozepur, Jhalandhar and 70% coverage in Jagroh, etc.

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Top 10 most popular search engines worldwide

Flare listed the top 10 general-purpose search engines used by people all over the world, to search the Internet. If you're looking for a specific type of search engine, such as a Meta or Blog search engine; or one specialising in a particular industry - like a job search engine; you can browse the other types of popular search engines using the right sidebar navigation.



1

Google search is the most popular, best and flexible search engine, which has trillions of pages crawl. It has one billion users, 260 million Gmail accounts and 45 million Google+ members. No need to say anything about Google because it used by 95% internet users worldwide. Google also serves many products, but search is the only product which is most popular from all products. Multiple features of Google search like: Voice Search, News Search, Advanced image search and much more which you didn't get with other search engines.



2

Bing is another popular search website developed by Microsoft. This search engine comes default in popular Microsoft products like Windows and Windows phone, that's why these Microsoft popular products give more visitors to Bing. If we remove this search engine from Windows products then little less popular. The quality of search result pages is good and the Algorithm Bing use in search is also give better results pages. Search results page looks same as Google and also give you images, maps and news search and knowledge graph. It is also a good search website.



3

Yahoo search is also a choice of billions of internet users. There are mostly all features available on Yahoo, if you compare b/w Google and Yahoo. Yahoo also shows knowledge graph in the right hand side same as Google search, which give you information of a website, product, movie or everything comes in the limit of Yahoo's knowledge graph. Image search, video, news, local, maps and much more are also available in search results. Instant search is also fast from below search providers.



4

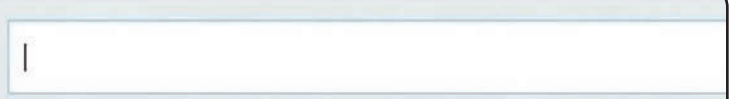
Baidu is a leading china search engine founded in 2000. According to Alexa rank it ranks #1 in china and #5 globally. It works same as Google but the difference is only is everything in Baidu shows in Chinese text so it's very bad experience for non-china users. English is the most popular language, according to me Baidu should default English language only, But you can use a Baidu online translator. let Baidu pages auto translate in English. Start using in Baidu in English now.

Aol.



5

AOL is another alternative search website gives you a experience like Google and Bing. When you search any term in Aol, the design of the results page is same as the Google results page. Also on AOL search, has images search, news search, Video and Maps search. AOL also shows knowledge graph for users. You may also use search tools for filtering locations, time or use advanced search for deep results from AOL index.



6

Ask.com is a nice Q&A search engine because in 2010 ask closed search engine for a reason. Ask is popular because it do so much internet marketing and some time it auto install as a default search provider in your browser if you install any third party browser extension or open any website ads. Instant search is little slow if we compare with Google or Bing but overall it's a perfect answers search community. Also have images, news, videos and map search.



DuckDuckGo

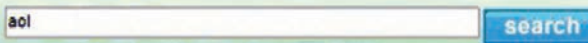
7

DuckDuckgo is a rich experience search engine give you a perfect experience on any device and also give you information on his knowledge graph. You may also use DuckDuckGo images and video search. Unique thing from other engines in duckduckgo is unlimited scroll which is automatically result more links when you scroll down. It also gives the search term meaning in above so it's a little different search website from others.



8

Dogpile gives you search results from Google & yahoo index. It's perfect for those users who find pages in multiple search websites. It's totally a package of Google and yahoo index that's why its give more results than a single search website. Also have images, video, news, local and shopping search features as you can see in the home page.



9

WOW is enhanced by Google search. Results page design is very light and fast. When you search any term in this search engine you may also see related search terms on right hand side. In WOW search you may only search web and images not news, maps or any other thing like in above search websites. But it's cool, in home page there are popular sites links already there like Facebook, twitter, amazon, yahoo, and more.



Web Images Video Mail Translate



10

Yandex is a leading search engine in Russia. Alexa rank of Yandex in Russia is #1. The thing I put this search engine in below is not given perfect result for what users are search for. Just a little time ago I searched Facebook in the index and found he didn't give official website URL at the top. Also have images and video search.

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Advanced Used Car Search Try our new advanced used car search form. Find the right car for you by choosing from 16 different search criteria from make and model to colour and body type.	Safe Driving Practices 	Safety & Security Car Finance Car Breakdown	Useful Numbers
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Government Policies Current Fuel Prices Traffic Updates	Take Our Quick Test 	Dealing With Car Breakdowns Get your vehicle off the road if possible and warn other traffic by using your hazard warning lights, particularly if your vehicle is causing an obstruction.	Seasonal Advice

Road Safety Facts

1. Today, approximately 3000 people will die in road accidents. That represents roughly ten aircraft crashes every day.
2. Globally, road traffic crashes have become the leading cause of death for young people aged 15-29 years.
3. Low- and middle-income countries account for more than 85% of global deaths from road traffic crashes.
4. Nearly half of those dying on the world's roads are pedestrians, cyclists and motorcyclists. Millions more people often remain disabled for life.
5. The global financial cost of road traffic injuries is US\$518 billion each year – we are losing an economy the size of Switzerland every year.
6. The cost to low- and middle-income countries is US\$ 65 billion, more than all incoming development aid.
7. Road crashes take up much-needed health care resources in communities that often suffer from other severe health issues.
8. By 2020, unless action is taken, road traffic injuries are predicted to rise overall by about 65 per cent.

for reference visit our statistics page

Avari Hotels & car4u - a Joint Effort

In an attempt to reduce the needless loss of life on the roads of Pakistan, Car4u have created a state of the art Road Safety and Driving Education website. With advice and instructions covering all hazardous driving situations, we are addressing this national cause as our number one priority.

Avari Hotels are proud to offer full support and assistance to ensure the Car4u road safety initiative reaches the largest audience. Road safety is everyone's responsibility. The more people know and understand the hazards is a step closer to safer roads. We encourage you to take the Quick Test at the **car4u** website.



Join **car4u** in this noble cause and help raise awareness of Road Safety in Pakistan

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First Asian Consumer Electronics Show (CES) 2015 held in Shanghai

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Flare
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A model poses with a wearable computing device during the first Consumer Electronics Show (CES) in Asia in Shanghai. More than 200 technology companies from 15 countries around the world showcased their consumer technology innovations at CES Asia.



Visitors try the SYNC system from Ford during the first Consumer Electronics Show (CES) in Asia in Shanghai



A model poses on a Ducati motorcycle during the first Consumer Electronics Show (CES) in Asia in Shanghai



Visitors photograph a model during the first Consumer Electronics Show (CES) in Asia in Shanghai.



A visitor (R) photographs an e-bike called NEXTDNA from Soall company during the first Consumer Electronics Show (CES) in Asia in Shanghai



Models show Sony wearable products during the first Consumer Electronics Show (CES) in Asia in Shanghai



An exhibitor (L) demonstrates a smart lamp which can be controlled by a phone app to visitors during the first Consumer Electronics Show (CES) in Asia in Shanghai



Visitors try on Wasai virtual reality glasses during the first Consumer Electronics Show (CES) in Asia in Shanghai.

Taare Asmaan par

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Victoria Strand, President Ericsson AB UAE and VP Customer Unit Gulf Countries and Pakistan while cutting the 10th anniversary cake with Muneer Farooqui, CEO Warid Telecom.



Senator Ms. Ayesha Raza Farooq, PM's Focal Person on Polio Eradication attending World Health Assembly in Geneva



Finance Minister, Senator Mohammad Ishaq Dar and IDB President Dr. Ahmed Mohamed Ali signing grant agreement on provision of mobile clinics in rural areas of Pakistan.



A delegation from sangla hill led by Mian Ejaz Hussain Bhatti called on Governor Gilgit-Baltistan / Federal minister for Kashmir Affairs & Gilgit-Baltistan, Ch. Muhammad Barjees Tahir in Islamabad.



Federal Minister for Information, Broadcasting & National Heritage, Senator Pervaiz Rashid giving awards on the eve of "Trust Gold Medals-2015" at Islamabad.



Sajid Mehmood, Chief Regulatory Officer, Zong along with PTA team at the training session arranged for PTA on Quality of Service.



Lahore: Kashif Zoorain, Jawwad Musaddiq and others at an exhibition of 'urbansole'.



Special children at the JS Academy along with Dawlance officials Humza Mahfooz and Fatima Baloch after receiving stationary boxes made out of recycled Dawlance cartons.



A board meeting of Pak-Qatar Takaful Group was recently held in Doha, Qatar. The meeting was chaired by H.E. Sheikh Ali Abdullah Al-Thani (Chairman-Pak-Qatar Takaful Group). Said Gul (MD, Pak-Qatar Takaful), Abdul Basit Al-Shaibei, Zahid H. Awan, Ali Ibrahim Al-Abdul Ghani, Dr. Stephan Kunowski, M. Owais Ansari and M. Kamran Saleem (CFO & Company Secretary).



Minister of State for Information Technology, Anusha Rehman after meeting with ITU chief of innovation Eun-Ju-kim at WSIS Forum 2015 in Geneva.



Hashim Ali (Product Manager Toshiba) & Syed Usman Tariq (Product Manager Intel) at Toshiba launch event held in Faisalabad.



COAS General Raheel Shareef presents trophy to Imran Janjua, General Manager Corporate Communications at PTCL on concluding day of COAS Golf Championship 2015 held at Rawalpindi Golf Club.



Nadeem Afzal Business Head South RBG, MCB and Ashfaq Shah Corporate Sales Manager, Emirates Airline Pakistan in the presence of senior officials signed MoU.



Mian Amer Mahmood, Chairman, Punjab Group of Colleges shakes hands with Naveed Siraj, Country Manager, Intel Pakistan after signing an MoU.



Zafar Abbas Jafri, Director Public Affairs and Communications at Coca-Cola Pakistan along with Mercy Corps team and students of TCF School Roranwala attend a community event as part of CCBPL's CSR project.



By the grace of God, Beeps & Bells who do the best resaler in Lenovo



Sony Professional unveiled compact camcorders in Pakistan, Talha Aslam Marketing Manager, Sony Professional Solutions MEA and other officials present on the occasion



ICMA celebrated 64th anniversary. Zia-ul-Mustafa, member National Council and ex-president, ICMA Pakistan, Raheel Asghar, member national council, M Yasin along with members and staff of the institute at the cake cutting ceremony.



MOU signing ceremony during Pakistan Belarus Business & Investment Forum organized by BOI held in Islamabad.

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Ayyaz Sadiq chairs high-profiled "APBF Summit 2015"

"Four MoUs signed with leading enterprises, associations & a ministry including Telenor and Microsoft"

Lahore: The All Pakistan Business Forum (APBF) recently concluded "The Summit-2015" in Islamabad, which turned out to be a resounding success, attracting an overwhelming response and enthusiastic participation from a large number of dignitaries, entrepreneurs, economic experts, ambassadors, government officials, media, chambers and other stakeholders. The insightful event was graced by the honorable Speaker National Assembly Ayyaz Sadiq as the chief guest.

Ayyaz Sadiq, Speaker NA shared his thoughts and said "Pakistan has all the potential to grow. We are planning for foreign delegates to come and spend a week in Pakistan and know Pakistan from a new perspective, not the one which is projected on the media or what people hear." He said: "I have to justify and remember the oath which I took without keeping my personal or party interests. My oath to this seat is most important. This is what determines the future of the nations how much we remember our oath and how much we follow. He said that Pakistan is facing war on terror for quite long but we have

to be united and we will win it. We have to move forward and take initiative.

Haroon Khuwaja, chair of All Pakistan Business Forum said "APBF is an initiative of the Pakpur Foundation. The Pakpur Foundation is involved in implementing out of the box solutions in the country". He said "Pakistan preserves in it some humanity's most ancient civilizations. It currently has around 123 districts, and each one of these districts has a distinct history and culture. Imagine if professional and competent business people from each of Pakistan's districts come together on one platform. Imagine is this platform, in turn, is linked to chambers / associations and trade bodies of different countries, thereby generating International travel and trade through B2B opportunities (rather than G2G)."

The President of APBF Ibrahim Qureshi is an accomplished entrepreneur, expressed his gratitude to the large number speakers and delegates, for enriching the Summit by sharing their wisdom and knowledge. The APBF boasts an impressive profile with strong patronage of Multinational organiza-



tions, leading Pakistani enterprises and diverse representation from more than 2000 members and business community leaders.

Ibrahim Qureshi said "our mission is to inspiring business leaders to help build a prosperous Pakistan "He believes it's a big milestone that APBF 's collaboration with Microsoft in promoting employment opportunities and enterprise development for young people in Pakistan, through setting up a Employability Platform offering desired skills and linkages with the Private sector". ALL Pakistan Business Forum is now strategic partner with Telenor for the support of new financial markets development, ease of business transactions

with reach and access to the rural area of Pakistan. GSM voice, data, devices, M2M solutions, Business supporting local communities. Ibrahim Qureshi expressed that collaboration with the Diplomatic Core, Embassies, Missions, and Donors agencies towards building a better Pakistan by facilitating will give better opportunities for trade links between Pakistan and the international Community, Cultural exchanges, Closer understanding between the international Community and Pakistan, B2B meeting for sector specific match making business delegation visits, Interaction between development initiatives and the stakeholders, where needed; Increased educa-

tional ties and support on social development areas for a better Pakistan and most importantly development of Women Entrepreneurs.

Rodolfo J. Martin Saravia, Ambassador of Argentina also addresses the audience and he shared extremely positive views about Pakistan. He said " being a diplomat is not just taking care of international relations but in today's time it is a big responsibility. Diplomacy also includes making bridges between countries for strong healthy business bonds and projects for mutual benefits. Pakistan is one of the friendliest country. People of Pakistan are very kind and their culture is extremely warm welcoming.

Michael Patrick Foley, CEO, Telenor Pakistan addressed the audience and encourage this initiative. Telenor also signed an MoU with APBF. Nadeem Malik, General Manager Microsoft also signed an MoU with APBF and encouraged other companies to invest in Pakistan as it's a corporate social responsibility as well as this will be beneficial for the companies in long term perspective also. The Summit 2015 was a big success. ■

IT infrastructure provides supportive environment for sustainable growth: Anusha

Islamabad: Minister of State for Information Technology, Anusha Rahman has highlighted that the telecommunication Infrastructure of Pakistan provides supportive environment for sustainable growth.

While presenting policy statement at the World Summit on Information Technology (WSIS) Forum 2015 in Geneva, Anusha Rahman said the goals of the telecommunication sector integrated policy to enable socio-economic growth are very much aligned with Post 2015 Sustainable Development Goals.

According to a press release received here from Geneva on Wednesday, she said, with the rapid uptake of data consumption in Pakistan and usage of Information and Communication Technologies (ICTs), we are getting increasingly mindful of other action lines such as building confidence and security in the use of ICTs, and are in the process of taking policy and legislative measure accordingly.

The minister further said that the government had now ac-



Minister of State for IT, Anusha Rahman meeting with Secretary General ITU, Houlin Zhao in WSIS Forum 2015 in Geneva

corded due policy emphasis to building demand for consumption of these services to ensure sustainable and beneficial diffusion of ICTs in the society particularly broadband in the rural areas, and is committed to complete the ecosystem of ICTs from the development of application and services to the provision of access and delivery of the services and applications to all.

The minister also highlighted that we believe that the

access to Internet should be available to every citizen. Internet goes beyond terrestrial boundaries. However, every state has its own legal framework and socio-cultural dynamics. Hence, it is the responsibility of the state to accordingly protect rights of their citizens, both online and offline.

Furthermore, the parameters of reliability of information available on the internet should be similar to that of information available on other mediums, she

added.

She said safety and privacy of the internet users is of utmost importance and without over regulating the internet there is a need to keep a balance to be determined by the respective states in accordance with their legal framework and socio-cultural norms.

To this effect, without over regulating the internet, there is a need to keep a balance to be determined by the respective states in accordance with their legal framework and socio-cultural norms. To this effect, internal governance needs to be taken up in a conclusive manner on a relevant platform, such as ITU and member states may consider agreeing upon minimum common denominators.

The Minister also participated in a High-Level Dialogue on "Post 2015 Sustainable Development Goals and WSIS Action Lines". This High-Level

Dialogue deliberated upon leveraging of WSIS process and Action Line follow-up to support the post-2015 development

framework and SDGs.

During the dialogue, Minister IT emphasized the spread of telecommunication services across the country and Initiatives taken by the government for making ICT services accessible to all, particularly, the Initiatives taken under the Universal Service Fund Programs.

Minister held bilateral meetings with the delegation of the United Arab Emirates. Both sides discussed matters of common interest and agreed on mutual cooperation between the two countries.

Furthermore, the Minister also visited Pakistan Mission to World Trade Organization (WTO) in Geneva. Pakistan Permanent Representative to WTO briefed the Minister about the activities carried out by the WTO Mission, particularly the Information Technology Agreement (ITA) and Trade in Services Agreement (TIA).

The Minister commended the efforts of WTO Mission for safeguarding Pakistan's interest at the organization and assured of full support of Ministry of IT to realize completion of these Agreements in best interest of the country. ■

Samsung brings experience of smart visual display solutions

“These solutions have been developed, as Samsung recognizes that businesses seek new innovative ways to connect with their audience. The event was held at a local hotel in Karachi, where over 150 professionals attended”

Lahore: Samsung Electronics recently conducted an event for the corporate customers, to provide a first-hand experience of its smart visual display solutions. These solutions have been developed, as Samsung recognizes that businesses seek new innovative ways to connect with their audience. The event was held at a local hotel in Karachi, where over 150 professionals attended.

The ceremony showcased Samsung's top-of-the-line commercial display products. These solutions allow business owners to engage their customers with digital messaging and entertainment in a single, reliable solution. SMART Signage Solution offers a simple, easy commercial display in a single, hassle-free package, eliminating the need for additional external devices. The Smart signage is enabled with professional features like; split screen portrait mode for large, eye-catching promotional con-



Saadul Hassan Head of Marketing Communications Samsung Pakistan stands with Samsung team at Smart Visual Display Solutions event.

tent which businesses can use to create compelling display content that will inform and motivate customers. The SMART Signage also enables inexperienced users, to create digital signage content, by providing easy-to-use tools for simple content creation, editing, scheduling and deployment. The solution offers over 150 templates, which enable you to instantly add messages through touch-screen interac-

tivity, while making it easy for you to share information in Real-time.

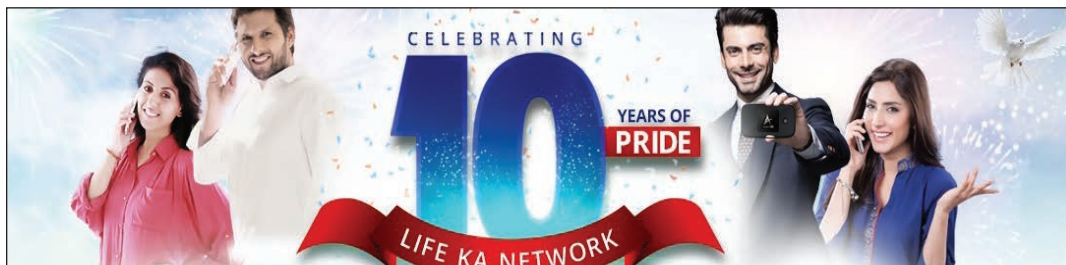
Head of Display Solutions at Samsung Pakistan - Mr Adeel Siddiqui explained the concept and trend of the fast-evolving digital signage industry, exploring the many possibilities of how Samsung's Smart Visual Display Solutions can bring brilliance to the business. He stated that; “Unlike conventional TVs and

display screens, that can over-heat or fail when used for long periods, business owners can now operate the Samsung SMART Signage round-the-clock. Samsung has engineered these displays to endure commercial-grade uptime with complete reliability. These solution are built to support 24/7 operations for mission critical environments and are customized to meet the unique needs of the cor-

porate customers and retail outlets.”

Head of Marketing Communications Samsung Pakistan – Mr. Saad Ul Hassan attended the ceremony and addressed the gathering, stating that; “Digital signage has been around for years, but up to now it's been for large companies. The difference is that we've created the first 'television and digital signage package in a box' that's easy enough for even the smallest business to install and use. Our technology is part of Samsung's continued commitment to provide a premium user experience, particularly as more organizations look to technology to deliver internal and external communications in new and compelling ways. From innovation in product design to enabling easier content management, Samsung is focused on bringing to market new, smart-signage experiences that drive business results.” He added. ■

Warid marks 10-years of service excellence in Pakistan



Lahore: Warid Telecom, an Abu Dhabi Group owned company, marks its 10th year of service excellence in Pakistan. Within its first decade, the company has earned a name in the market indicating quality & reliability. Recognized as Pakistan's most trusted cellular service provider, it has grown to become the largest and fastest growing 4G LTE network of the country.

Commenting on the occasion of the company's 10th anniversary, Muneer Farooqui, CEO of Warid Telecom said: “Over the past decade, we at Warid Telecom have established ourselves as pioneers

amongst innovative cellular service providers. Recently, we expanded into LTE services and became the largest and fastest growing LTE network in less than 6 months. The foundation of Warid's success lies with our devoted employees and loyal customers. It is their support which has led Warid to become the most trusted brand of Pakistan. I am also thankful to our stakeholders for their trust, to our honourable Chairman His Highness Sheikh Nahayan-MabarakAl Nahayan, Board of Directors and all our business associates involved in making Warid a success.”

The company has set high

standards of service excellence and enjoys incredible reputation as well as exceptionally positive customer loyalty trends. To further enhance the customer experience, there are several initiatives the company has undertaken.

Being a responsible corporate citizen, there are a number of corporate social efforts that the Company is making to contribute towards the well-being of the Society. As a trendsetter and leader in providing quality services, Warid Telecom continues to earn customer trust by setting excellence benchmarks in the cellular service industry of Pakistan. ■

Mobilink offers 90% discounts on roaming in Saudi Arabia

Islamabad: Mobilink has announced massive discounts for roaming services in Saudi Arabia. As holy month of Ramadan is approaching fast, these low rates are aimed at facilitating customers with seamless services at best possible rates.

Mobilink customers — both prepaid and postpaid — who will select their network as Zain in Saudi Arabia. ■



OPPO launches Neo 5s in Pakistan

OPPO fans in Pakistan will see a new edition to the OPPO family with the OPPO Neo 5s in the early of June. Dedicating great attention to design and photography, the pair encompass visually pleasing aesthetics and plentiful features, with the Neo 5s available for only Rs 19,990.

Configuring a double-layer metallic structure resulting in a compact, thin, and seamless body, whilst its tough inner core achieves enhanced heat dispersion properties. Undergoing 5 refining manufacturing processes, the uniquely laminated back cover gives the Neo 5s a clean and natural, yet striking appearance with beautiful shine. Its 8MP camera has a rear-illuminated sensor and a large f/2.2 aperture, making it more photosensitive with a higher resolution, blocking infrared light effectively to produce high quality images. Combined with features such as 'Double Exposure' and 'Panorama', the OPPO Neo 5s ensures it has all your photography requirements covered. In addition, the onboard 'Pure Image 2.0+' system is packed with 'Beautify' and a range of other customizable features, meaning fun and versatility for all your photography needs.

At the heart of the Neo 5s



is a Qualcomm quad-core Snapdragon 64-bit processor which helps Neo 5s to go further, such as delivering resilient performance to cover gaming, video or multi-tasking needs. This is combined with a 2000 mAh Li-Polymer battery pumping life into the Neo 5s and keeping you on the move.

Developed to improve not only aesthetic qualities but also practical attributes, a simple three-finger swipe on screen will snap a screenshot at any time. Furthermore, 'Smart Gestures' will allow users to perform various commands even when the screen is off such as screen wake-up or direct access to the camera interface. So whether you're searching for photography features, functionality or a striking appearance... the OPPO Neo 5s has all the bases covered.

An exclusive ColorOS eye protection system has been developed, filtering out the blue light, creating a soothing screen display that is easy on the eyes for enhanced healthy benefits. ■

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djuice launches "Appportunity" to find best Apps developed in Pakistan

"djuice has partnered with Microsoft besides other significant industry players to provide mentorship and guidance to all candidates and students get free Azure accounts to develop their mobile phone applications"

Karachi: Telenor Pakistan's youth centric brand, djuice, has declared open the annual Appportunity Contest 2015 – a competition to hunt for the best mobile phone applications (apps) developed by Pakistani students and young software developers. Building on its previous success and popularity, the competition is being organized for the fifth consecutive year.

djuice has partnered with Microsoft besides other significant industry players to provide mentorship and guidance to all candidates and students get free Azure accounts to develop their mobile phone applications. Participants can send their entries in 06 categories including Education,

Health, Internet of Things, Entertainment, Communication and Civil Administration (Emergency Services, Disaster Management, Civic Issues, Security, Social Support, Parental Control etc.). Apps developed for Android, iOS as well as Windows Phone platforms are eligible to enter.

"With platforms like Appportunity, young population of Pakistan can channel their energies towards technological advancement of the country," said Irfan Wahab, Deputy CEO and Chief Marketing Officer, Telenor Pakistan. "Appportunity gives thriving developers a chance to showcase their creativity and talent in the mobile application market; consequently

giving Pakistani consumers a frequent rendition of local content, which is accessible through Telenor App store," he added.

All participating Apps will be judged by a panel of industry experts, leading technology professionals, journalists and business mentors. Top three winners will be awarded Rs. 200,000, Rs. 150,000 and Rs. 100,000 respectively. Top Apps in all categories will win Rs. 50,000.

Mobile Technology Education are among Telenor Pakistan's various ambitions, therefore the winner of the Education category will represent Pakistan at the Global Digital Conference in Thailand and stand a chance to



win up to \$13,000 by competing against international participants. A consolation prize of \$1,000 will be awarded if the Pakistani contestant does not win at the Global Digital Conference.

The winning Apps will also be featured on the Telenor App store, which has introduced in-app purchases through mobile credit for the first time in Pakistan, thus al-

lowing mobile users to purchase their favorite local and global apps without credit cards.

Last date to register as a participant is 15th June 2015 and can be done by logging on to www.djuice.com.pk/appportunity. Following which, participants need to send the details of their Apps to appportunity@telenor.com.pk by 30th July 2015. ■

Huawei's R&D Department; a rich and prolific one unit

Lahore: Technologically ultra advanced and pioneer of many high tech innovative developments, Huawei Technologies is a top company whose ultimate purpose is to add tremendously to the Technological advancements being made in the Industry. With the extensively rich R&D department of Huawei, this global giant has till now successfully managed to deliver supreme quality gadgets to its valuable customers, which cater to their diverse and ever changing needs.

Huawei has set up 2012 Laboratories, which serve as the research and innovation platform and also as the technology development wing of the company, the main aim behind it being the gain of a diverse and competitive edge in future. Huawei focuses on making continuous investments in key technologies, architectures, and standards in the ICT field. Huawei R&D's work force is dedicated to providing broader, smarter, and more energy-efficient pipes that require zero wait time, thereby creating a

better experience for users.

The extremely creative employees of Huawei work closely with partners from the industry, academia, and research institutes. Their goal is to take the lead in research, innovation, and implementation of future networks.

Huawei has also set up 28 joint innovation centers with leading carriers to translate leading technologies into a competitive edge and business success for customers.

Huawei has over 70,000 product and solution R&D employees, comprising more than 45% of our total workforce worldwide. 16 R&D centers have been setup in countries that include Germany, Sweden, the US, France, Italy, Russia, India, and China.

As an important contributor to the ICT industry, Huawei applies standards to the industry in key standards organizations and key standards projects, participates in and supports mainstream international standards, and makes a variety of positive contributions. ■

Facebook partners Telenor bring internet.org in Pakistan

Islamabad: In line with its ambition to bring 'Internet for All', Telenor Pakistan has announced the launch of Internet.org in Pakistan in collaboration with Facebook. The announcement was made during an interactive event, which was attended by representatives from Telenor Pakistan and Facebook, in the presence of stakeholders from academia, partner vendors, small & medium enterprises, media and budding entrepreneurs.

Internet.org is a Facebook-led initiative bringing together technology leaders, nonprofits and local communities with the goal of making internet access available and affordable to the two-thirds of the world that is not yet connected and bringing the same opportunities to everyone that the connected world has today.

On this occasion, Michael Foley, Chief Executive Officer, Telenor Pakistan said, "We are delighted to introduce the Internet.org initiative in Pakistan today with a host of useful online services including health, education, finance, news, information and job portals etc. for our millions of customers nationwide. This will provide them with greater access to relevant local and international content. ■

Microsoft launches Lumia 430 in Pakistan



Karachi: Microsoft Devices announced the local availability of Lumia 430 dual SIM in the Pakistan for only Rs 7,950/- Built with the latest Windows Phone 8.1 software, a Qualcomm® Snapdragon™ processor featuring dual-core CPU running at 1.2GHz, and with Microsoft Office, Skype and OneDrive pre-loaded, the Lumia 430 Dual SIM is designed to help people achieve more at work, at play and on the go. It is also the most affordably priced Lumia that will be upgradeable to Windows 10.1

The Lumia 430 Dual SIM features a compact, durable and colorful design with a vivid 4-inch WVGA display that brings all the latest apps, games and videos to life. With Lumia 430, people can instantly achieve more every day, and they can use Microsoft Office and Outlook for work and personal productivity. They can access up to 30 GB of free cloud storage on OneDrive for safekeeping important content. People can experience the fun of video calls with Skype-integrated calling and a front-facing camera. Smart Dual SIM allows people to assign unique profiles to their SIM cards, such as "work" or "family," to help them better manage daily com-

munication. Favorite apps like Facebook, Twitter, WhatsApp, Candy Crush Saga and Instagram are available, with more apps and entertainment just a click away on the Windows Phone Store.

"People around the world have responded enthusiastically to our affordable Lumia range. We continue to invest in this segment to ensure that as many people as possible can enjoy signature Microsoft experiences, even on a tight budget," said Mohammad Kamran Khan, General Manager, Microsoft Mobile Device and Services, Pakistan. "The Lumia 430 Dual SIM continues our commitment to combining the right hardware, software, services and apps with the right price to give people a smartphone they can afford and be proud to use."

James Rutherford, VP Mobile Device Sales - Near East, North Africa and Emerging Asia for Microsoft stated "We are thrilled about the arrival of our most affordable Lumia 430 DS Smartphone. The smartphone is a true symbol of our relentless commitment to build a better connected world and to make it possible for people to enjoy our premium quality devices at a reasonable price." ■

NBP presents computers to NPC

Islamabad: National Bank of Pakistan is supportive of the endeavors that shall be undertaken for the welfare and professional advancement of journalists and will keep up with this commitment in future as well. These sentiments were expressed by the president and

group chief of National Bank of Pakistan Khalid bin Shaheen during his recent visit to National Press Club, Islamabad. On this occasion, National Bank of Pakistan also presented the National Press Club with 10 computers and a printer for their computer lab. ■

Qmobile announces W1 with Windows Phone 8.1

“QMobile W1, to offer its intelligent features, has a wide 4” Liquid Crystal Display showcasing quick 1.2GHz processing speed, where you can fill in data as much as 4GB ROM and 512 RAM”

Lahore: QMobile is now offering its W1 Windows Phone 8.1 devices. The W1 is already available at all QMobile Stores and with its distributing partners nationwide.

QMobile W1, to offer its intelligent features, has a wide 4” Liquid Crystal Display showcasing quick 1.2GHz processing speed, where you can fill in data as much as 4GB ROM and 512 RAM. To add to the multitasking package, W1 is giving you a clear 5MP Camera with a good on-the-go 1950mAh Battery & GPS Navigation. QMobile Windows Phone W1 is available from all QMobile Outlets, Mobile Galleries and Franchises nationwide for the price of only PKR 6,999.

W1 is powered by Win-

dows Phone 8.1. Windows Phone offers a more personal smartphone experience that brings you closer to the people and things you really care about. As a Windows Phone 8.1 device, W1 includes features such as Live Tiles that surface information important to you; Action Center, which show new activities and notifications at a glance; and Senses, a suite of features that takes the work out of managing data use, storage space and battery life.

“We are excited to welcome QMobile’s W1 device to the Windows Phone family,” said Peter Han, Vice President of Worldwide Marketing, OEM Division, Microsoft Corp. “The W1 enables more customers to personalize their



Windows smartphone experience with capabilities like Live Tiles and Action Center.”

At this milestone, Zeeshan Akhtar, CEO - QMobile expressed his anticipation and said, “I am very excited about QMobile’s new offer. Our cus-

tomers will now be able to enjoy easy Windows browsing, enabling everyone to be even more connected to the world and bringing quality to their personal handsets.”

About QMobile founded in year 2009 by Zeeshan

Akhtar, the Brand has made its mark in a very short span and has been known for its affordable offers along with most advanced technology in town available for everyone. The products are sensational, allowing QMobile to set apart from all the key players in the category – the excellence of QMobile is best supported by extraordinary customer care and after sales value being provided to the customers. The range of stylish yet innovatively advanced QMobile products provide touch screens, QWERTY, WiFi, Windows and Android OS Smartphones, catering to customers who are looking out for advanced quality and features at prices that are extremely affordable. ■

NBP, Nestle sign MoU for PMYBL scheme



Lahore - Nestlé Pakistan has come on board as a partner for the Prime Minister’s Youth Business Loan (PMYBL) Scheme being managed by the National Bank of Pakistan (NBP).

The MoU was signed by the NBP President, Syed Ahmed Iqbal Ashraf and the Managing Director of Nestlé Pakistan, Magdi Batato.

According to a recent UNDP report, the population of Pakistan is growing at 2% every year and agriculture is playing a crucial role in bearing the brunt of such an enormous population. More than half of the population of Pakistan i.e. 65%, lives in rural areas and over 46% of all employment is delivered by the agriculture sector.

This collaboration will assist the PMYBL scheme for generating opportunities of self-employment to vendors of Nestlé Pakistan who have a good credit history and sound credibility. The focus in the first phase of the project will be on dairy farmers between the ages of 21 and 45 who can apply for a loan from NBP to develop new or

grow existing businesses. Nestlé Pakistan will assist the dairy farmers by providing them training to maximise output, assure quality and optimise productivity in accordance with the highest standards. The company hopes to expand the facility to other vendors in the future.

“Nestlé believes in the potential of the youth,” said Waqar Ahmad, Nestlé Pakistan’s Head of Corporate Affairs, adding, “The Prime Minister’s Youth Loan Programme will provide low-cost financing to the talented youth so that their potential can be realized and they can play their role in the development of the country.” He said the company had launched Rural Development Programmes as part of its philosophy of Creating Shared Value through which farmers and livestock workers are trained to help them increase milk production and income and to ensure a better life. Nestlé Pakistan also introduced an Executive Certificate in the Agri-business Management in collaboration with LUMS,” he added.

Pepsi-Cola signs MoU to supply beverages to KFC

Lahore: Jahanzeb Qayum Khan, Vice President and General Manager, Pepsi-Cola International, Pakistan & Afghanistan and Mr. Irfan Mustafa Chairman KFC Pakistan (Franchisee of Gray Mackenzie Restaurants International Limited) signed an exclusive agreement according to which, Pepsi-Cola will supply carbonated and non-carbonated beverages to KFC across Pakistan. The ceremony was attended by senior leadership teams from both organizations as well as media representatives.

Pepsi-Cola Pakistan is the leading beverage company in Pakistan, which offers a wide range of refreshing beverages including Pepsi, Mountain Dew, 7-UP, Mirinda, Sting, Slice and Aquafina. The company enjoys a leading position in the liquid refreshment category and also has a very strong complementing snack business with brands like Lays, Kurkure and Cheetos in Pakistan.

Kentucky Fried Chicken (KFC), with its roots in



Louisville, U.S.A., is recognized as the world’s most popular chicken restaurant chain and is currently operating in 115 countries. KFC opened its door in Pakistan in the summer of 1997 in Karachi and has now expanded to a total of 59 outlets nationwide. Ever since its inception, KFC has been a household favorite amongst the masses and is known best for its fried chicken and Zinger burger.

“Pepsi and KFC have a long standing partnership of over 15 years in Pakistan” quoted Romana Aziz Khan the Director Key Accounts and Capability for Pepsi-Cola Pakistan. According to Ms. Khan, “As the leading beverage

company in Pakistan, Pepsi is proud to renew its long standing relationship with KFC which is one of the top international fast food chains in Pakistan - together we aim to continue providing our consumers with the perfect combo – a chilled Pepsi beverage with every KFC meal.”

According to Raza Pirbhai, Chief Operating Officer, KFC Pakistan, “We are pleased to extend our partnership with Pepsi. KFC and Pepsi go back a long way. Both brands live in the hearts of consumers across the world. KFC & Pepsi together is a perfect combination for a happy occasion.” ■

Modified LNG policy to save country billions of dollars: PBIF

Islamabad: President Pakistan Businessmen and Intellectuals Forum (PBIF) and former provincial minister Mian Zahid Hussain said some amendments in the LNG policy could help country reduce energy scarcity and save billions of dollars.

LNG is best suited for transport sector to replace the costly petrol costing Rs 74.29 per litre

and least for the power sector where it will replace the cheapest furnace oil costing Rs 52000 per tonne or Rs 50 per litre.

Exposure of transport sector to LNG will reduce petrol consumption by billions of gallons stabilising forex reserves and reducing inflation while reducing urban pollution, he said.

Talking to a delegation of

transporters, he said that government should consider bringing sales tax on imported gas from 5 percent to zero to make it viable for the private sector as increasing demand of gas companies has been discouraging many.

Mian Zahid Hussain said that gas utilities are demanding hefty amount under the heads of transportation, distribution, marketing and 16 percent losses (theft and leakage etc). ■

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Microsoft brings exciting promotion with "Lumia Jeet Ka Khazana"

"The winner of the grand prize lucky draw, also taking place on June 28 will be given a brand new BMW 2016 Model 318i"

Karachi: Microsoft Mobile Devices & Services (MMDS) is launching a massive campaign to enhance the Lumia portfolio in Pakistan. With "LumiaJeetKaKhazana", every customer buying a Microsoft Lumia 535 dual SIM (DS), Microsoft Lumia 430 and Microsoft Lumia 640XL smartphone will be a winner. The grand prize for the campaign is a brand new BMW 2016 Model 318i, which will be the first of its kind in Pakistan, making the winner one of the first few owners of the vehicle in the world. The campaign also offers other high worth cash prizes ranging from Rs 50,000 to Rs 1 million. This campaign will be applicable on selected devices purchased from 18th May onwards.

To reap the benefits of

"LumiaJeetKaKhazana", customers will have to purchase a Lumia device from official MMDS distributors or retailers with a fool proof sticker on the sales pack. The customer will then need to note the number on the scratch card, available inside the box, and send SMS to 8881 with the scratch card number and phone's IMEA number, to register themselves for the campaign. Every customer will get a call balance of Rs 500 within 48 hours of activation of their Lumia Device.

The lucky draws will be taking place in two phases. The first lucky draw will be held on 5th June, 2015 where one prize of Rs 1 million and 20 prizes of Rs 50,000 will be distributed. The second lucky draw will be held on 28th June where 10 prizes of Rs



100,000 and two prizes of Rs 500,000 shall be distributed amongst the winners. The winner of the grand prize lucky draw, also taking place on June 28 will be given a brand new BMW 2016 Model 318i.

Speaking on the occasion Mohammad Kamran Khan, General Manager, Microsoft Mobile Device and Services,

Pakistan said "With the launch of this campaign, we are focused on rewarding the Lumiafan base in Pakistan that has shown tremendous support to Windows as a compelling and intuitive ecosystem that is worth a try. We are bringing the latest BMW 2016 Model in Pakistan along with phenomenal cash prizes, under this campaign, which I

am sure will excite more smartphone users in the country to switch to Lumia, which is truly a lifestyle brand."

This is one of the biggest promotional campaign by a smartphone manufacturer in Pakistan. It is worth noting here that Microsoft acquired Nokia's Devices and Services business and the first ever Microsoft-branded smartphone Lumia 535 DS was launched in December last year, becoming the highest selling Lumia in the history of Pakistan. To ensure the transparency of the process, an independent third party audit firm has been taken onboard to monitor the lucky draw process and the distribution of prizes to the winners making the campaign exceptionally legitimate. The campaign will end on June 28th, 2015. ■

Easypaisa, KP to launch Insaaf Card

Peshawar: Easypaisa and Government of Khyber Pakhtunkhwa have launched an initiative to provide essential food commodities at subsidized prices to people living below the poverty line, called "Sasta Aata-Ghee Khasoosi Program".

With the goal of providing food security to their constituents, the program comprises of a special package of subsidized flour and ghee worth a total of Rs 7 billion for the 5 million people living below the poverty line in the province of Khyber Pakhtunkhwa. Sasta Aata-Ghee package includes providing 40 kg of flour and 5 kg ghee per month at subsidized rates of Rs 10/ kg for flour and Rs 40/ kg for ghee.

Under the scheme, the government selected the most



deserving people from across the province. These deserving individuals were sent letters informing them of their eligibility along with the Sasta Aata-Ghee package customized discount vouchers. To avail the special package, beneficiaries have to bring their CNIC along with the vouchers, to any Utility Store near their residence to avail the subsidized items.

The Insaaf Card is Easypaisa's solution to enable this

social welfare program for the Government of KP. The Insaaf Card is a customized debit card which will be issued to almost 750,000 deserving households. After verification through SMS, deserving families can use the Insaaf Card to shop for subsidized flour and ghee at any Utility Store. To facilitate customers, Easypaisa has installed POS machines in over 430 utility stores across the province. ■

Amantech students showcase talent

Lahore: Amantech- a leading vocational institute of Karachi held its annual Open House Event recently.

This Open House served as a platform to showcase the talent and technical skills that its students possess. Amantech's entry into the field has been a game changer in the lives of thousands who have passed through its halls. The event gave the graduating students a chance to display their creative spirit through their Final Projects. Each trade teaches specific technical skills which are applicable practically. An innovative spirit is imbued in the minds of Aman-



tech students who displayed this through their projects. "Grinding & Sparks Interceptor" was put together as students realized the value of safety while operating on machinery. From Bicycle Powered Generators to Reverse For-

ward Three Phase Motors, all attendees were in awe of the capability of the students. Each project showed thought, utility and distinctiveness- characteristics that are trademarks for Amantech students. ■

Warid expands its 4G LTE network to 12 cities



Lahore: Warid Telecom, Pakistan's largest and fastest growing 4G LTE network, announced the launch of its 4G LTE services in four major cities of Pakistan including Peshawar, Quetta, Sheikhupura and Multan. The company has established a state of art LTE network which has expanded to 12 cities of Pakistan.

As an additional incentive, Warid is also offering free 4G LTE trials to all new and existing subscribers who will be able to enjoy free 1GB 4G LTE data for 5 days. Customers with a LTE handset can also get their SIMs upgraded to 4G LTE, free of cost.

Known for its distinctive

consumer services, Warid Telecom has achieved acclaim throughout the country. Ever since the commercial roll out of 4G LTE services in Pakistan, the company has seen a commendable increase in mobile data users due to its matchless network quality, product & services and affordable data plans.

As part of its customer facilitation for those who wish to upgrade to the 4G LTE network, Warid has also initiated a partnership with Daraz.pk, an online shopping portal. The full range of Warid Telecom-certified 4G LTE devices can be viewed and ordered online at www.daraz.pk/warid. ■

World's youngest Microsoft associate

Lahore: Muhammad Rayyan Asif, a student of 'The Educators', City Campus, Mohni Road, Lahore, has become the youngest Microsoft Technology Associate in the world. The young boy broke all previous records when he passed the Microsoft Technol-

ogy Associate (MTA) exams at the age of 6.

'The Educators' arranged a special ceremony to honour Muhammad Rayyan Asif, who was awarded a tablet and an acknowledgement certificate by Ali Raza, Project Director of 'The Educators'. ■

Huawei signs Shehryar Munawar as Brand Ambassador

“Huawei started its branding journey in Pakistan by signing up the beautiful actress - Mahira Khan as its very first Brand ambassador. The streak of celebrity endorsements continued as the gorgeous Humaima Malick took over as the “new face of Huawei”

Lahore: Huawei is a global leader in telecom technologies and solutions, offering a wide range of powerful smartphones and devices in the Pakistan market. As the popularity of Huawei's products has rapidly expanded to every corner of the country, the high-tech enterprise has now appointed a young and vibrant Pakistani heart-throb – Shehryar Munawar as its Brand Ambassador in Pakistan, to endorse and promote Huawei's fascinating range of smart devices.

Huawei started its branding journey in Pakistan by signing up the beautiful actress - Mahira Khan as its very first Brand ambassador. The

streak of celebrity endorsements continued as the gorgeous Humaima Malick took over as the “new face of Huawei”. Following these two stunning ladies, the new TVC campaign of Huawei Honor 4C will show the handsome Shehryar Munawar, highlighting the smart phone's powerful features like; Panoramic selfie, Ultra snapshot, burst photo and many more.

Shehryar Munawar Siddiqui is a famous young actor, model and film producer, who attained celebrity status for his acting performance in the Hum TV Drama serial “Meray Dard Ko Jo Zuban Miley”. Initially, Shehryar appeared in showbiz as a model



and later he ventured into acting and production. Today, he enjoys outstanding popularity in the Pakistani media, especially among the younger seg-

ment of the audience. His other notable performances were seen in roles such as; Tanhaiyan Naye Silsilay, Kahi Un Kahi, Zindagi Gulzar Hai

and Aasmanon Pay Likha.

Within a very short span of time, Huawei's revolutionary products have captured the hearts and minds of the consumers in Pakistan, thus achieving great success through its pioneering technologies. Its feature-rich devices are promoted through an extensive distribution channel across the entire country and the deployment of a highly competitive workforce. Thus, Huawei is delivering exceptional services to the rapidly expanding segment of smartphone users in Pakistan, who seek powerful global connectivity and entertainment, round-the-clock, on-the-go. ■

PIA achieves profit Rs 2.83b

Karachi: PIA has achieved a gross operating profit of Rs 2.83 billion in the first quarter of 2015 as against a gross operating loss of Rs.3.93 billion in the first quarter of 2014.

With the inclusion of fuel efficient, narrow body aircraft, the airline's operations improved enabling efficiency and better control on fuel cost. The

combined effect of downward trend in fuel prices and the impact of replacement of aging fleet with fuel efficient aircraft resulted in almost 49% decline in fuel cost in comparison to the corresponding period of last year. The airline is in the process of increasing the capacity by inducting more narrow body aircraft. ■

PTCL offers double internet volume for EVO users

Islamabad: PTCL has introduced EVO Double Volume Double Fun Offer for its valued customers. The new offer by the company enables both existing and new subscribers of 3G EVO Wingle 9.3 and CharJi EVO LTE to enjoy twice the volume for the same monthly charges on all packages for the whole year. The offer enables PTCL EVO customers to experience more flexibility for enjoying seamless internet connectivity, downloading multimedia content, stream HD videos and access to a large database of online games and applications to meet their daily data & communication needs. PTCL EVO wireless broadband service is Pakistan's most popular wireless broadband service, connecting more than 250 cities and towns nationwide. ■

Huawei unveils Honor 4C



Lahore: Honor 4C, also referred as Cherry mini would surely become a Cherry for all the Huawei users as this Ultra cool smart phone is amazingly loaded with all the high tech apps and it is User's pocket-friendly as well, which is an additional bonus. Cherry mini would be available to be valuable Huawei customers with the attractive Mobilink Offer i.e. 6GB internet for Six months.

Following Huawei's trend of manufacturing affordable yet high quality and elegant smart phones, Huawei has

launched Honor 4C, which is sure to provide all the qualities of a highly expensive smart phone but at an affordable price. The phone has a 5-inch display, slightly larger than the iPhone 6. Straight out of its box, the handset runs the latest build of Android 4.4 KitKat, skinned with Huawei's ultra-customizable EM 3.0 user interface, which allows users to create their own custom themes to use on the device.

The Honor 4C with faster speed, best quality and beautiful design will be an excellent choice for consumers in the mid segment market in Pakistan. Honor 4C offers an unbounded visual impact due to its ultra slim frame design, features a Huawei 64-bit Kirin 620, Octa-Core Processor, 5.0 HD IPS Display, with 13M BSI Main Camera and a 5M pixels front camera, 2GB RAM and a 2550mAh large battery which offers a 80 hours battery standby time. ■

Daewoo Express & DHA Lahore sign MoU



Lahore: Daewoo Pakistan Express Bus Service and DHA Lahore have inked a landmark agreement for infrastructure development and provision of transport, shopping, and entertainment facilities of international standards in DHA Lahore. Under this agreement, Daewoo Express shall: (1) operate a high standard bus service exclusively for DHA Lahore; (2) build and operate a bus terminal connecting DHA Lahore with major cities through direct departures from DHA; (3) build and operate a commercial complex comprising shopping mall, food court, children's play land, and cinema multiplex.

The iconic project comprising bus terminal and commercial complex shall be located in DHA Phase-V near the Ring Road interchange.

Speaking at the occasion, Administrator DHA Lahore, Brig. Zafar Yasin Babar said that DHA Lahore, keeping its tradition of crafting the best possible living environment to its residents, will now be providing international standard transport facilities to its residents through the country's best known transport company, Daewoo Express. The bus terminal-cum-commercial complex will provide people with the most modern facilities for their travel, shopping, dining, and entertainment needs. CEO, Daewoo Express, Shaheryar Chishty, said after the signing that this project will be the first of its kind in Pakistan. Daewoo Express is looking forward to build the most modern transport infrastructure and the best in class leisure facilities for the residents of DHA Lahore. ■

ACCA organises workshop

Lahore: ACCA Pakistan's initiative on providing opportunities to accounting professionals for professional development is continuing with full verve. Two consecutive days of a very interactive workshop on Project Management including concept building and hands-on experience of setting up Microsoft Project was held recently. Members from various cities working for different organisations participated in the workshop. All participants greatly enjoyed the two days and termed it as a great learn-



ing experience. The intention of hosting a workshop on Project Management was that with the ever increasing workloads and deadlines, the ability to manage our time has become critically important. In this scenario,

project management has become a very important and powerful tool. Such workshops will equip our members with competitive skills, which can be leveraged by businesses in helping them grow. ■

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IFC brings affordable solar lighting to millions

“Nadeem Siddiqui, IFC Country Manager in Pakistan, said: “Lighting Pakistan, which aims to reach 1.5 million people, is part of IFC’s strategy of promoting inclusive electrification in Pakistan, and is an important part of our broader approach of targeted interventions in the power sector”

Islamabad: IFC, a member of the World Bank Group, launched the Lighting Pakistan program to help provide safe, affordable, high quality lighting to more than a million Pakistanis, easing the country's energy crisis.

IFC has established a series of quality standards – the Lighting Global Quality Standards – for modern, off-grid lighting products. Lighting Pakistan, works directly with lighting manufacturers and distributors, supporting solar-powered products that meet these standards by connecting potential partners, including microfinance institutions, and investing in consumer education to raise awareness about solar technology.

“Controlling Pakistan’s en-

ergy crisis is the top priority of the government and IFC’s program will ease the burden on the national grid and help millions of people access lighting,” said Senator Mohammad Ishaq Dar, Federal Minister of Finance. “IFC’s focus on quality lighting products is supported by the Government of Pakistan. We are in the process of adopting quality standards for the import of solar products to ensure Pakistani consumers are protected from poor quality products.”

Nadeem Siddiqui, IFC Country Manager in Pakistan, said: “Lighting Pakistan, which aims to reach 1.5 million people, is part of IFC’s strategy of promoting inclusive electrification in Pakistan,



and is an important part of our broader approach of targeted interventions in the power sector.”

The Pakistan Off-Grid Lighting Consumer Perceptions Study, released at the launch, underscores the power challenge facing Pakistan.

Based on interviews with over 6,000 Pakistani households, the report finds that nearly 145 million people are severely impacted by the country's energy crisis.

“The report shows that most Pakistani households rely on an expensive and low-

quality mix of battery powered torches, kerosene, and candles that do not meet their lighting needs and burns a hole in their pockets,” said Liam Grealish, Program Manager, Lighting Pakistan. “The Lighting Pakistan program will help raise awareness amongst these households about alternatives including quality solar-powered lighting products.”

The program is supported by IFC’s development partners UKAID and Australia AID. It is part of Lighting Global, a joint effort between IFC and the World Bank under the Sustainable Energy for All initiative, and part of IFC’s wider strategy to reduce greenhouse emissions and boost clean energy projects. ■

PIA holds Flight Safety seminar



Karachi: PIA held a seminar on Flight Safety and Quality Assurance initiatives at the PIA Training Centre Auditorium in Karachi.

PIA Chairman Nasser N. Jaffer addressed the Seminar and presented Safety Awards to aviation professionals in recognition of their contributions and valuable efforts towards enhancing flight safety standards.

Speaking on the occasion, the Chairman said, “We need to chalk out strategies where PIA and other operators from Pakistan can provide safety education not only to Pak-

istan but to the regions around such as the Middle East, South Asia, Central Asia and Africa. We need to use our experience and qualifications to educate every employee of PIA and raise awareness regarding safety amongst the general public.”

Guest speakers at the Seminar included Frank Del Gandio, President International Society of Air Safety Investigators (ISASI) and Caj Erik Frostell, former Chief of Accident Investigation & Prevention at the ICAO Air Navigation Bureau.

Other speakers included

Dr. Unaiza Niaz, aviation psychiatrist, Air Marshal (Retd.) Saleem Arshad, President, Royal Aeronautical Society, Mustafa Khan, Country Manager, IATA, and Squadron Leader Naveed Sultan, PAF Institute of Air Safety.

Mrs. Seema Zaman, Deputy General Manager Quality Assurance, PIA, made a presentation on IGOM (IATA Ground Operational Manual) while Chief Pilot Safety, Capt. Amir Aftab reviewed PIA’s Flight Safety performance and initiatives. ■

Telenor introduces ‘Real Time Billing’

Islamabad: Telenor Pakistan has announced the launch of Real Time Billing service for international roaming (IR) customers. The service is designed to keep the billing of IR customers updated in real time, preventing them from overusing or exceeding their credit limits while they are travelling outside of Pakistan. The service is being launched for the first time in Pakistan.

“The launch of real time billing for roamers is part of Telenor Pakistan’s tradition of bringing innovative products and services to the country,” said Michael Foley, CEO Telenor Pakistan. “Our customers are now empowered to keep track of their billing and more in control of their spending while they are on the

move,” he added.

Before the service was in place, data roaming was charged offline. Due to which, customers exhausted their credit limits without having visibility to how much they were spending on GSM and data usage abroad.

With this service, customers can be notified on exhausting 70pc, 80pc and 90pc of their credit limits while on international roaming.

The launch of real time billing on international roaming comes at a time when Telenor Pakistan is celebrating its 10 years of successful operations in Pakistan. The service is dubbed the continuation of a number of innovative industry first developments that Telenor Pakistan has brought forth for its customers.

MCB Bank launches MCB Mobile

Lahore: MCB Bank Limited launched its MCB Mobile App on Google Play Store. ‘MCB Mobile’ Application is a Smart Phone Banking Interface that allows its users endless possibilities to conduct transactions at their convenience. It is a doorway for the payment of bills, mobile top ups, funds transfer, balance inquiry, submission of donations and much more in a user friendly manner. MCB Bank customers can now download this application for free from Google Play Store to be used on any android handset. Registration can be carried out in

seven easy steps commencing with opening of the application till appearance of an icon indicating successful download.

Commenting on the launch Imran Maqbool, President MCB Bank Limited stated that, “In 2009, we pioneered the industry with the launch of MCB Mobile services. As the most innovative service it achieved instant success amongst masses and was also awarded the “Best Bank-Led Mobile Money Transfer Service” award. Today, our portfolio proudly consists of over 700,000 registered users.” ■

Pakistan’s real estate sector stalls in Q1 2015

Lahore: Pakistan’s property sector stalled in the first quarter of 2015, according to new data released by Lamudi Pakistan. A new quarterly property price report from Lamudi shows that all categories - houses, apartments, plots and new developments - were sluggish during the first three months of 2015. This holds true for all major cities including Lahore, Islamabad and Karachi, in both the rental and buying categories. However, the analysis also reveals increasing interest

from property investors in mid-tier cities such as Gujranwala and Faisalabad. With new developments springing up in these areas, investors are eager to cash in on the emerging real estate potential. Saad Arshed, Country Manager of Lamudi Pakistan said: “Currently, there are few genuine buyers in the market and until investors make profits in their current investments, they are not likely to invest further.”

In the commercial buying category, Lahore registered the

highest decline in prices. In the commercial rental category, Lahore and Karachi saw declines whereas Islamabad and Faisalabad saw slight increases.

“The commercial property sector has come to a standstill across the country, with prices showing a much steeper decline than within residential categories. With the property market offering low or negative returns, investing in commercial property is currently seen as a costly exercise,” Mr Arshed said. ■

HBL, NBP offer to invest in 1,200MW LNG-based power plant

“Both the HBL and NBP expressed full confidence in the commercial and economic viability of the project and called it an important initiative towards alleviation of energy crisis”

Lahore: Presidents of Habib Bank Limited and National Bank of Pakistan called on Chief Minister Punjab Shahbaz Sharif recently and presented an offer to underwrite the project financing amounting to Rs 84 billion for Punjab government's 1200 MW LNG-based power plant at Bhikki Sheikhupura.

This is the first of its kind project and the biggest project financing portfolio arranged by local banks in the history of the country.

Both the HBL and NBP Banks expressed full confidence in the commercial and economic viability of the project and called it an im-



portant initiative towards alleviation of energy crisis.

The Presidents of the banks expressed confidence in the leadership of the Chief Minister Punjab and his

team.

They highlighted that completion of earlier projects in Punjab in record time has given a lot of confidence to the banks and the Punjab

government enjoys high degree of credibility. They expressed confidence in the capacity of the Punjab government.

The Bank Presidents re-

solved to work with other financial institutions to raise the financing in the shortest possible time to meet the stringent guidelines.

The planned financing by the banks is the single largest financing for an energy project which has been domestically raised. The plant will be operated on imported LNG and shall start operation in 2017.

No doubt, the future era is of LNG and the government is working on promoting it to meet the growing future requirements. Although, the government has not yet finalised the sale price of LNG but it was striving to keep it 30 percent less than petrol. ■

Irfan Wahab appoint as Deputy CEO of Telenor Pakistan

Islamabad: Telenor Pakistan announced the appointment of Irfan Wahab Khan to the position of Deputy CEO of the company in addition to his current responsibilities as Chief Marketing Officer. “Irfan's loyalty and long experience with Telenor Pakistan, in Asia and Europe, coupled with his strong record of value creation made this the easiest of appointments,” said Michael Foley, CEO Telenor.



Irfan has been with Telenor for 11 years, starting as Executive Vice President and Head of Corporate Affairs Division at Telenor Pakistan in 2004. Since then he has served in various Telenor Business Units in Asia and Europe. Since 2009, he has served as Group Vice President Devices and VP-Head of Asia Distribution within the Telenor Group in Norway

and Thailand respectively. In Bangkok, Khan was responsible for developing sales and distribution capabilities, organization systems and processes for over 1.1 million retailers within 5 countries in Asia. As VP Devices with Telenor Group, he was responsible for Group Device Strategy, Partnerships and Innovation, Handset Bundles and Device Portfolio of over USD 2 Billion across 11 countries. ■

Warid launches LTE services in Murree



Lahore: Warid Telecom, Pakistan's largest and fastest growing LTE network, announced the launch of its LTE services in Murree. Having covered eight major cities, the company is aggressively working to expand its LTE footprint in Pakistan.

With the initiation of Warid LTE services in Murree, Warid Telecom was also

brought forth a free of charge SIM replacement offer for Warid consumers with LTE handsets. Moreover, all the new and existing customers entitled to 500 free MB for 7 days as a trial.

All Warid subscribers residing in Murree will be able to gain access to a fast mobile internet without any interruptions: they will be able to

stream videos, play online games and download data on the go with Warid LTE, irrespective of when and where they are.

The company's focus on exceptional services has brought it great acclaim for amazing customer care, exceptional network quality, transparency, and innovation in products and services. ■

Ufone launches Mini Super Card

Islamabad: Following the most successful and competitive product Ufone Super Card. Ufone has introduced Super Card Mini just Rs 275 to its value customers. Subsequent to accepting a positive reaction from Super Card that gives a heap of minutes, SMS and MB's for the entire month, Ufone has think of the Mini Super Card that intends to give comfort to the clients to 15 days.



On stacking the Minni Super Card, rather than

equalization clients will get 500 minutes (Ufone to Ufone, PTCL and Vfone), 75 minutes for other neighborhood versatile systems, 500 SMS. ■

Khalid Shahzad appointed as CTO Mobilink

Islamabad: Mobilink has announced key structural changes in its Technology Division where Khalid Shahzad will replace Mobilink's current CTO Gabriele Sgarglia. Commenting on new appointment Jeffrey Hedberg, President and CEO Mobilink, said: “I am very pleased to welcome Khalid to the Mobilink family.



I feel confident that his vast knowledge and experience within telecom would drive innovation and quality and strengthen Mobilink Pakistan's capabilities in deliver-

ing best services to its customers,” he further added, “I would also like to thank Gabriele for his contributions to the company and I wish

him the very best of luck and have no doubt that wherever Gabriele takes his career, he will continue to prove himself.” Khalid Shehzad, newly appointed CTO Mobilink, stated: “I am honored to be a part of the country's most successful cellular operator and look forward to taking technology platform to greater heights while exceeding our customer expectations.” Khalid is an experienced telecom professional and brings with him rich expertise in Information Technology and Telecommunications. ■

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Mobilink expands its 3G network in more 53 cities

“As part of this expansion Mobilink is now providing high-speed 3G internet services: Chunian, Farooqabad, Ganda Singh Wala, Gujjar Khan, Hafizabad, Harripur, Kasur, Nankana Sahib, Raiwind and Talagang”

Islamabad: Mobilink has expanded its 3G network to 53 cities of Pakistan by adding ten new cities to its 3G network. Mobilink's expansion of 3G network is a result of carefully designed roll-out plan that makes the best use of 10MHz spectrum, while focusing on excellence in customers' experience. Through its 3G network, Mobilink is enabling the customers living in major cities and districts with high-speed internet on-the-go. Customers will now be able to enjoy faster access to downloads, video streaming, apps and services that require high-

speed internet.

As part of this expansion Mobilink is now providing high-speed 3G internet services: Chunian, Farooqabad, Ganda Singh Wala, Gujjar Khan, Hafizabad, Harripur, Kasur, Nankana Sahib, Raiwind and Talagang.

Aamer Manzoor Head of Data Mobilink commenting on the expansion said; “Mobilink's expansion of 3G services continues to make a major contribution to a robust ecosystem of high-speed internet which not only provides reach across major cities but also empowers customers with a well-planned

Pakistan's Largest Network brings you the best 3G experience.



coverage. Our aim is to empower customers with a quality experience of internet in the palm of their hands and bridge the digital divide between cities and towns.”

As an added incentive to its subscribers and for testing purposes, Mobilink is also offering free 3G trials in these

ten cities till 25th May, 2015. Customers can dial *443*1# to find out if they are in a 3G coverage area and can dial *443*3# to activate their 3G services. The subscribers will be notified about the end of free 3G trial via SMS and Mobilink's digital assets. Under the free 3G trial offer,

customers can enjoy unlimited data every day. Data services on 2G will be charged as usual.

As part of its aggressive roll-out plan Mobilink also added Bhalwal, Chakwal, Daska, Dipalpur, Mandi, Bahauddin, Pattoki, and Wazirabad last week. ■

Cinepax Cinema launches its 7th project cinema in Gujranwala

Lahore: Pakistan's biggest movie entertainment provider, Cinepax Cinema has launched its 7th project, a 3 screen Multiplex and this time the state of the art cinema has been constructed in the heart of Gujranwala. This mega project is located at King's Mall, opposite Wapda Town.



CEO, Cinepax Cinema, Hashim Raza expressed his excitement in these words, “Cinepax cinemas are the pioneers of Platinum Multiplexes. Our aim is to revolutionize and modernize the art of entertainment provision to our mass viewers.” He further added that, “Cinemas provide expression to the ever changing means of entertainment and we want to bring our Cinemas to the most advanced level.”

The newly built first ever Platinum Multiplex will be

the hub of family entertainment with first class platinum seats, 7.1 Dolby surround sound with the best 3D experience to boot. The top notch entertainment providers, Cinepax Cinemas are going to build state of art Cinemas across 6 cities of Pakistan. Currently, four more multiplexes are under construction in Islamabad, Hyderabad, Sialkot and Multan.

Cinepax owners are taking the vision to revolutionize cinema industry of Pakistan and build 100+screens nationwide. ■

Huawei Pakistan sponsors student internship program

Lahore: By pursuing its social initiatives, Huawei announces to sponsor student internship program with major universities.

Speaking to the board members, Mr. Aragon Meng, CEO Huawei Pakistan shared that, “Being a corporate social responsible organization, Huawei would like to take another step forward by offering internship program to students of Pakistan's leading

universities”.

He further added that all internees of this program will excel in their fields and will add more value in their career in future, as this is a unique opportunity for them to work with world's leading telecom & ICT Company like Huawei. For this purpose 10 top universities from Pakistan were selected to partner with Huawei for high end talent supply. ■

Warid offers free minutes/SMSs/MBs for every recharge

Lahore: Warid Telecom, in its tradition of bringing new and exciting offers for its customers, has introduced another promotion whereby all prepaid customers can seamlessly stay connected to their friends and family via free calls and SMS across all networks in Pakistan and can also enjoy free MBs as well. Subscribers who have verified their SIMs can avail these free resources by dialing *277# before every recharge of Rs. 50 or more. Upon recharge, subscribers will be entitled for 20 free minutes, 2000 local SMS or 200MBs of internet, valid for one day. In addition to this, local calls across all networks will be charged at only 2 paise per second for 7 days.

Warid has always excelled with their customer centric approach and aimed to provide offers and packages for their customers' convenience. With a growing customer base, a variety of offers have been introduced to suit the needs of each customer. For prepaid customers who make frequent phone calls, our new recharge offer is ideal. ■

NDC signs deal with a leading bank in Bahrain

Lahore: National Data Consultants (NDC) a leading provider of IT solutions for the banking and financial sector in Pakistan, Middle East & Africa region has been selected by another leading bank in Bahrain for the implementation of Insight R14 Risk (Regulatory Capital) and Insight R14 Business Intelligence (Financials and Profitability). INSIGHT™ R14 will be used by the bank for its business analytical, risk intelligence and regulatory reporting. Currently, the bank is running T24 Core banking System which will now be fully integrated with the Risk and Financial Intelligence Platform. The Bank is a leader in its market to provide all international banking services broadly comprising of Treasury, Trade Finance and Loans.

Ms. Ammara Masood President & CEO of NDC speaking at the occasion said, “We are pleased to be trusted by another prestigious bank-

ing institution in Bahrain, to consult and implement in this significant transformational program in the areas of Financial and Risk Intelligence and Regulatory Frameworks of Basel II/III. NDC's presence is expanding in the region and we look forward to utilizing our expertise for this new initiative in Bahrain”.

NDC is the winner of Temenos "Partner Project of the Year" award in 2011 and 2014 for its outstanding performance in providing IT services to banks in the Middle East. It is also the only representative & Certified Partner in Pakistan for the Swiss based Temenos Group AG - the global leader in Banking Software. The company's experience has also grown from Central Banking to Commercial Banking, Islamic Banking, Microfinance Banking and Investment Banking. Today, NDC's footprint extends across the region, with extensive resources deployed in over eight countries. ■

OPPO Pakistan launches new website

Lahore: OPPO Pakistan has launched fully featured website which exclusive details about all OPPO products available in the market, its specifications and product images. The new website has a clean uncluttered design, improved functionality. It has the modern responsive layout, with an easy and user-friendly interface, which means that visitors can see the website across different devices (including mobile and tablet)

without any problem.

“We are excited about our new website launch in Pakistan and the comprehensive information it provides for our customers” said Kevin Hu, Brand Manager OPPO Pakistan” We believe that this new site will allow our visitors to have a very informative (exciting and surprising) experience as same as the experience on our meticulous products, because OPPO will continue to increase market presence. ■

Zong conducts interactive training for PTA on QoS KPI

“Sajid Mahmood CRO Zong noted that the importance of achieving a certain degree of regulatory harmonisation must be acknowledged for the progression of Pakistan’s telecom industry”

Islamabad: Zong, Pakistan’s most advanced and only 3G & 4G network, recently held a training session with the theme “Growing Together Through Knowledge Sharing” here at Zong Complex.

The objective of this session was to create awareness about Quality of Service (QoS) based Key Performance Indicators (KPI) testing as per license conditions, as well as to suggest a replacement to extensive drive tests throughout the whole year for Pakistan Telecommunication Authority (PTA). It was attended by notable representatives of PTA along the lines of Directors, Deputy Directors and Assistant Directors amongst other team members.

The activity commenced with a visit to Zong’s most advanced Telehouse at I-9 Islam-



abad, whereby PTA officials were given a round of the equipment room and Centralised Network Operations

Center (CNOC). Thereafter, they visited Zong headquarters, where the regulatory team, CNOC team, Radio Ac-

cess Network (RAN) team presented their workings as well as gave a live OSS system demo. The attendees highly

appreciated the first of its kind interactive knowledge sharing session for learning and regulatory harmonisation.

With reference to the event, Sajid Mahmood Chief Regulatory Officer (CRO) Zong noted that “The importance of achieving a certain degree of regulatory harmonisation must be acknowledged for the progression of Pakistan’s telecom industry.” He further expressed how Zong will continue to take the lead in conducting such initiatives. “Zong shall endeavor to engage in and conduct further such educational activities, and hopes that our Regulator’s participation in today’s session will be mirrored in all such future sessions, enabling both the industry and PTA to benefit from such learnings.” ■

UoL adopts SAP Student Lifecycle Management app

Lahore: SAP announced that the University of Lahore has become the first SAP Student Lifecycle Management (SLCM) application adopter in Pakistan. By deploying this unified and fully integrated platform, the University of Lahore will provide students and teachers with enhanced learning environments and improved student engagement from admissions to alumni relations. The agreement was signed by Sajjad Syed CEO Excellence Delivered on behalf SAP Pakistan and Prof Nasir Mahmood (Pro-Rector Academics) on behalf of the University of Lahore.

The University of Lahore is regarded as one of the premier universities in Pakistan, with diverse disciplines rang-



Nasir Mahmood, Pro-Rector Academics and Sajjad Syed CEO Excellence Delivered (ExD) shakes hands after signing the contract.

ing from medicine, dentistry and engineering to the arts and social sciences

“As the University of Lahore continues to grow, it remains essential to provide our students and teachers with an efficient way to manage degree

progress and share research,” said Usman Javaid Malik, Project Director ERP, University of Lahore. “We’re looking forward to providing them with these integrated environments to help improve student and research outcomes.”

The University of Lahore will implement SAP at its multiple campuses through SAP partner Excellence Delivered. Use of the platform will help improve research efficiency and relieve administrative burdens on students and teachers. The university will also achieve increased insight into revenue generation, which will help curb tuition increases in the face of rising costs and make education accessible to more students.

SAP SLCM is currently implemented in more than 30 countries worldwide. It is strengthened by integrated mobile, social networking, learning management and embedded analytics — all available in the cloud and powered by SAP HANA. ■

PGC, Intel sign a MoU

Lahore: Punjab Group of Colleges (PGC) and Intel Pakistan signed a Memorandum of Understanding (MoU) to improve learning standards at PGC and its affiliate education institutions. Both parties will work together to further improve quality of teaching resources and provide opportunities to youth to excel by acquiring 21st century knowledge skills and bring about a social change in the rural far-flung areas of the country.

Speaking at the occasion, Mian Amer Mahmood Chairman PGC added: “We are very appreciative of Intel Pakistan for their holistic view of education and induction of ICT in the curriculum. With this initiative, we will focus on developing the critical skills that young people need in order to succeed both as students, and later as members of the workforce.” ■

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Modi calls CEO Samsung to invest in India
 Indian Prime Minister Narendra Modi (R) shakes hands with President and CEO Samsung Electronics Jong-kyun Shin ahead of a meeting in Seoul. Modi called on South Korea to be a "leading partner" in his country's economic modernisation as he talked up investment opportunities at the start of a two-day visit.

Sony 4K LCD Bravia
 Models stand beside Sony's new 65-inch 4K LCD Bravia television during a press preview at the company's headquarters in Tokyo. Sony's new series of the Bravia 4K Android TVs will be put on the Japanese market from next month.



Lufthansa unit Austrian Airlines
 Kay Kratky, designated chief executive officer of Lufthansa unit Austrian Airlines, poses with flight attendants after presenting the airline's new design in Schwechat, Austria. Kay Kratky was confirmed as the new CEO of Austrian Airlines. He had been nominated beforehand as the candidate preferred by Lufthansa.

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Mahaakshay Chakraborty 'selfie'

Indian Bollywood actor Mahaakshay Chakraborty (L) and German-Indian actress, Evelyn Sharma (2L) pose for a 'selfie' photograph as they pay their respects at the Sikh Shrine the Golden Temple in Amritsar. The actors visited the city as part of a promotional event for the forthcoming Bollywood film 'Ishqedarriyaan'.



lightest notebook computer

Japanese actress Emi Takei poses with the "world's lightest notebook computer", with a 13.3-inch display, called the "Lavie Hybrid Zero", produced by Japan's NEC Personal Computers in Tokyo. The lightweight notebook, weighing only 779g (1.7 lbs), is equipped with an Intel's Core i5 processor and a 13.3-inch wide IGZO LCD display.



A tourist jumps in Sevilla

A tourist jumps in the air beside a fountain in Sevilla, Spain. Unusually high for season temperatures made thermometers soar to 40 degrees. Over the 2 million people who visited Seville, many of them didn't come in summer, because it tends to be very hot, especially during mid-day and most of the afternoon.

Robot at a restaurant

A waitress places dishes on a tray carried by a robot couple at a restaurant in Jinhua, Zhejiang province. The restaurant, which opened recently, has two robots delivering food for customers. The robots were designed as a couple, Xiaolan and Xiaotao, according to local media.



Unmanned drone aircraft

The people watch a demonstration of an unmanned drone aircraft during a campaign for disaster prevention and reduction in Beijing. China forbids any flights, manned or unmanned, without prior approval from the air force, civil aviation authorities and the local air traffic control bureau.



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NEWS BRIEFS

Alibaba partners with Singapore Post

Chinese wholesale goods marketplace Alibaba is teaming up with Singapore Post to allow sellers to more easily deliver goods to customers overseas.

Under the newly launched Alibaba Merchant Delivery Scheme, members in Singapore, Thailand and Malaysia will be able to take advantage of Singapore Post's e-commerce, postal and logistics solutions at preferential rates.

Alibaba's partnership with SingPost is the first of the company's planned tie-ups with international logistics providers. ■

India's mobile user base nears to 970 million

India's mobile phone customer base rose 0.97 percent, or a net 9.31 million, in March to touch 969.89 million, data released by the sector regulator. Following is a table of mobile phone subscriptions in India, the world's second-biggest wireless market by number of users, as of March 31. ■

Indian mobile phone sales drop

Indian mobile-phone sales have dropped for the first time in 20 years, raising the question: Is a slowdown at hand for the world's fastest-growing smartphone market? Mobile sales dropped 14.5 percent the first quarter (Q1, January-March) 2015, on a quarter-to-quarter basis, compared to Q4 (October-December) 2014 — from 62 million handsets in Q4 2014 to 53 million handsets in Q1 2015, according to a report of CyberMedia Research, a consultancy. ■

Comba Tel launches 4G LTE base station antennas

Comba Telecom has commercially launched its new range of 4G LTE base station antennas. At the same time, it also revealed it had signed a million dollar agreement with oTurkcell for the supply of the new antenna models for the 4G LTE network being rolled out by the operator.

Huawei launches new generation Agile Campus solutions

"Huawei's Agile Campus 3.0 products and solutions are based on innovative agile wireless access technologies and are developed to enhance wireless campus network access quality, which ultimately improves mobile access user experience"

Chinese ICT giant Huawei has launched its latest generation Agile Campus 3.0 Solutions, including the Ethernet Network Processor (ENP)-based Wi-Fi acceleration algorithm, Wi-Fi soft handover technology, 2.5GE access switch and 100GE line card, and Agile Mobile Solution.

Huawei's Agile Campus 3.0 products and solutions are based on innovative agile wireless access technologies and are developed to enhance wireless campus network access quality, which ultimately improves mobile access user experience.

Speaking at the Huawei Network Congress 2015 in Beijing, Wang Shihong, General Manager, Switch Domain, Switch and Enterprise Communications Product Line, Huawei, said, "Huawei's Agile Campus Solution has been deployed by more than 600 customers from seven industries across the globe.

"This demonstrates our achievements and capabilities in this area. The Huawei Agile

Campus 3.0 solution is an upgrade of the previous versions to support high quality, all-wireless, and ultra-broadband wireless networks."

Shihong said in today's mobile world, more than 60% of enterprises plan to migrate their applications and collaboration systems to mobile platforms. "At the same time, more than 90% of internet applications including media streaming, web page browsing, email, and Social Networking Service (SNS), are based on the Transmission Control Protocol (TCP).

"TCP was initially designed for wired network environments and cannot support wireless networks that are low bandwidth, have high latency, and are mobile. This results in lowered efficiency and poor user experience of TCP-based mobile applications operating in wireless network environments.

"The quality of all-wireless access depends on how enterprises address three major chal-



lenges. First, enterprises need to guarantee high network speed and high quality audio and image transmissions. At the same time, they need to prevent interruptions when roaming. Finally, enterprises require networks that can manage bursts of high volume traffic generated by ubiquitous mobile applications."

To address these challenges, Shihong said Huawei's innovative Wi-Fi acceleration algorithm technology benefit from ENP programmable chips focuses on the TCP layer to enable stable network speeds and

high quality user experience when accessing wireless networks.

Shihong said that, to date, Huawei's Agile Campus Solution has been deployed by many customers, including AFC Ajax in the Netherlands, South Cross University in Australia, Ordos City in China, and Peking University Hospital in China.

Huawei says that it will continue to develop its Agile Campus Solution to make networks more agile for businesses and build a "better connected world". ■

China to spend \$182 billion to boost Internet

China will spend more than USD 182 billion to boost Internet speeds by the end of 2017, a top government body said, as Beijing moves towards a more service-driven economy to boost growth. The State Council said the government will invest more than 430 billion yuan (USD 69.3 billion) this year on network construction, with at least another 700 billion yuan (USD 112.8 billion) spent over the following two years. The goal is to accelerate the development of fibre optic broadband and high speed 4G mobile networks, the governing body said on its website. China ranked 82nd in the world for average Internet connection speed, slower than Malaysia, Thailand and Taiwan, according to cloud computing services provider Akamai's State of the Internet report for the fourth quarter of 2014. Improving that standing is crucial for the world's second largest economy, which is experiencing the slowest growth in decades and is seeking to diversify away from low-tech manufacturing and development. On Tuesday, China unveiled a vision for the next stage of its economic ascent,

moving from low-tech manufacturing to advanced industry in areas such as space, e-commerce, green energy and bio-engineering by 2025. Premier Li Keqiang has also already identified the Internet and technology as vital catalysts



for the shift towards an economy centred around services. China's three state-owned wireless carriers are also on board. Last week, China Mobile Ltd, China Unicom (Hong Kong) Ltd and China Telecom Corp Ltd said they would cut mobile data prices and boost data speeds this year, potentially spurring a mass migration of customers to more lucrative 4G contracts. ■

Microsoft testing cross-platform, cloud-based 'copying' application

Microsoft is testing a cross-platform clipping tool, and early adopters say it's a good bridge between two devices. It will allow users to copy a file or text from one device, and paste it to the user interface of another device using the cloud.

In the world of mobile, software juggernaut Microsoft is near-bottom, at least if we're going to compare its market share to rivals like Google and Apple. Windows Phone, according to the latest set of research papers, is still on a single-digit 2 point something market share. And how about Android and iOS? Last year, Google's mobile operating system secured a whopping 81 plus market share globally, while Apple took the remaining 14 plus.

With its current share, how can the desktop operating system leader squeeze some cash juice from the growing mobile ecosystem?

Microsoft Office apps, even the Office's mobile versions, have been very successful in terms of revenue. Last year, the large chunk of Microsoft's income came from Azure, and its mobile-focused

Office 365, while Windows-based phones, and even its well-built tablet lineup lagged versus the corp's rivals. In a nutshell, Microsoft is actually generating revenue just by operating several software.

And so it makes sense that Microsoft's mobile strategy will continuously orbit around software. And to keep the strategy up and running, Microsoft is looking far beyond file storage and syncing, beyond the borders of what OneDrive, Office, or Outlook can deliver.

OneClip, a cross-platform app made by Microsoft

The app is called OneClip, a multi-platform clipboard app, and it will allow Android, or iOS, or Windows users to copy text and other stuff from one device, to another device.

Several testers of the leaked app said that the app will work immediately after download. It will show the end-user the stuff he or she copied in other ecosystems using the app's overlays. OneClip also gives users a window of images and texts copied, and the time the files or texts were grabbed. ■

Lenovo posts record revenues on strong PC, smartphone sales

“Lenovo's gross profit for its fourth fiscal quarter grew to \$1.8 billion, an increase of 43 percent. Gross margin was 15.7 percent and operating profit was \$127 million”

Lenovo posted a record \$46.3 billion in full-year revenue, which found its root in the sales of 60 million PCs and a growing mobile device business.

According to an earnings release, Lenovo posted fourth-quarter net income of \$100 million, which included \$94 million in non-cash M&A related accounting charges. That's on quarterly revenue of \$11.3 billion, which was up 21 percent over the same quarter last year.

Lenovo's gross profit for its fourth fiscal quarter grew to \$1.8 billion, an increase of 43 percent. Gross margin was 15.7 percent and operat-



ing profit was \$127 million.

Following the acquisition of Motorola from Google, Lenovo continues to grow its mobile business. Quarterly sales of the mobile division came in at \$2.8 billion.

Lenovo remained the world's third largest producer of smartphones, shipping 18.7 million in the quarter and a record 76 million for the full year.

For the year, which has

included two quarters of contributions from Motorola), China accounted for 59 percent of Lenovo's smartphone volumes, while markets outside China saw 450 percent growth hitting 31 million smartphone devices shipped.

In tablets, Lenovo outpaced the market and continued to grow with a total of 12 million units shipped, an increase of 26 percent year-over-year, and 5.1 percent market share. Motorola contributed more than 7.8 million units in the quarter to Lenovo's total, up 23.6 percent year-over-year, while adding \$1.8 billion to Lenovo's mobile revenues. ■

Mozilla drops plans for low-cost Firefox OS smartphones

Mozilla, the company behind the Firefox web browser and smartphone OS has dropped its attempt to muscle in on the low cost smartphone market. ■

Apple promotes Jony Ive to Chief Design Officer

Apple has promoted the designer, Sir Jony Ive to head all its design processes across the entire organisation.

Sir Jonathan has long driven the design process at Apple for its devices, and was until recently held the role of senior vice president of design.

Struggling BlackBerry announces new round of layoffs

BlackBerry is laying off an unspecified number of workers around the world as the struggling smartphone manufacturer tries to make its device business profitable.

The Canadian company, based in Waterloo, Ontario, said the cuts will impact those working on the software, hardware and applications side of the business. ■

Google developing “Brillo” OS based on Android

Google is working on new software built specifically for lower memory devices like smart home products. While current versions of Android are aimed at devices with at least 512 megabytes of memory, this new spinoff of the Android operating system, codenamed “Brillo,” is aimed at low-powered devices with as little as 32 or 64 megabytes of RAM...

Google last year officially launched Android Wear, Android TV, and Android Auto, clearly aiming to get its software to anything that runs on electricity. With this new software though, which the report says is likely to be released under the Android brand, Google is taking aim at the connected home. Devices with simpler hardware, like smart lightbulbs, thermostats, and refrigerators are obvious candidates. ■

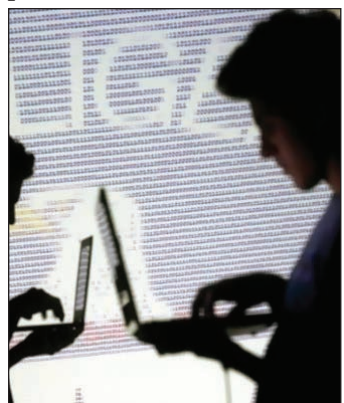


NSA planned hack of Google app store

The US National Security Agency developed plans to hack into data links to app stores operated by Google and Samsung to plant spyware on smartphones, a media report said.

The online news site The Intercept said US intelligence developed the plan with allies in Britain, Canada, New Zealand and Australia, a group known as the "Five Eyes" alliance.

The report, based on a document leaked by former NSA contractor Edward Snowden, said the plan aimed to step up surveillance efforts on smartphones.



The plan appeared to have been discussed at meetings involving the intelligence services in 2011 and 2012, according to the classified document.

The project called "Irritant Horn" would allow the agencies to hijack data connections to app stores and surreptitiously implant malicious software on smartphones that would allow for data to be harvested.

The intelligence agencies could also use the spyware to send misinformation to targets to confuse potential adversaries, according to the report.

The Intercept said the plan

was motivated in part by concerns about the possibility of "another Arab Spring," or the spread of popular movements.

The agencies were particularly interested in the Africa region, especially Senegal, Sudan and the Congo but also targeted app store servers in France, Cuba, Morocco, Switzerland, Bahamas, the Netherlands and Russia.

At the time, the Google app store was called Android Market. It is now known as Google Play.

In developing the plan the agencies found weaknesses in UC Browser, an app owned by Alibaba Group which is popular in China and India to browse the Internet and is used by some 500 million people worldwide.

The document was also published in Canada by CBC News, which said the aim of the plan was to collect data on suspected terrorists and other intelligence targets, including their online search queries, SIM card numbers, device IDs and the location of the smartphone.

In one case, according to the CBC, analysts found a foreign military using the UC Browser app to communicate covertly about its operations in Western countries.

There was no immediate comment on the report following queries to the NSA. Google and Samsung both declined comment. Earlier this year, a Google security report said fewer than one percent of Android devices had a potentially harmful app installed, with the number even lower for those using official Google channels. ■

Sony launches Xperia Z3+ with improved selfie camera



Sony has introduced the Xperia Z3+, an 'premium' version of its existing Xperia X3 handset. Like its predecessor, the Z3+ is waterproof and dust-resistant (IP 65/68) but features a few small hardware tweaks. For example, both front and rear-facing cameras now use Sony's Exmor sensor and the selfie camera has been upgraded

from 2-megapixels to 5-megapixels. The rear-facing camera is still 20.7-megapixels.

It keeps the same 5.2-inch 1080p display as the Z3, which puts it a little way behind Samsung (S6 and Edge) and LG (G3 and G4) in the resolution stakes, but it does now have an octa-core Snapdragon 810 processor.

On the whole, the specs have all seen a worthwhile bump and the refinement of the hardware means that the phone is now a bit thinner (6.9mm) and lighter (144 grams) than it was before. The downside is slightly reduced battery capacity, but it still offers up a 2,900mAh pack.

On the plus side, the micro USB port has moved to the base of the phone and now doesn't require you to close a cap in order to keep it waterproof. The magnetic charging pin has also been removed in pursuit of cleaner lines. ■

Samsung unveils Galaxy S6 Edge Iron Man Limited Edition



Samsung officially announced the Galaxy S6 Edge Iron Man Limited Edition.

The Galaxy S6 Edge Iron Man Limited Edition is a re-

sult of the collaboration between Samsung and Marvel, and is specially designed for Iron Man fans. As expected, this particular model comes with a red and gold theme.

The Limited Edition package also includes a matching wireless charger and a clear cover. Do note that the Galaxy S6 Edge Iron Man Limited Edition only comes with 64GB internal storage.

Samsung states that the phone will be available for purchase in Korea tomorrow, and will be available in China and Hong Kong next month. ■

Panasonic releases first Firefox OS TVs

The first Panasonic Viera Smart TVs with Firefox OS have become available in Europe. The rest of the world will follow the coming months. Initially the Japanese electronics giant will release 6 TVs with the open source operating system. ■

Microsoft announces Windows 10 editions

Windows 10 will be released to the general public this summer. Microsoft has announced the various forms that the new operating system will take. Windows 10 is intended to work on many different types of equipment, including traditional personal computers, tablets, phones, the Xbox One and other devices. ■

TouchDevelop makes it child's play to create apps

Microsoft's TouchDevelop makes it easy for everyone to create apps that run on Android, iOS and Windows Phone devices. Users report the site works so easy that even young children are able to create their first apps. ■

Candy Crush Saga bundled with Windows 10

Everyone who has bought a pre-made computer has experienced the joys of bundled applications. From antivirus trials, to games, to temporary installations of office programs, bundleware has been a bane to computer users for a dozen years and more. ■



Mozilla adds Adobe DRM module to Firefox by default

Mozilla has added HTML5 support for Digital Rights Management to Firefox. The browser developer wasn't too keen on adding DRM but states it can't get around adding it to their browser. The DRM support allows companies like Netflix to protect their video streams without plugins. ■

Samsung introduces new flip chip LED package

“Dr. Jacob Tarn, Executive Vice President, LED Lighting Business Team, Samsung Electronics said: “We will continue to strengthen our technology leadership in the market by launching highly competitive, next generation LED products based on Samsung’s most innovative, market-proven LED technologies”

Samsung Electronics introduced the LM301A, a flip-chip-based mid-power LED package that can operate at anywhere from 0.2 watts to 1 watt — providing a wide range of current options, resulting in much improved light efficacy. The package was announced at a press conference, in conjunction with LIGHT-FAIR International 2015, being held in New York, May 5-7.

Coming in a 3.0mm by 3.0mm form factor that is increasingly popular in LED lighting applications today, the new LM301A's lower and wider current alternatives are a result of Samsung flip chip technology, which allows the LED chip to have the shortest distance from the junction to the base of a package, and eliminates the need for metal wire bonding in the packaging process. These changes enable much lower heat resistance compared to conventional epi-chip technology — an ap-



proximate five percent temperature drop per watt within a more desirable 25°C to 85°C temperature range.

“Designed with advanced flip chip technology, the new LM301A overcomes what has been significant performance and power limitations of conventional mid-power lighting LED packages,” said Dr. Jacob Tarn, Executive Vice

President, LED Lighting Business Team, Samsung Electronics. “We will continue to strengthen our technology leadership in the market by launching highly competitive, next generation LED products based on Samsung’s most innovative, market-proven LED technologies.”

The light efficacy levels make the LM301A package

well suited for diverse lighting applications ranging from ambient to high intensity lighting, such as high bays and outdoor lighting. In addition, the performance and cost-competitiveness of the new mid-power package should also be well regarded by lighting fixture manufacturers.

The LM301A features Epoxy Mold Compound (EMC) packaging, which makes it more reliable and extends its lifespan. Compared to existing Polyphthalamide (PPA) and PCT materials now extensively used in LED packaging, Samsung's EMC packaging offers more protection against heat and UV rays, making it suitable for high-luminance LED applications requiring higher wattage.

The new package also will support CCT (Correlated Color Temperature) specifications ranging from 2700K to 6500K.

The LM301A will be available beginning in July. ■

Huawei wins smartphones race in China



In the first quarter of 2015, Huawei has successfully raised its market share in the Chinese market. This was recently stated by GFK — a company engaged in authentic research surveys on the Chinese smartphones retail market. Its latest report shows data, as of March 2015, where the market-share of the top three domestic smartphones, namely; Huawei, Apple and Samsung were discussed.

Huawei has now occupied the top spot in China for the first time, while the market shares of the other two competitors are showing a consistent decline in the Chinese market since November 2014. Whereby, Samsung's market share

dropped to third during March 2015.

Huawei accounted for 33% of the market-share. According to a recent Data disclosure of Huawei; More than 4 million units of Huawei Mate 7 flagship model were shipped over the past six months. This is a new world-record in the domestic, high-priced smartphone shipments. The GFK statistical data, on the Chinese market in March, reflects that Huawei achieved a sales value of 6.535 billion yuan indicating the remarkable progress of Huawei in the Chinese market. The total market size of smartphones in China during the first quarter of 2015 was 99 million dollars. ■

Apple gets partial win on appeal in Samsung patent case

Apple Inc was handed a mixed ruling by a U.S. appeals court in the latest twist in a blockbuster intellectual property battle with Samsung Electronics Co Ltd, as a prior patent infringement verdict was upheld but a trademark finding that the iPhone's appearance could be protected was thrown out.

That means up to 40 percent of a \$930 million verdict which had been won by Apple must be reconsidered.

In the highly anticipated ruling stemming from the global smartphone wars, the Federal Circuit in Washington, D.C. upheld patent in-

fringement violations including one which protects the shape and color of its iPhone as well as the damages awarded for those violations.

"This is a victory for design and those who respect it," Apple said in a statement. Samsung welcomed the court ruling regarding the trademark finding.

"We remain confident that our products do not infringe on Apple's design patents and other intellectual property, and we will continue to take all appropriate measures to protect our products," it said in a statement. ■

Samsung begins construction of \$14.3 billion chip plant

Samsung kicked off construction of a new chip plant to help fuel growth as smartphone sales slow, saying it would invest 15.6 trillion won (\$14.3 billion) until production begins in 2017. The South Korean electronics giant, which has seen a surge in demand for chips, broke ground on the new plant in the city of Pyeongtaek, 70 kilometres (44 miles) south of Seoul.

Production at the 2.89 million square-meter plant will

begin in the latter half of 2017, Samsung said in a statement.

The investment of \$14.3 billion is the largest amount the firm has ever committed to a single plant, it added.

"The Pyeongtaek semiconductor plant will play a key role in strengthening our leadership in mobile and server (chip) market where demand has soared recently, and secure a leading position (in) the next-generation Internet of Things market," it said. ■

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MODEL	RATE
A 1	1250
FT01	2595
FT02	2695
FT03	2695
G 1	1295
G 2	1295
G 3	1295
G 510	1395
G 610	1595
G 710	1595
G 880	1795
L 226	1350
L 228	1550
L 668	1655
M 35	1595
N 10	1782
N 11	1795
N 12	1595
N 18	1495
N 79TV	1895
N 9	1695
T 1	1650
T 2	1650
T 28	1850
U 220[flat]	1075
U 225	1705
U 228	1717
U 229	1730
U 310	1742
U 505+	1755
U 628 TV	1768
U 629 TV	1780
U 873	1793
W 1	1805
W 1+	1818
W 22	1830
W 23	1843
W 29	1855
W 3	1868
W 37	1881
W 39	1893
W 7	1895
W 8	1750
WP 86	1840
WP 89	1882
Z 1	1295
Z 2	1750
Z 5	1750
Z 7	1250

SMARTPHONES

A 2	4300
A5{3G}	4999
A76	6900
A77	5900
A8	4900
A97{3G}	7200
Classic 1	7900
Classic 9	17500
G 6c {3G}	8500
G 6 Plus{3G}	8900
G 9	11999
G Note 3	17500

G10 fashion	10900
G10 honor	18000
G10 mini	4900
G10 OC	13900
Gpad 2	7500
Gpad 201	9000
Gpad 3{3G}	10500
Gpad 701{3G}	8900
Shark 1	3650
Shark 2	4250
LTE 1	15900
Smart 1	4900
Smart 2	4900
Smart 5	7700
Tango 7[flat]	21900

Microsoft

MODEL	RATE
Lumia 430 {3G}	7950
Lumia 435{3G}	10350
Lumia 532{3G}	12050
Lumia 535{3G}	13900
Lumia 640 XL{3G}	23750

RIVO MOBILE

MODEL	RATE
SMARTPHONE RHYTHM SERIES	
RX35{3G}	6150
RX40{3G}	7200
RX50{3G}	8700
RX55{3G}	8900
RX60{3G}	13800
PHANTOM SERIES	
PZ10{3G}	12500
PZ15{3G}	18750
PZ8{3G}	10900
FEATURED CLASSIC SERIES	
C100{1.8"}	1675
C110{1.8"}	1625
NEO SERIES	
N300{2.4"}	2150
N310{2.4"}	2150
N320{2.4"}	1925
ADVANCE SERIES	
A200{2.4"}	2250
A210{2.4"}	2475
A220{2.4"}	2300
A225{2.4"}	2125
A230{2.4"}	2550
A235{2.4"}	2375
A240{2.4"}	2550
JAGUAR SERIES	
J500{2.6"}	2450
J505{2.6"}	3650
SAPPHIRE SERIES	
S600{2.8"}	2850
S610{2.8"}	2875

lenovo

MODEL	RATE
A 369i [flat]	6200
A 319 {3G}	7900
A 328 {3G}	11900
A 536 {3G}	14900
A 606 {4G}	16999
A 5000 {3G}	15900
P 70 {4G}	24900
S 60 {4G}	22700
A 6000 {4G}	17850
S 650 {3G}	14500
S 850 {3G}	19500
S 860 {3G}	35500
S 90 {4G}	32200
Vibe X2 {4G}	30600
Vibe Z2 {4G}	51000

oppo

MODEL	RATE
Find 7	55900
R1001	10900
R831K	14900
R2001	18900
R3001	25900
R1K	34900
N1 Mini	39900
FIND 7a	45900
R5	49900
N3	69900

OPhone

MODEL	RATE
iRis-350	4350
iRis-410	4550
O1 [Flat]	1385
O2 [Flat]	1385
O3 [Flat]	1400
O6	2250
O9	3600
Oze4 (3G)	6750
Sm-350i	5200
Sm-430[Flat]	4700
X20 TV	2500
X325 Slim	2350
X250	2850
X3	2300
X300	2200
X3000	2600
X310	2100
X320	2650
X330	2600
X321	2900
X325	2150
X4	2350
X5	2250
X9	2100

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MODEL RATE

Q100 QTAB	9500
Q1000 QTAB{3G}	21000
Q1100 QTAB{3G}	22500
Q120 QTAB{3G}	8900
Q150 QTAB{3G}	8950
Q300 QTAB{3G}	11500
Q400 QTAB{3G}	11900
Q50 QTAB{3G}	8500
Q800 QTAB{3G}	12500
Q850 QTAB{3G}	16500
QTAB V6{3G}	10900
QTAB V8{3G}	11500
X50 QTAB{3G}	19500
A115	6750
A290{3G}	9500
A300	9650
A400{3G}	12999
A500{3G}	14990
A610{3G}	17900
A8i{3G}	9700
A900i{3G}	13800
B100 TV	2250
B120 TV	2650
B15	1700
B170	2700
B18	1800
B25	1990
B255	2300
B260	2400
B33	2250
B35	2150
B40	2150
B45	2350
B5	1700
B500	2800
B55	1775
B60	2400
B600	2850
B65	2150
B70	2250
B8	1800
B80	2450
B800	3850
B85	2050
B90	2500
B900	4000
C10	1950
C12	1825
C2	2200
C3	2050
C6	2650
E11	3450
E16	3600
E4	2750
E5	2950
E50	2650
E860 Wifi	3800
E875	3650
E9	4200
E990	3800

E995	3500
G101	1690
G103	1650
G175	1950
G400	2750
i10{3G}	13500
i12{3G}	18500
i5{3G}	8800
i5i{3G}	9500
i6{3G}	12500
i7{3G}	13800
i8{3G}	11900
i9{3G}	15000
L1 (1.8")	1490
L2 (1.8")	1550
LT150{4G}	13500
LT250{4G}	16600
LT600{4G}	17999
M10	1950
M20	1975
M25	1990
M30	2500
M300{3G}	18000
M450	2500
M650	2950
M700	2500
M80	2200
M800	2250
M90{3G}	13500
R1000	2750
R200	2150
R220	2600
R240	2650
R250	2950
R300	1825
R350	1850
R360	2600
R370	1875
R390	2250
R450	2900
R480	2650
R500	2800
R550	1925
R650	2700
R700	2400
R720	2450
R740	2475
R750	2500
R800	2625
R850	2475
R900	2600
R950	2450
R990	2950
S150	2350
S200	2100
S250	2150
S300	2175
S50	2050
T200{3G}	6750
V2{3G}	13900
W1	6999
W20	2200
W200	3800
X1	5750
X10{3G}	6600

X11{3G}	6650
X150(1GB)	10500
X2	4950
X200{3G}	10500
X25{3G}	6950
X250{3G}	10800
X3	6650
X300{3G}	13190
X35 {3G}	7250
X350{3G}	11900
X4	2690
X4 Lite	2650
X400{3G}	10500
X450	12900
X5	5500
X500{3G}	11000
X550 {3G}	13500
X6	5450
X60(1GB)	10500
x600{3G}	16500
X7	2850
X70{3G}	9850
X700 1GB{3G}	17200
X80{3G}	8900
X800 1GB{3G}	16500
X800 2GB{3G}	20500
X90{3G}	9550
X900-16GB/2GB	18500
X900-8GB/1GB	17500
Z6{3G}	22500
Z7{3G}	23500
Z8{4G}	19999
LINQ L10	13500
LINQ X100	11500
LINQ X300	12500
LINQ X70	9500
3G Bar Phone	3990

NOKIA

MODEL RATE

105 {Single}	2450
108 {Dual}	3550
130 {Dual}	2975
215 {Dual}	4100
220 {Dual}	4950
225 {Dual}	6175
515 {Dual}3G	15800
Lumia 520{3G}	10350
Lumia 525{3G}	17350
Lumia 530{3G}	10850
Lumia 620{3G}	24800
Lumia 625{3G}	22500
Lumia 630 (D){3G}	15950
Lumia 720{3G}	27600
Lumia 730{3G}	28950
Lumia 1020{3G}	48900
Lumia 1320{3G}	31500
Lumia 1520{3G}	49000
Lumia 925{3G}	38500
Lumia 930{3G}	54200



SAMSUNG

MODEL	RATE
A3 {4G} LTE	29999
A5 {4G} LTE	39999
A7 {4G} LTE	49999
B310E	2599
B312E	3499
B360E	6250
E5 / {4G} LTE	29500
E7 / {4G} LTE	35500
G313[Ace4 Lite]	9500
G313H[Ace4]Dual	12500
G316H[Galaxy Duos 3]	12500
G350[Star Advance]	10300
G355H[Core 2]{3G}	14000
G360H[Core Prime]	15000
G530H[Prime]{3G}	19999
G7102[Grand 2]{3G}	33900
G850[ALPHA]{4G}	50000
G900[Galaxy S5]{3G}	52000
G920[Galaxy S6]	74999
G925[Galaxy S6 Edge]	93000
i8262[Galaxy Core]	22500
i9060[Grand Neo]{3G}	23500
i9060i[Grand Neo+]	17200
i9300[Galaxy S3]{3G}	33900
i9300i[S3 Neo]{3G}	25000
i9500[Galaxy S4]{3G}	37500
J100F - J1 {4G}	16500
N900[Note 3]{3G}	54000
N910[Note 4]{3G}	69999
N915F[Note Edge]	97000
S5282[Star Dual]	6000
S5611 {3G}	8000
S7262[Star Pro]	8500

Xperia Z	31000
Xperia Z Ultra	34000
Xperia Z1 Compact	51500
Xperia Z3	67000
Xperia Z3 Compact	49000
Xperia Z1	68000



VOICE

MODEL	RATE
v110	2600
v115	2650
v118	2750
v120	1800
v121	1750
v122	1850
v123	1750
v125	2000
v130	1850
v133	1750
v140	1950
v142	2150
v144	2200
v145	2350
v150	2400
v150i	2250
v155	2600
v160	2650
v165	2650
v170	2700
v174	2950
v175	3000
v176	2950
v177	3050
v180	2750
v180i	2750
v185	2950
v190	3300
v380	2350
v390	2400
v395	2450
v400	2975
v430	2250
v440	2200
v445	2300
v450	2375
v455	2900
v460	2500
v470	2600
v520	2550
v530	2800
v540	3000
v550	2950
v555	2900
v560	2800
v610	2800
v630	2800
v650	3200
v666	2800
v700	3400
v750	3075
v850	3700
v888	3400
v950	3950

SMART PHONES SERIES

v10	7300
v10i	5300
v12 (3G)	5950

v14 (3G)	6950
v15 (3G)	6800
v20	7950
v21 (3G)	8000
v22 (3G)	8300
v25 (3G)	8900
v30 (3G)	10200
v35 (3G)	11500
v40 (3G)	11500
v40i (3G)	11200
v44 (3G)	11400
v50 (3G)	11800
v55 (3G)	11900
v60 (3G)	11800
v65 (3G)	14800
v70 (3G)	15500
v75 (3G)	15800
v80 (3G)	14800
v90 (3G)	20900
X1 (coming)	0
X2 {3G}	11500
X3 (3G)	14800
X5 (3G)	20500



HUAWEI

MODEL	RATE
Ascend G510{3G}	12000
Ascend G6 {3G}	23000
Ascend G610{3G}	16000
Ascend G630{3G}	18000
Ascend G7 {4G}[D]	30999
Ascend G700{3G}	25900
Ascend G730{3G}	21500
Ascend G750{3G}	32000
Ascend P6{3G}	36500
Ascend P7{4G}	40999
Ascend Y220	6999
Ascend Y221 {3G}	7600
Ascend Y300{3G}	13500
Ascend Y320{3G}	9500
Ascend Y330{3G}	9000
Ascend Y511{3G}	12300
Ascend Y520{3G}	9799
Ascend Y530{3G}	15000
Ascend Y550{4G}	15000
Ascend Y600{3G}	13499
Ascend Y625	14700
HONOR 3C[LITE]{3G}	16000
HONOR 3C{3G}	18999
HONOR 3C{4G}	29000
HONOR 4C{3G}	20999
HONOR 6 {4G}	36500
Mate 7 Gold (3GB)	57000
Mate 7 Silver (2GB)	50000
7D - 501u {3G}	44999
S10-231U {3G}	31999
S10-231W	28499
S7-721G	14000
S7-721U{3G}	16000
S7-721W	12500
S8-301U	30999
S8-701U	20000



MODEL	RATE
iPhone 6{128GB}	105,500
iPhone 6{16GB}	81,500
iPhone 6{64GB}	93,500
iPhone 6plus{128GB}	117,500
iPhone 6plus{16GB}	93,500
iPhone 6plus{64GB}	105,500

SONY

MODEL	RATE
Xperia C3	27500
Xperia E1 {D}	15000
Xperia E3{D}	17000
Xperia E4 {D}	16000
Xperia M2 Aqua 4G	27500
Xperia M2{D}	25000
Xperia T2 Ultra	40000
Xperia T3	39500



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ORIENT

ORIENT REFRIGERATOR

MODEL RATE

ICE PEARL SERIES

5535 IP LV	33000
5544 IP LV	34900
5554 IP LV	35900
6047 IP LV	38400
6057 IP LV	39000
68635 IP LV	43000
68750 IP LV	45000

GLANCE (NEW)

5535 GD LV NEW	34600
5544 GD LV NEW	36500
5554 GD LV NEW	37500

GLASS DOOR PEARL FINISH

6047 GD LV	42500
6057 GD LV	43000
68635 GD LV	48700
68750 GD LV	51000

ICON SERIES

5535 IC LV	33500
5544 IC LV	35000
5554 IC LV	36000
6047 IC LV	39000
6057 IC LV	41000
68635 IC LV	45500
68750 IC LV	47500

INVENTAGE (PRO FRESH)

6047 IN PF	42500
6057 IN PF	44000
68635 IN PF	49500
68750 IN PF	51500

ORIENT MICROWAVE OVEN

20PD1	7000
20TL3	7000
30ARW	9500
30E3Q	11000
30AZFG	11000
30AKQG	11500
30C2	11000
30C2G	10800
36STBG	14500
36AXXG	14000
46SS	14000
46SSG	14700

ORIENT L.E.D

MODEL RATE

22F6562	18700
24F6511	19400
29F6508	25000
32G6510	29000
40G6520	38999
50G6521	55999
55G6521	84999
32G7061 SMART	34499
40G7061 SMART	43999
50G7061 SMART	65999
60L7510 SMART	92999
65G6530	139999

Haier

HAIER REFRIGERATOR

MODEL RATE

MINI COOL SERIES

62-WL	16000
62-BSS	16500
126-WL	19000
126-BSS	19500
136-W	21000
136-BSS	21800

OCEAN SERIES

205 GRAY/DM/WAVE WHITE	31000
205H GRAY/DM/WAVE WHITE	32000
255 GRAY/DM/WAVE WHITE	32500
255H GRAY/DM/WAVE WHITE	33000
305 GRAY/DM/WAVE WHITE	35500
355H GRAY/DM/WAVE WHITE	36500
355 GRAY/DM/WAVE WHITE	36000
355H GRAY/DM/WAVE WHITE	37500

SUPER STAR SERIES (WIDE BODY)

300 M GRAY/DM/WAVE WHITE/MAROON	39000
310 M GRAY/DM/WAVE WHITE	37500
340 M GRAY/DM/WAVE WHITE/FLOWER WHITE	42000
350 M GRAY/DM/WAVE WHITE/FLOWER WHITE	41000
380 M GRAY/DM/WAVE WHITE/FLOWER WHITE	43500

ROYAL SHINE SERIES (GLASS DOOR)

342 RED/BLUE/BLACK	52000
382 RED/BLUE/BLACK	54500
305 RED/BLACK/GOLDEN	44500
355 RED/BLACK/GOLDEN	47500

HAIER L.E.D

MODEL RATE

22T100F	18000
24T1000	19500
24P600	22500
24B600	19500
29M630	24000
32B7000	27700
32T1000	28000
32M600	27700
32V600	27700
40B7000	39000
50B50	66000
28M600	26000
22M600	17300
24M600	19000
42U700	75000
50U7000	120000
46V600	58000
50V600	66000
40B7500	40000
55M600	90000

HAIER MICROWAVE OVEN

MODEL RATE

2070 M/MS	6800
2080 E	7800
2080M	7800
2080 MR	7300
2380 EG	10200
2380 EG	9200
2580 EG	10800
2390 EGT	10500
2590 EGT	11000
3290 EGM	13200
38100 EGW	13200
2690 M/MS	9000
3090 EGB / EGS	13500
3090 EGF	14000
3290 EB/ES	11000
3290 EGS	17000
3290 EGS/EGB	12000
32100 EB/ES	10000
32100 EGS/EGB	10200
36100 EB/ES	12200
36100 EGS / EGB	14000
38100 EGS	13500
45100 ES/EB	14000



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Dawlance

REFRIGERATOR

MODEL	RATE
9122-MONO	29000
9144-MONO	31000
9170-WB-MONO	35900
9175-WB MONO	36900
9188-MONO	37000
9188-WB-MONO	39500
91996-MONO	44500
9166-MAROON	33500
9188-MAROON	37500
9122-ES	29500
9144-ES	31500
9170-WB-ES	37000
9188-WB-ES	41000
91996-ES	45000
9122-LVS	29000
9144-LVS	31500
9170-WB-LVS	37000
9175-WB-LVS	38500
9122-MONO PLUS	28000
9144-MONO PLUS	30800
9170WB-MONO PLUS	36000
9175WB-MONO PLUS	37500
9188-MONO PLUS	37000
9188WB-MONO PLUS	40000
91996-MONO PLUS	45000
9175WB-HZ	41000
9188WB-HZ	44000
91996-HZ	48000

CHANGHONG RUBA

CHANGHONG RUBA
REFRIGERATOR

MODEL	RATE
SD60	14500
SD110W	18500
SD110S	18900
SD210	28500
SD275	33000
VF220	37500
DD220	30500
DD290	36500
DD350	40500
DD475	50500
FF425W	61000
FF550W	81000
4D480	115000
4FF430	129000

CHANGHONG RUBA L.E.D

MODEL	RATE
16C1100	12000
19L868	16500

24C2000	20500
28C2000	22500
32C2000	27000
40D1100	40500
46C2000	59900
50C2000	64900
51C2000	51000
55C2000	89000
60C4000i	149000
32C3800i	34000
39C3800i	49900
40D3900i	47900
50C2000i	79999
55C5000i	129000
55B4500i	139000

SAMSUNG

SAMSUNG REFRIGERATOR

MODEL	RATE
25FAJEDWW	50000
36FAJEDWW	58000
36FAJEDSP	60000
43FAJEDWW	66700
43FAJEDSP	70000
48FAJEDSP	76000
48FAJEDWW	73000
64FAJEDSP	87000

SAMSUNG L.E.D

MODEL	RATE
23H4003	22500
32H4100	34900
40H5100	58999
40H6300 SMART TV	77000
48H5100	84999
43H4000 PLASMA	49999
43H4900 PLASMA 3-D	61700
51H4500 PLASMA	72000
51H4900 PLASMA 3-D	89999
55H8000 SMART TV 3-D CURVED	299999
65H8000 SMART TV 3-D CURVED	474999
55HU8500 SMART TV 3-D CURVED	359999
65HU8500 SMART TV -3D CURVED	496999
23F4003	21500
28F4000	29999
32F4100	34000
32F4800 SMART TV	46000
40F5300 SMART TV	69999
40F5500 SMART TV	79999
55F6400 SMART 3-D	199999
55F9000 UHD SMART 3-D	410999

LG

REFRIGERATOR (NO-FROST)

MODEL	RATE
V305RLC	61000
B392CLC	75500
F419BSQ	82900
M492CLQ	92900
M522GPHC	86800
B512GCK	96000
M650GPHC	100000
M782GLHB	129500
B822GSP	140700
B227FLC SIDE BY SIDE	121500
B227GLQV SIDE BY SIDE	140300
B207BLQ SIDE BY SIDE	148900
L237GLYV SIDE BY SIDE	163200
L207BLQ SIDE BY SIDE W/DISPENSER	165900
J257JSXN SIDE BY SIDE	188200
J257AGXN SIDE BY SIDE	235300
J317WSBN SIDE BY SIDE	243600

LG MICROWAVE OVEN

MODEL	RATE
MS 2042D	9999
MS 2043 HM	12500
MS 2041C	10500
MS2021 CB	11400
MS2022D	13000
MS3042	16500
MH 6388PR	17500
MH6882AM	12500
MH8040GSM	25000
MH7040SS	21000
MS5642XM	27000

L.G L.E.D

MODEL	RATE
24MN33A	20900
28MN30A	25999
32LB550A	34900
39LN5420	54000
47LN5420	92000
50LN5420	98000
32LN572B Smart & Time Machine	49000
42LN5720 Smart & Time Machine	85999
47LN5700 Smart & Time Machine	102999
55LN5700 Smart & Time Machine	151999
32LA6200 Smart 3-D	54500
42-LA-6200 Smart 3-D	98999
50-LA-6200 Smart	139999
55LA6210	178999
60LA6200	215000
50PN4500	67899
60PN6500	120799



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Rivo Advance A210: More Colors, More Fun

With a sleek and stylish look, ample display and variety of colors, Rivo Advance A210, will spark the interest of all users looking for an easy to use phone packed with entertaining features. It comes with a 2.4 inches QVGA display, and has large buttons with clear lettering for easy dialing. It has a sound digital camera with LED flash and a smart camera button to take snapshots with ease, a good memory, allowing around 2000 phone numbers and 1500 SMSs to be stored. You have the call and SMS block option so you don't have to worry about those crank calls and unwanted messages. Advance A210 has a decent audio/video player and a 32GB microSD Card support so that you can watch movies or download the latest songs in your phone. Other features include wireless FM radio with recording, auto call recording, games, world clock, prayer timings, Bluetooth and GPRS to browse. With all these comes peace of mind because you can track your Advance A210 with its mobile tracker feature. Priced reasonably the Advance A210 is a good solid phone.



Rivo Advance A220: Stylish and Fun

The Rivo Advance A220 is an attractive and stylish feature phone available in 5 classy colors. Its compact design makes it super lightweight and easy to take with you just about everywhere you go. Enjoy unlimited music and videos too, featuring both an audio/video player, plus a wireless FM Radio with recording to catch your favorite stations and radio shows and record instantly a song you just listened to. Block unwanted calls and SMSs. Keep yourself entertained with games as the 1450 mAh battery will go a long way. With Advance A220 you will never miss a beat. And you can roam worry free because Advance A220 comes with a mobile tracker.



Rivo Advance A225: Rough and Tough

Rivo Advance A225 is a strong and durable phone. Its simple design makes it appealing and tough enough for both work and play! Advance A225 features a 2.4 inches QVGA display for clear and crisp videos and its strong speakers makes listening to music a pleasure. The 1450 mAh battery allows you to make calls, listen to music and watch videos for prolonged periods with a peace of mind. Call and SMS block options, mobile tracking, world clock are among the highlights of the phone. Advance A225 supports a 16 GB microSD card that is quite reasonable considering the price bracket of the phone. It has a solid body and comes with solid features and you can choose from 4 sophisticated colors. It's a good sturdy phone to have with you.



Rivo Advance A235: Sleek and Sophisticated

Rivo Advance A235 offers a sophisticated look and feel to the phone, making it extremely attractive and a joy to hold. Enjoy endless amounts of entertainment right at your fingertips with the Advance A235, featuring an audio/video player, wireless FM Radio with recording, and digital camera with LED to click away and save your memories for a long time with its 16 GB microSD card support. You won't have to worry about losing your Advance A235 because it comes with a tracker, apart from that, you can even get rid of those unwanted numbers with the call and SMS block option. Browse the net, play games, keep track of the prayer times and have an unlimited access to entertainment.





Haier Esteem i70

Display 5 inch HD with Dragon Trail Glass
 Operating System 4.4 KIT KAT
 Processor 1.4GHZ Octa-core
 RAM 1 GB
 ROM 16 GB
 Camera Rear 13MP AF Dual Flash Sony IMX Lens
 Camera Front 5 MP
 Battery 2300 mAh
 Network 3G
 SIM option Dual Sim
 Dragon Trail Glass
 DTS Sound,
 WPS Office,
 Gameloft Games



Haier Esteem L50 4G

Screen size 5 inch HD
 Operating System 4.4 KIT KAT
 Processor 1.2GHz Quad core
 RAM 1 GB
 ROM 8 GB
 Camera Back 8MP AF + Flash
 Camera Front 2MP
 Battery 2050 mAh
 SD Card Support 32 GB
 Network 4G LTE Product
 SIM option Dual Sim
 Content & Media DTS Sound,
 WPS Office,
 Gameloft games

Haier



Haier Pursuit G20

Screen size 4.0" WVGA
 Operating System 4.4 KIT KAT
 Processor 1.2GHz Dual core
 RAM 512 MB
 ROM 4 GB
 Camera Back 5MP With Flash Light
 Camera Front 2MP
 Battery 1500 mAh
 SD Card Support 32 GB
 Network 3G
 SIM option Dual Sim
 Content & Media WPS Office, Gameloft games



Haier Pursuit G30

Screen size 4.5" IPS Display
 Operating System 4.4 KIT KAT
 Processor 1.3 GHz Dual core
 RAM 512 MB
 ROM 4 GB
 Camera Back 5MP AF With Flash Light
 Camera Front 2 MP
 Battery 1600 mAh
 SD Card Support 32 GB
 Network 3G
 SIM option Dual Sim
 Content & Games WPS Office, Gameloft games

Haier



Haier Klassic M102

Model M 102
 SIM option DUAL
 External Memory 16 GB
 Display 2.4 inch QVGA
 Blue Tooth Yes
 Camera Smart Camera (Flash)
 FM YES
 Battery 1450 mAh
 Torch YES
 Key USP Facebook, Whatsapp, Big Battery
 Stylish ID



Haier Klassic M105

Model M 105
 SIM option DUAL
 External Memory 16 GB
 Display 2.4 inch QVGA
 Blue Tooth Yes
 Camera Smart Camera (Flash)
 FM YES
 Battery 1450 mAh
 Torch YES
 Key USP Facebook, Whatsapp, Big Battery
 Stylish ID

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QMobile

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RS. 2,975

Nokia 130

Microsoft brings you the Nokia 130. A portable video and music player in a very economical price. Nokia's 130 shows that Microsoft devices has still not abandoned the idea of producing basic phones. 130 by Nokia carries a familiar candybar design and is available in three popular colours: Black, White and amazing Red. Nokia 130's integrated FM Radio will not let you get bored, together with a Video player, MP3 player and microSD card support up to 32 GB, Nokia model 130 can hold up to 6000 songs. Supporting bluetooth connectivity with the slam features, earphone & other accessories are also compatible. And if that's not enough Nokia 130 also offers a share button so that you can quickly share the photos.



RS. 2,600

Samsung B310

Samsung Presents B310, a small, simple and reliable phone designed exclusively for making calls. Samsung B310 is build a very pleasant and distinctive design, long battery life and the Samsung B310's ability to use two SIM-cards are the things to watch for and that too in an affordable price. If you have two tariff package, Samsung's B310 is very convenient no matter what network are you on you can easily switch from SIM1 to SIM2. Key characteristics of B310 comfortable classic model from Samsung is known for quality and functionality. Colorful 2.0 inch TFT-LCD clearly displays all the icons and text. B310 by Samsung will work on GSM 800/1900 and for quite a long time without recharging.



RS. 2,500

QMobile M700

QMobile is known for its amazing and economical cellular devices. The QMobile M700 is one of those devices that comes in Dual SIM facility, the screen and display features includes 2.8" QVGA LCD display, 1.3 megapixel camera, the internal memory is expandable and supported up to 16 GB. The connectivity specs of QMobile M 700 include Bluetooth that allows sharing files, internet browsing, MMS, social networking & games. The other significant specs of QMobile M700 are audio & video player, 3.5mm Audio jack, Torch light, and long lasting battery life of 1500mAh. The price of the QMobile M 700 is economical and affordable.



RS. 1,950

GFive T28

Dual Sim Active Phone
Smart Digital Camera + Flash
GPRS / EDGE / WAP
Audio / Video Player + Internet
High Sound Super Quality Speaker
2.8" Inches QVGA Display
Facebook + Twitter + Yahoo + Whatsapp
Skype + Nimbuzz + Snaptu + MSN + Ebuddy
Auto Call Recording + Ebook Reader
Black List + White List + Mobile Tracker
Privacy Settings + Fixed Dialling
1600 mAh BP-4L Battery



RS. 2,450

Rivo J500

RIVO Mobiles presents Jaguar J500 a Dual SIM integrated device that comes in 2G network support. It is a feature phone with economical price tag. The RIVO Jaguar J500 features a QVGA screen display with 2.6 inches size. You can store various files in your RIVO Jaguar J500 with micro SD card support of up to 32GB. You can store 1000 Phone Book Memory 500 SMS Capacity with this facility. The Jaguar J500 enables incredible features like GPRS, Call & SMS Block Option, Games, Audio/ Video Player, and Auto Call Recording. Digital Camera with LED flash is yet another significant feature to look forward in this phone. Powerful and impressive 2000 mAh battery in your RIVO Jaguar J500.



RS. 2,500

Haier M105

Dual Sim / Dual Standby Smartphone
2.4" QVGA TFT (320x240) Display
Screen, 256K Colors
Smart Digital Back Camera + LED Flash
32 MB + 32 MB Physical Memory
Installed
Micro SD Support upto 16 GB Memory
Card
Bluetooth, Stereo FM Radio, Wi-Fi, USB
(Charge + Storage)
GPRS, EDGE, WAP, MP4, 3GP, AVi, +
Audio Player...
1450 mAh Li-ion Battery with 6 hrs
Talktime & 600 hrs standby



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RS. 1,495

GFive N18

Gfive N18 deserves the inspiration in many forms. There are now hundreds of thousands of apps available for your Phone surprisingly; many of the best are free. The whatsapp for gfive n18 free download will give the answer of bigger question: why I'm here? This will be a joy for you to behold. We have a best showcase for customers seeking to mobile applications that from range from fun applications to more serious ones, that will feature to lot of free reasonable. whatsapp for gfive n18 help you by fulfilling your desire. The open source nature of whatsapp for gfive n18 leads to plenty of fantastic function for phone to be found and there is most of the stuff is free, thanks to the work of developers.



RS. 1,750

Voice V144

With Voice V144, stay in touch with your loved ones and the people that matter in you life or work. Organize your private and work life, keep your contacts separate on Voice's V144, using two phone numbers. Enjoy the convenience of instant and easy FM radio. Listen to music as you like through Voice V144's speaker or headset. Bluetooth technology allows easy connection to other mobile devices. Balanced in terms of price and functionality, V144 by Voice will give you quite serious features that are only familiar to a modern phone. Replacing your mp3 player, Voice V144 supports microSD memory cards and is equipped with excellent multimedia player.



RS. 1,550

QMobile L2

Presenting QMobile bar phone L2, A classical model that supports the simultaneous use of two Mini SIM-cards with significant advantages. There is a simple but bright screen on QMobile L2, it's a 1.8 inch QQVGA TFT display with a resolution of 120x160 pixels. Supported capacity of microSD memory cards is up to 8 gigabytes. QMobile's L2 received one piece plastic body and no front camera unfortunately, but there is a smart camera on the back. Bluetooth is present on QMobile Slim L2 and battery for this phone is also decent, with a capacity of 1000mAh. The charge provides up to 4 hours of talk time, waiting time is not specified. QMobile L2's speaker beeping.



RS. 1,900

Club A4

The Club A4 is a feature phone with a greatly designed and shaped body. It has Dual-SIM and a 1.8" screen to display all your content comfortably. What the Club A4 hold distinguished is the TV feature. That's right, it has a wireless TV built-in. With Auto Call recording, blacklist, torch and mobile tracker keep your mobile close to you. It also comes with MP3 and FM so you can enjoy music while a Smart Camera assists with your photography. A simple yet feature packed phone, the Club A4.



RS. 1,625

Rivo Classic C110

A feature phone packed with decent features in reasonable price tag, RIVO Classic C110 is available in market. Similar to other phones, RIVO Classic C110 is a Dual SIM integrated device that comes in 2G network support. The phone is equipped with micro SD card support extendable up to 16 GB that enables you to store files and data easily. The display of RIVO Classic C110 sports decent QQVGA screen of 1.8 inches enables the users to facilitate texting and other features.



RS. 2,195

GFive W1

4 Sim Mobile Phone
 300 Phonebook Storage
 300 SMS Memory
 0.3 Megapixel Camera
 Torch Light
 GPRS/WAP internet
 MP3 / 3GP Supports



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Nokia 108

Standby for adventure, here comes the new Nokia 108, A dual-SIM phone with camera, FM radio player and long-lasting battery. Nokia 108 has got no ordinary Bluetooth, it has the latest Slam feature, now instantly share your videos & images on Nokia 108 with a slam. Now never get run out of the battery, Featuring up to 31 days of standby time Nokia 108 has stunned every one. get ready to rock as now you can save hundred & thousands of songs on 108's 32GB expandable memory. Nokia's 108 has also got a built-in FM Radio. Take charge of you life with the new 108 by Nokia.

RS.
3,550



Samsung B312 Brio

Samsung announced B312 Brio today after so many smartphones because the demand is not in place & everyone is addicted to gadgets. Samsung B312 Brio is a novelty from the South Korean manufacturer, offering an excellent unit in the updated package with the usual keypad. Samsung's B312 Brio has 2 SIM card for a wider range of communication. Extending the scope of communication today can be quite easy with Samsung B312's Brio as it's equipped with two slots for SIM cards, a champion of reducing the cost of telephone calls. Be free with Samsung B312 Brio's magic tricks, easy and user friendly menu will not cause any discomfort during the operation.

RS.
3,499



QMobile Explorer 3G

QMobile pocket friendly Explorer 3G is here to rock you with some quite unbelievable stuff. Where else could you find a 3G bar phone that also has a WiFi? To Tell you the truth, QMobile Explorer 3G is one and only of it's kind in the Pakistani market and that too in an attractive price that would not be much heavy on your wallet. QMobile Explorer 3G's Wireless LAN / Wifi will always keep you connected on the go and if you can't find a hotspot the built-in 3G will sprinkle it's magic for you. The new member of the QMobile Explorer 3 series is loaded with unlimited fun and functionality, Dual SIM along with Dual camera for Video Chatting will keep the party going for you.

RS.
3,990



GFive Shark

Dual Sim / Dual Standby Smartphone
2G Network Supported Smartphone
Android Ver 4.2.2 Jelly Bean Operation System
512 MB Internal Storage + 256 MB RAM
2.0 Megapixel Back Camera
0.3 Megapixel Front Camera
MicroSD Support upto 32 GB MMC
1.0 GHz single Core, ARM Cortex-A7 (SC6820) Processor
3.5" inches HVGA TFT Capacitive touch Screen
GPRS + EDGE + Wi-Fi + FM Radio + JAVA + WAP
Audio / Video + HTML Browser + G-Sensor
1100 mAh Li-ion Battery with Stand by 300 h & 4.5 hours Talk time

RS.
3,650



Rivo Jaguar J505

New Rivo power series Jaguar J505 comes with a long lasting battery that also becomes a power bank. So take control with Rivo Jaguar J505 and bring that balance in your life by keeping your office and personal life separate, the awesome way. Rivo Jaguar J505's phone book lets you store more than thousand contacts directly into the phone's storage. The new Rivo Jaguar N Dual-SIM bar mobile phone enhances your overall social life so that you can continue to pursue what you are after. Rivo's Jaguar J505 presents you with a powerpack of online social apps including Facebook, Twitter, WhatsApp, Google & Yahoo so that you can be in touch worry free.

RS.
3,650



Haier M108

Haier M108 in the market of Pakistan that contains some amazing features. It has 2.8 inch QVGA size and TFT color LCD display screen that gives users a broad impression while looking the phone. Haier M108 having Dual SIM slots, now you don't need to require another phone for your other SIM. The phone contains battery capacity of 1200 mAh, which provides enough talk time period to users. M108 is good entertainment package for a person; it has FM radio, MP3 Player and Built-in Games. Haier M108 is integrated with back camera of 1.3 mega pixels. This phone offers you external storage space supported up to 16 GB.

RS.
3,100



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Nokia 215

Microsoft having Nokia Tags, announced 215, a new and affordable phone which provides easy access to the internet and playbacks mp3-files as well along with the FM-radio. The new Nokia 215 comes with preinstalled twitter and Facebook apps with messenger and to access the internet it has Opera mini. Nokia's 215 also has services like Bing search and weather from MSN, as its a microsoft handset. Having a cute overall appearance Nokia 215's bar phone will be available in clear white, dark black and shiny green variants with either single or dual-sim options. Nokia model 215 is made for business calls so the stand-by time is up to 29 days for the single SIM version and 21 days for Dual-SIM Nokia. When playing music or listening

 RS.
4,100


Samsung Yacca B360

Quite unexpectedly! Samsung's new bar phone mobile, Yacca B360 is not some mighty smartphone but a simple bar phone at your service without any operating system. Samsung handset are becoming prominent not only as smartphones but the simple easy to use mobile phones are also getting popular. Samsung E series is getting a lot of new arrivals with quite heavy dressing and metal ointments to get neck to neck with competition so samsung prepares itself also for the low end devices, releasing Yacca 280 predecessor or the Yacca C345 and many other smaller versions Samsungs knows how to succeed in world's market with Yacca bar devices. The early developments from the giant

 RS.
5,800


QMobile Noir X2

Agaya te Chagaya! QMobile Throws out Noir X2 Smartphone that belongs to the low-cost segment, but this has a seamless effect on its technical and functional capabilities. QMobile Noir X2 is equipped with a Dual-Core processor with a clock speed of 1.3 GHz, which speaks in favor of power. QMobile Noir X2's processing power is quite good but the volume of its RAM is only 512MB and built-in memory is also just 256MB. It's very first device in QMobile Noir X family that has such a low ram and internal space but you'll always be able to expand it up to 32GB. QMobile's Noir X2 has a 3.5 inch bright LCD display that actively supports multi-touch up to five fingers

 RS.
4,950


GFive Smart 2

GFive presents Smart series 2, an excellent model for those who value functionality and high quality technology and at the same time does not want to overpay for unnecessary features. GFive Smart 2 modern smartphone is designed for two SIM-cards and supports almost everything, that maximizes your chances of communication. The basis of the productive work of the Gfive 2 is a dual-core ARM Cortex-A7 processor with a clock frequency of 1.2 GHz, enabling you to enjoy the amazing speed and high productivity of the Smart 2 smartphone. On an excellent 4-inch TFT screen with 480x800 pixel expansion is very convenient to browse email, read books

 RS.
4,900


Rivo RX35

Once more, Rivo brings you Rhythm RX35, a compact and functional smartphone loaded with awesomeness that works with the two SIM cards simultaneously. The all new Rivo Rhythm RX35 has sufficient capacity on its very own to cope with everyday tasks that fall to the category of any vibrant modern day smartphone. Rivo Rhythm RX35's system is running on the Android operating system which further runs on the cost of the processor and an efficient battery. the new edition to the Rivo Rhythm RX family has all the necessary supply of operational and internal memory which is further expandable with microSD cards. Great quality display on Rivo's Rhythm RX35

 RS.
6,150


Haier Pursuit G20

Haier proudly presents Pursuit G20, the most stylish and powerful handset for today's modern smartphone users who demand a maximum return of their well spent bucks. Haier Pursuit G20 is here now to meet all your needs in multimedia and games arena, whether you like your coffee hot or want to play it cool. The new Haier Pursuit G series is from a reputable electronics manufacturer and will certainly appeal to those who look for a powerful stuffing in an original design. Haier Pursuit G20's ultra-thin body is hiding inside a collection of most modern accessories that can cope with any tasks with ease. High quality image on the screen of Haier's Pursuit G20 Black boasts a 4.0

 RS.
7,999

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RS. 7,950

Microsoft Lumia 430

New Microsoft handset, the Lumia 430 is launched at a price of less than 100 euros which is clearly designed to help the beginners. Having a 4.0 inch IPS screen, Lumia 430 has a reasonable resolution of 800 x 480 pixels. In the small display size which gives a pixel density of 235 ppi, The processor of Microsoft is Qualcomm's Dual core Snapdragon having a Lumia clock speed of 1.2 GHz. The RAM is 1GB as we usually see in the Android smartphones. The built-in flash memory of 8GB is quite big, a slot for micro SD cards is installed on the new Lumia. it supports both UMTS frequencies 900 and 2100 MHz and quad-band GSM networks. LTE is not present.



RS. 10,350

Microsoft Lumia 435

Since Few days Back, Microsoft Lumia 435 Dual-Sim is making waves on all geeks and gadgets blogs making headlines with its uncomplete specs and images. The gadget is powered by the latest Windows operating system with quite a few versions of the same handset i.e RM-1034, RM-1068, RM-1070, RM-1071 and the RM-1032. some of these microsoft handsets are single sim while some are with Dual-SIM capabilities. Being a low range Windows device, Previously known as Nokia, Microsoft Lumia 520 is the closest resemblance to the new handset in many ways. Equipped with just 512MB of RAM it is not even closed to the Lumia 630. We have never seen such a low specs from the company so it seems that the company



RS. 12,050

Microsoft Lumia 532

Latest of Microsoft handset, The Lumia 532 is a unique windows phone having the most latest of Operating system and the most high tech hardware. Equipped with an advanced and powerful Snapdragon processor having four cores Lumia 532 is ready to take on any challenge in a much more responsive way and best of all it comes loaded with microsoft office applications and skype. Like Apple's siri Lumia has Cortana, always prepared to assist you with routine assignments. if you want think you wont be able to remember something just tell cortana and she'll remind you. Unlike the android the lumia phones let you fully customise the your whole look including the Start screen to provide



RS. 13,950

Microsoft Lumia 535

Microsoft Devices just commenced the Lumia 535 Dual SIM, initial smartphone released under the Microsoft Lumia Tags. Build nicely the handset is installed with a 5.0 inch qHD screen and scamper on Windows Phone 8.1 with Lumia Denim. These come with a 5.0 megapixel auto focus camera sensor with LED flash and a 5.0 MP sensor on the front with lens that are able to snap a broader viewing angle. Apart from hauling an extra SIM card slot, both Lumia 535 alternatives are motorized by a 1.2GHz quad-core processors based on Snapdragon 200 mainframe. This is joined with a 5.0 inch qHD screen, 1GB of RAM, 8 GB of inside storage, a microSD card slot, a 5.0 megapixel sensor



RS. 28,950

Nokia Lumia 730

Your worries are over. Nokia takes care of your selfie needs by presenting the Lumia 730 DualSIM, turning a "Selfie" phone into a reality microsoft rolled it out officially at the pre IFA event. Nokia featured its latest Lumia 730 with a front 5.0 megapixel camera with a primary focus on selfies and video calling on skype. Lumia devices fitted with wide angle lens as 730 can easily beat other devices of the same genre. There are two variants of this phone: Lumia 735 having 4G LTE and single sim & the other version is Lumia 73 supporting Dual SIM with 3G, 730 does not have 4G LTE and will carry an affordable price tag for Pakistani market.



RS. 23,750

Microsoft Lumia 640

Microsoft Devices accidentally announced the Lumia 640 XL a sophisticated, stylish and reliable smartphone under Microsoft Lumia family. A convenient and efficiently multifunctional model having thin plastic body conceals a fast and powerful Lumia processor that allows you to easily and comfortably use the gadget for communication, entertainment and work. Lumia 640 is built on the platform of a 4-core processor Qualcomm Snapdragon 400 with 1GB of "RAM" and graphics accelerator Adreno 305. Due to the installed operating system Windows Phone 8.1 users can comfortably control the Lumia smartphone, using an extensive set of standard applications.

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Huawei Honor 3C Lite

The Chinese company Huawei has unveiled a new range of devices including Honor 3C Lite that comes with using a set of specifications and will compete directly with the devices that are part of the Android One initiative. Huawei added it to Honor family and has named it with something quite unique. 3C Lite is launched with the Android 4.4 operating system along with the Emotion UI user interface. At first, this Honor Holly model will be put into play in India, and later on it will be available in Pakistan. With regards to the specifications of this Honor 3C, we must indicate that it is fairly limited, as it accurately fits as an entry model category and aims to offer the right price. Honor family's new edition is quite fast

RS.
16,000



Huawei Y625

Smartphone can be so much fun. HUAWEI is bringing Y625 to Pakistan to confirm that as it is an absolute master of fun and you will certainly enjoy using it. Because with the 8.0 megapixel camera of Huawei Y625 that also has an autofocus and LED flash that helps you succeed by capturing some quite excellent quality photos. To be completely blown away, watch videos on Huawei's Y625, work with apps or surf the Web. Providing neat computing power, the powerful quad-core processor makes it seem like a piece of cake. The HUAWEI owned new user interface EMUI 2.3 Lite makes Y625 operation even easier, inducing fun-inclusive package for your active mobile life.

RS.
14,699



Huawei Honor 3C

Huawei confirms the arrival of Honor 3C smartphone in Pakistan, Managing to attract the attention, all eyes are on the new Huawei Honor 3C, an affordable Quad-Core smartphone that's in everyone's reach. Having a fast & furious processor under the hood Huawei's Honor 3C has got 1.3GHz MediaTek MTK6582 quad-core processor further supported by 2GB of RAM along with Huawei Honor 3C's 8GB built-in storage. A support for micro-SD cards is also provided, up to 32GB that seems quite enough to store any type of data on Honor 3C by Huawei. Running on the popular Android 4.2 operating system, Huawei 3C is loaded with Emotion UI 2.0.

RS.
18,999



Huawei Honor 4C

Huawei strengthens its lineup with Honor 4C smartphone in Pakistan, a truly marvellous phone decorated with a stylish case made of composite materials having a thickness of just 7.9 mm. The screen of Huawei Honor 4C takes up 76% of the front of the smartphone and the logo on the back panel is inspired by the traditional Chinese embroidery. Textured back of Huawei's Honor 4C imitates silk coating, whereby smartphone fits comfortably in your hand. This was achieved by a special surface polishing. In addition to Huawei Honor 4C's rear panel, a special diamond machining process passes the main camera, acquiring elegant appearance at the same time.

RS.
21,000



Huawei Ascend G7

The wait is over! Huawei provides a new vision to the smartphone designs with Ascend G7, with ultra thin metallic body to fit your lifestyle for a little less pressure and a little more pleasure. With an elegant design Huawei equipped latest addition Ascend G7 with 5.5 inch screen, unlike other Ascend phones with plain display it's humpy screen provides much better viewing angles. With unique curves this latest Ascend adds a premium touch to the G7. Loaded with ultra snapshot feature to capture the life with ease, as in Ascend G730 to reduce the hassles and make your life a little more joyful. Just as the high end device Ascend P7 released few months back

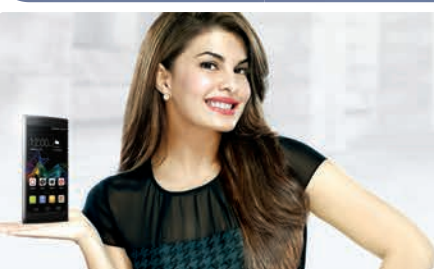
RS.
30,000



Huawei Mate 7 Gold

Hello to the Huawei's most Powerful and easy to use smartphone Ascend Mate 7 Gold, a stylish and ultra-thin smartphone that will surprised you in the most pleasant of manners by Huawei company's limitless possibilities. Mate 7 Gold is all about the golden colour of latest handset having a powerful processor like Mate 2, with eight cores and two gigabytes of RAM. A large amount of internal memory of Mate out of 16 gigabytes on the unit 7 Gold will be preoccupied with a variety of entertainment content as well as operating system. Built-in memory as we already saw in Mate 2 can be easily expanded. Huawei's Ascend always supported additional cards in every Mate

RS.
57,000



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RS. **20,999**

QMobile Noir Z8 Plus

QMobile proudly presents Noir Z8 Plus, a phablet that is hardly conventional yet an incredibly stylish smartphone and an upgrade to the king of Z family released earlier, QMobile's Noir Z8, the younger brother. In fact, it is a novelty not only in the market for digital technology in general but also in the lineup of QMobile Noir Z family. By itself, it is a Large smartphone with a slim and trimmed body. Dimensions are still compact even considering it as a phablet. Design of QMobile Noir Z8 Plus is intentionally made very succinct, that seems to be inviting everyone openly to take a closer look at its technical specs. QMobile Noir Z8's Plus is a phablet that you can safely brag



RS. **18,500**

QMobile Noir i12

Ready to be blown Away? QMobile presents new Noir i12 in 6.9mm ultra-slim metallic design. QMobile Noir i12 is all about owning a powerful machine in a beautiful design at an affordable price. That's what QMobile Noir i1 can boast. Due to the large screen size of 5.0 "this model can be attributed to phablet category". On QMobile Noir i12's big screen it's a total fun to watch movies, work on documents and open up the Internet. Well, just to play on QMobile's Noir i12. It is no secret that many smartphone owners love all kinds of video games that require a powerful processor, good graphics accelerator and a large memory capacity.



RS. **13,500**

QMobile LinQ L10

Link to QMobile 4G handset LinQ LT10 now and set new trends of style with optimum combination of functionality, quality and value. Company's latest smartphone QMobile LinQ LT10 comes with a large screen, powerful processor and 4G support for high-speed Internet, making it a convenient tool for communication. QMobile LinQ LT10's lightning fast data speeds makes it possible to surf the net in a flash and lets you download the whole movies in a blink of an eye. QMobile LinQ X stands for the ultimate style and comfort, the design execution totally catches the eye with its smooth lines and pleasant tactile sensations. 5 inch touch display of QMobile LT10



RS. **12,900**

QMobile Noir X450

Qmobile presents new Noir X450, bearing just 125 g and having a thickness of 9.3 mm it is easy to carry around in your pocket on any trip or travel. QMobile Noir X450 let's you fully experience all the advantages of a lightweight and ultra-thin smartphone because of its unique build. QMobile Noir X450's excellent download speeds of up to 21 MB / s will rock you bottom up, all thanks to the HSPA + technology on the go. On your new edition of QMobile Noir X, see multimedia in high defination quality and remain as efficient as possible on the go. Optimum 5 inch IPS display of QMobile X450 has excellent viewing angles, vivid colors and high image quality



RS. **11,900**

QMobile Noir X350

New Addition to QMobile Pioneer Series, Noir X350 is quite an innovative solution in the rapidly advancing field of latest portable gadgets. Compactly sleek, stylish and multi functional smartphone QMobile Noir X350 is the best universal assistant for everyday chores. This budget option in portable devices is based on MediaTek chipset and has a built-in 3G support. QMobile Noir X350's hood is loaded with cortex A7 1.3GHz quad-core processor and a 4.5 inch wide IPS display. Enjoy watching multimedia content on latest QMobile Noir X edition in comfort, create your own multimedia photo albums, participate in online conferences



RS. **9,500**

QMobile Noir X70

Halfway to the winters QMobile unveils Hot Noir X70, packed with some amazing and truly enhanced functionalities and additional features. Owners of the QMobile Noir X70 will be able to fully enjoy all these opportunities. The phone can easily compete with the phones of most famous brands. QMobile Noir X70's hardware is in no way inferior to them, and in some aspects you'll even find it superior. The overall looks of this QMobile Noir X edition are simply out of this world, especially if we talk about the rose golden color. To warm your souls in the chilling winters QMobile's Noir X70 packs a stylish design in a slim plastic body. It easily fits perfectly in your hand



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RS. 30,600

Lenovo Vibe X2

Lenovo surprised us with Vibe X2, the company does not cease to bring us unexpected delights with a variety of shapes and colors of their mobile devices. Lenovo Vibe X White is to direct, strict lines gently intertwined with well-chosen red, which gives dynamic and aggressive exterior. 5-inch IPS display of Lenovo X2 is hidden under a protective coating, creating the effect of the inviolability of the body. Despite the relatively large screen, Lenovo's Vibe X2 conveniently fits in your hand, and tactile sensations are very pleasant and memorable. Loaded with Eight processing cores the high-performance of MediaTek octa-core on Lenovo Vibe provides maximum pleasure during operation in a variety of modes.



RS. 29,999

Samsung Galaxy A3

Samsung makes Galaxy A3 full metal With sleek and sexy looks, the handset is quite similar to A5 in overall look and the design. Samsung Galaxy A3 is nothing like you have ever seen before. The first difference that you'll notice is the size of the beauty. The body of Samsung A3 is consist of single frame of Aluminium rather than the molded pieces having sprinkled with the Backed plastic on top like Samsung Galaxy Alpha and Note 4. It's nothing like company's previous phones with detachable back cover and removable battery, the body of this latest gadget Samsung's Galaxy A3 is fully sealed like the latest iphone 6 plus or the even the previously hit iphone 5s



RS. 19,999

Oppo Neo 5S

OPPO has unveiled Neo 5s, a very well-priced smart handset and newly welcomed addition to oppo Neo gang. OPPO Neo 5s has a flat screen and slim design and hence would be an excellent acquisition for those practical people who are interested in high-performance mobile gadgets. OPPO's Neo 5s is a dream come true! Ease of use and high quality of shining display is guaranteed by a 4.5-inch wide Super LCD2 touchscreen that can manage displaying 16 million colors. OPPO 5s gets a display that has 64.6 percents screen-to-body ratio and is made on a capacitive technology, which actually means that OPPO smartphone Neo 5s is unusually much more sensitive



RS. 21,900

GFive Tango 7

Presenting GFive President Tango 7, clearly Inspired by the famous Oppo N1, Pakistanis have just got the chance to experience the surprising GFive President Tango. Quite peculiarly the first thing you are going to notice is it's camera, Loaded with a 13MP camera that can rotate at 207 degrees, GFive President Tango 7's photographic capabilities related to the selfies are limitless. Secondly if you are a geek you are certainly going to notice the Hexa-core processor. GFive Tango 7 is a large phablet with a screen size of 5.5 inches, the general appearance is quite striking with thin front bezels. GFive's Tango 7 is just 6.8 mm thin, The Back panel is quite sober



RS. 20,500

Voice Xtreme X5

Pakistan's 1st Octa-Core, Voice Xtreme X5 is the self proclaimed fastest smartphone by Voice, the pioneer of Octa-Core Technology in Pakistan. Voice's Xtreme X5 goes the distance with blazing fast performance and a sleek design that sets it apart from the rest. Want to own the fastest smartphone with features that exceeds all expectations? Then pay attention to Xtreme X5 by Voice. With an amazing 440 ppi pixel density on a fairly larger 5 inches multi touch screen, Xtreme's X5 provides an unforgettable experience of watching videos and images in excellent quality. Loaded with an Octa-Core processor, Voice Xtreme X5's 2GB of RAM ensures higher performance



RS. 15,000

Samsung G 360

Don't get deceived, Samsung unveils sleek looking Galaxy Core Prime, loaded with sheer power and all the most needed fundamental ingredients, The Korean smartphone giant Samsung some how managed to to keep the core at just 8.8 mm slim. Samsung's designers are too good at Squeezing all the entertaining elements together and stuffing it into a delicately sleek handset. Time to explore the Galaxies, The new edition of Prime is loaded with the fastest 1.3 GHz Quad-Core processor capable of providing the samsung's handset with enough power to meet the most demanding needs of your modern computing tasks. The Core Prime packs a huge 4.5 inch screen



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SONY Xperia Z3+

The Sony Xperia Z3 isn't a phone that you'd have thought would make a lot of sense. After all, the Xperia Z2 was a nifty little handset and yet it's now been replaced barely six months later. The Xperia Z3, which lands alongside a new tablet and mini phone to complete the family (the Xperia Z3 Tablet Compact and the Xperia Z3 Compact), is a really good phone that does it all, on paper at least. So is the Xperia Z3 that phone? It does come in attractive colours (white, black, copper gold and 'silver green') and has a shrunken frame, improved camera and that all important Sony PS4 Remote Play compatibility.

- Android OS, v5.0 (Lollipop), Quad-core 1.5 GHz Cortex-A53 & Quad-core 2 GHz Cortex-A57
- 20.7 MP, 5248 x 3936 pixels, autofocus, LED flash
- Wi-Fi 802.11 a/b/g/n/ac, dual-band, Wi-Fi Direct, DLNA, hotspot

LG G4 Dual

LG G4 Dual SIM integrated device which is equipped with 148.9 x 76.1 x 6.3 - 9.8 mm dimension, Li-Ion 3000 mAh battery, the internal memory storage comes with 32 GB storage which can be expanded up to 128 via microSD card along with 3 GB RAM. Under the hood this device is equipped with Dual-core 1.82 GHz Cortex-A57 & quad-core 1.44 GHz Cortex-A53, Android OS, v5.1 (Lollipop), Qualcomm MSM8992 Snapdragon chipset, Adreno 418 GPU, Accelerometer, gyro, proximity, compass sensor, HSPA 42.2/5.76 Mbps, LTE Cat6 300/50 Mbps Speed. The entertainment option of this device comes with Radio, Stereo FM radio with RDS,

- Android OS, v5.1 (Lollipop), Dual-core 1.82 GHz Cortex-A57 & quad-core 1.44 GHz
- microSD, up to 128 GB, 32 GB, 3 GB RAM
- 16 MP, 5312 x 2988 pixels, laser autofocus, optical image stabilization, LED flash



HTC Desire 326G dual sim

Known as HTC Desire G! HTC has launched a new handset under its Desire flagship recognize by HTC Desire 326G. The phone features fair display screen of 4.5 inches with pixels of FWVGA 480x854 resolutions. Desire 326G is equipped by Quad Core Processor with 1.2 GHz technology and its chipset is design by Spreadtrum model SC7731G that makes the performance of the device mind-blowing. HTC Desire 326G is integrated with primary camera of 8 mega pixels and secondary camera of 2 mega pixels that features autofocus and LED flash option available to the users.

- Android OS, v4.4.2 (KitKat), Spreadtrum SC7731G, Quad-core 1.2 GHz
- 8 MP, 3264 x 2448 pixels, autofocus, LED flash
- SMS (threaded view), MMS, Email, Push Email

LENOVO A3900


The display of the Lenovo A3900 is listed at 5-inches and carries a resolution of 480 x 854. You'll have a meager 512MB of RAM to work with, and the internal storage is listed at 4GB, but it's expandable so you won't have to rely on the cloud right off the bat. The highlight of the device would have to be the processor, which is a 1.2GHz MediaTek octa-core chip. As for the rest of the specs, you'll get a 5MP/2MP camera combo, 4G, Wi-Fi, Bluetooth, Android 4.4, and a 2,300mAh battery.


- Android OS, v4.4.2 (KitKat), Mediatek MT6752, Octa-core 1.2 GHz Cortex-A53
- microSD, up to 32 GB, 4 GB, 512 MB RAM
- 5 MP, 2592 x 1944 pixels, autofocus, LED flash



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HUAWEI P8lite

Huawei introduce a new smartphone "Huawei P8 Lite" recently in this April with price tag of 460\$. Huawei P8 Lite is running Android OS v5.0.2 Lollipop over HiSilicon Kirin 620 Octa-core 1.2 GHz processor, 2 GB RAM, 16 GB storage and Li-Ion 2200 mAh battery. Huawei P8 Lite is came with 5 inches IPS LCD capacitive touchscreen which is multitouch and having 720 x 1280 pixels resolution and featured with GPRS, EDGE, WiFi, Bluetooth, GPS with A-GPS, GLONASS, NFC, microUSB v2.0 and 2G-3G-4G network over dual SIM and 13 MP camera with 5 MP front facing camera.

- Android OS, v5.0.2 (Lollipop), HiSilicon Kirin 620, Octa-core 1.2 GHz
- 13 MP, 4160 x 3120 pixels, autofocus, dual-LED flash
- microSD, up to 128 GB (uses SIM 2 slot), 16 GB, 2 GB RAM

OPPO R7

R7 will sport a depth of less than 5 mm, GSMArena said, living up to the R5's established design language. The smartphone will pack a 4.7-inch screen, similar to the iPhone 6, with a resolution set at 1080p. It is powered by a 2,000 mAh battery, which may be justified given its incredibly-thin architecture. The Android handset is also confirmed to boast a premium-looking metal frame, as hinted in a recent teaser, TechnoBuffalo cited. The outlet, however, expects to see the device sport a thickness of 6.3 mm. In comparison, such measurement still makes it thinner than the iPhone 6, which comes at 6.9 mm.

- Android OS, v4.4.2 (KitKat), Quad-core 1.5 GHz Cortex-A53 & quad-core 1.0 GHz Cortex-A53
- 13 MP, 4128 x 3096 pixels, Schneider-Kreuznach optics, phase detection autofocus, LED flash
- microSD, up to 128 GB (uses SIM 2 slot), 16 GB, 3 GB RAM



HUAWEI Honor Bee

Honor Bee is Huawei latest average budget smartphone that offers 4.5 inch TFT capacitive touch screen of qHD display. Phone comes in Dual SIM option. This phone runs on the aging Android v4.4 KitKat with customized Huawei's Emotion UI. Huawei Honor Bee is equipped with Quad Core Processor of frequency 1.2 GHz Cortex A7, and integrated chipset of Spreadtrum SC7731. This phone offers built-in storage space of 8 GB, 1 GB RAM and external storage space up to 32 GB via microSD card. Honor Bee contain primary camera of 8 megapixels with autofocus and LED flash.

- Android OS, v4.4.2 (KitKat), Quad-core 1.2 GHz Cortex-A7
- 8 MP, 3264 x 2448 pixels, autofocus, dual-LED flash
- microSD, up to 32 GB, 8 GB, 1 GB RAM

MICROSOFT Lumia 940 XL

The fact that the Microsoft Lumia 940 and 940 XL run Windows 10 means we'll be waiting a little while yet for them to arrive. The Lumia 930 went on sale in the UK on 17 July 2014, so it'll be later this summer before the 940 and 940 XL make an appearance. It's probable that the Lumia 940 and 940 XL will arrive with Windows 10. Replacing the Nokia Lumia 930, the Microsoft Lumia 940 will likely have a similar price. The Lumia 930 originally had a £549 RRP, but now a year old you can grab one for £399 at Microsoft's store. Microsoft has been going big on value with its latest Lumia phones, and we can't imagine the Lumia 940 costing much more than £499, especially if it wants to push the uptake of Windows 10 on phones.

- Quad-core 1.5 GHz Cortex-A53 & Quad-core 2 GHz Cortex-A57
- 20 MP, 4992 x 3744 pixels, Carl Zeiss optics, optical image stabilization, autofocus, dual-LED flash
- 1.2.5" sensor size, 1.12 µm pixel size, PureView technology, dual capture, geo-tagging, face detection, panorama



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Magicka: Wizard Wars

Cowled craziness. That's on tap with Magicka: Wizard Wars, a free-to-play multiplayer take on the action-first franchise that features those iconic wizards who have always reminded me of Star Wars' Jawas--only fancier. Despite this frenzied focus, much of the appeal of the core series has been maintained, due to the continued emphasis on slick player skill over gimmicks, and a genial, if bloody, sense of humor. There are a few rough edges here, however, thanks to some design miscues, a slightly buggy client, and a level grind that kicks in long before you get bored with incinerating enemy Gandalfs. Yet even with these issues, the game's pace and light-hearted take on everything (how could I stay mad at a game that uses a corny Arnold Schwarzenegger impersonator to call the action?) keep you coming back for more, even while the flaws try to nudge you away.

Basic gameplay breaks standard Magicka down to online battle arenas where mages duel to the death. The general feel is similar to the earlier games in the franchise, albeit without any single-player campaign or any sort of cooperative multiplayer.

Attack On Titan: Humanity In Chains

We love playing David to countless video game Goliaths. Bosses are, more often than not, larger than the game heroes who defeat them. In Attack on Titan: Humanity in Chains, you're never short of giants to vanquish as you reenact scenes from the anime and manga from which the game was adapted. If there are thrills to be found, they come from swinging through a map using the maneuver gear. Using this mobility against the titans can provide a rush as you amass your first dozen kills, but don't expect this excitement to last. Humanity in Chains is a surprisingly soulless affair, a reminder that sometimes it takes a game packed with titans to make us appreciate refined adventures with fewer behemoths. Much of the best anime is set in worlds you wish you could visit, such as the early 1980s interpretation of metropolitan Japan in Urusei Yatsura, or the sprawling vision of Earth in Dragon Ball. As good as the original material is, its setting is an utterly miserable world. One hundred years of peace have just been shattered by the return of remorseless giants who only want to eat humans. What are you to do but try to defend yourself.



The Witcher 3: Wild Hunt



In The Witcher 3: Wild Hunt, the sacred is always at war with the profane, and beauty is always at war with blood. The series has always contrasted its world's physical glamor with its intrinsic violence, but never has that contrast been this uneasy, this convulsive. That The Witcher 3 depicts the immediate brutality of battle in great detail is not a surprise; many games fill the screen with decapitated heads and gory entrails. It's the way this incredible adventure portrays the personal tragedies and underhanded opportunities that such battles provide that makes it so extraordinary. It is more than its thematic turbulence that makes The Witcher 3 extraordinary, actually. Excellence abounds at every turn in this open-world role-playing game: excellent exploration, excellent creature design, excellent combat mechanics, excellent character progression. But the moments that linger are those that reveal the deep ache in the world's inhabitants. In one quest, you reunite two lovers, one of which is now a rotting hag, its tongue lasciviously lolling from its mouth. In another, a corpulent spouse-abuser must find a way to love two different lost souls.

Stretchmo

It's tempting to launch into a "fans of the genre" preamble when it comes to Stretchmo, the latest in a series of block-pulling puzzle games for the 3DS. However, that would be selling it short. There's little risk that players who enjoyed Pushmo and Crashmo won't find more of the same appeal waiting for them here. Because it is "free-to-start," Stretchmo is even more approachable than either, making it a suitable starting point whether you have experience with the series or not. "Free-to-start" is a wonderfully upfront term, but it doesn't suit any other game on the Nintendo 3DS eShop as well as it does Stretchmo. Let me clear something up right away: if you expect from Stretchmo a familiar free-to-play game structure with actions, timers, and assorted currencies that can be exchanged for one another, you will either be very disappointed or very relieved. The same can be said if you come to it after having played Pokemon Rumble World or Pokemon Shuffle, which were both released earlier this year under the same free-to-start banner. You are given access to seven tutorial levels in Stretchmo that explain the game's basic mechanics for free.



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موبائل فون پیر کی پرائیویٹ خبریں صرف اور صرف Flare میگزین میں

1 Huawei موبائل فونز کا نیا آنے والے ماڈل P8 کی تقریب رونمائی گزشتہ دنوں دہلی میں منعقد ہوئی جس میں پاکستان سے 5 جرنلسٹس کو Huawei کے ڈائریکٹر مارکیٹنگ اینڈ کمیونیکیشن پاکستان فراز خان ساتھ لے گئے، ان جرنلسٹوں میں ایک لاہور کی فیشن میگزین کی رپورٹر بھی شامل تھی جس کا آئی ٹی اور ٹیلی کام کی صحافت سے دور تک کا تعلق نا تھا۔ خاتون رپورٹر کو دہلی کی سیر کی دعوت Huawei موبائل فون کی ایڈورٹائزنگ ایجنسی کی طرف سے دی گئی تھی۔

2: موبائل فون پیر نے Huawei موبائل فون کی ایک اور اہم خبر بتائی ہے جس میں انہوں نے انکشاف کیا ہے کہ Huawei موبائل فون سیلز ٹیم کے کچھ ارکان muller & phipps کے ذریعے سٹاک فروخت کرنے کی بھرپور کوشش کر رہے ہیں۔

3: موبائل فون پیر نے ایک اور خبر میں بتایا ہے کہ Telenor موبائل فون کمپنی نے گزشتہ ماہ مارکیٹ میں ایک بار فون اور ایک سٹچ فون فروخت کے لئے دیا تھا جس میں سٹچ فون کے سٹاک فروخت ہونے کی اطلاعات ہیں جبکہ بار فون بری طرح فروخت ہونے میں ناکام ہو گیا ہے۔ پیر صاحب نے مزید بتایا کہ چند عرصہ پہلے Zong موبائل فون کمپنی نے سٹچ فون ماڈل M811 جسکی قیمت 22 ہزار روپے تھی کمپنی نے مارکیٹ میں فروخت کرنے کی بھرپور کوشش کی لیکن مارکیٹ سے چند فون فروخت ہونے کی اطلاع ملی ہے، پیر صاحب نے مزید بتایا کہ ماڈل ناکام ہونے کے باعث کمپنی نے سارا سٹاک مارکیٹ سے واپس اٹھا لیا ہے اور دوبارہ کچھ عرصہ بعد شاید 10 ہزار روپے میں فروخت کرنے کی کوشش کی جائے گی۔

4: موبائل فون پیر نے ایک اور خفیہ خبر دی ہے کہ حال روڈ کے موبائل فون ڈیلر اسلم بٹ صاحب ڈیلرز کو Q Mobile کے سربراہ میاں ذیشان پرویز اختر کے خلاف اکٹھا کرنے کی کوشش کر رہے تھے جس میں ان کا یہ مطالبہ تھا کہ Q Mobile انتظامیہ سال پرانا کمیشن فوری دے تاہم ذیشان اختر صاحب کے علم میں بات آنے کے بعد اسلم بٹ صاحب نے خاموشی اختیار کر لی ہے۔

5: پیر صاحب نے ایک اور خبر دی ہے کہ DANY ٹیلیٹ اب بالکل فروخت نہیں ہو رہی ہے اور جن لوگوں نے خریدی تھی وہ سخت پریشان ہیں کیونکہ کمپنی نے خراب ہونے والی ٹیلیٹ کی ورٹی کلیم کسی بھی صارف کو نہیں دیا ہے۔ واضح رہے کہ DANY انتظامیہ نے ٹیلیٹ کو فروخت کرنے کے لئے معروف کرکٹ و سیم اکرم کی خدمات لی تھیں۔

6: موبائل فون پیر صاحب نے بتایا ہے کہ Huawei موبائل فون کے گولڈ ڈسٹری بیوٹر پاکستان AirLink نے Honor 3C اور 3C lite فروخت کرنے والے ڈیلرز کو ساؤتھ افریقہ کے ٹور پر لے جانے کا اعلان کر دیا ہے۔

7: پیر صاحب نے ایک اور خفیہ خبر دی ہے کہ Home Appliances بنانے والی معروف کمپنی Haier نے چند روز پہلے 8 موبائل فون ماڈلز فروخت کے لئے پیش کیئے تھے۔ ان موبائل فونز کی ملک بھر میں فروخت کو روکنے کے لئے Q Mobile کی انتظامیہ نے ملک بھر کے بڑے موبائل فون ڈیلرز کو منع کیا ہے۔ ساری صورت حال پر Haier انتظامیہ نے ایک اعلیٰ حکومتی عہدیدار کو بھی آگاہ کر دیا ہے اور Haier کی انتظامیہ نے Q Mobile کا مارکیٹ میں مقابلہ کرنے کے لئے طریقہ کار طے کر لیا ہے۔ پیر صاحب نے مزید بتایا ہے کہ Haier موبائل فون کو زمبابوے بمقابلہ پاکستان کرکٹ سیریز میں مارکیٹنگ کے لحاظ سے بہت فائدہ ہوا ہے۔

6: موبائل فون پیر صاحب نے پی ٹی سی ایل کے حوالے سے ایک انتہائی اہم بات بتائی ہے کہ پی ٹی سی ایل کی انٹرنیٹ ڈیوائس EVO کا ESN سیریل نمبرز کی کلوننگ ہونے کی اطلاعات ہیں یعنی کہ ڈیوائس کسی اور کی اور استعمال کوئی اور کر رہا ہے۔ پیر صاحب نے مزید بتایا کہ اس طرح لاکھوں EVO انٹرنیٹ کسٹمرز کی جیب پر ڈاکہ ڈالا گیا ہے اس حوالے سے پی ٹی سی ایل انتظامیہ سارے معاملے سے واقف ہے اور سخت پریشان بھی ہے۔ پیر صاحب نے مزید بتایا ہے کہ پی ٹی سی ایل انتظامیہ نے ملک بھر کے دور دراز علاقوں میں پی ٹی سی ایل v-Fone کو بند کرنے کا فیصلہ کیا ہے جس سے 20 لاکھ سے زائد v-Fone کے کنکشن بند ہونے کا اندیشہ ہے۔

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