# FLARE

Leading Telecom News Magazine

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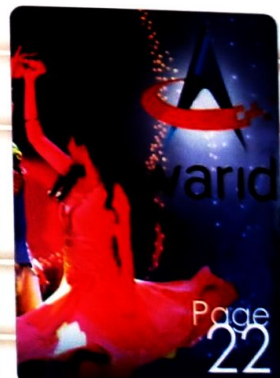
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# Editor's Note

## Western imperialism

Technologies and modern means of communication make the world a global village; no doubt, we are still a developing nation, but the trend of using these mass machines on its zeal. The new world order is a different phenomenon, hunger, illiteracy, mismanagement, misuse of power, insecurity, law and order, corruption, energy crisis made our lives miserable. The public of this poor country is looking for some relief, because, they had suffered a lot, while received serious bruises both physically and mentally.

The communication means are a bit a thing of joy and relief for the injured and bruised nation, but, the western trend and malicious aims to invade the sacred culture of purity through their war led by mass machinery, we have in our homes and offices. To some extent, we are (as a nation) responsible for our backwardness due to lack of understanding but on the large scale the western tech experts left no stone unturned to deviate our innocent youth and malign their pure souls through their unsolicited and malicious material they had burdened in the so called cloud.

Telenor Pakistan is a Norwegian entity operating in Pakistan for the last six years now. The western thoughts and Jewish lobby anchoring and monitoring it, while their ultimate aim and agenda is to invade our eastern culture (which is pure and religious) through their vulgar and obnoxious campaigns through the local motion and electronic as well on static media. Since their inception, they are targeting our young generation; trying to deviate and make them fascist by promoting vulgarity and offensive material.

It has tried to induce an Indian national as CEO for Telenor Pakistan, but the cutting edge resistance showed by media forced them to mend their evil designs. During their short six years operations in Pakistan, Telenor never trusted our local talent to guard them as a CEO of its Pakistani office. As being a watchdog operator in the press arena, Flare always follow the book and had never compromise on its obligations and social responsible role when it comes to the dignity and solidarity of our nation and country. Flare highlighted the heinous activities of Telenor and published it publicly and will do in the days to come until Telenor make a public apology from the whole nation. Pakistan is major and most attractive market for foreign operators to business; we have a strong and gradual growth rate in the cellular services and broadband, but we will never allow those forces, who want to invade our norms and values and promote their fascist and vulgar culture.

The regulator and legislation departments must take a stern action against those forces who wants to make it their colonial state and trying to impose their mother father Free State order.

# Letters to the Editor

## NADRA Kiosk not punching utility bills

I am writing this to register my complaint and protest against NADRA Kiosks, which are to help subscribers pay their utility bills with ease.

Unlike what NADRA claims, my first and probably the last experience with NADRA Kiosks went horrible. My paid amount didn't reach to the SUI Northern Gas and I was billed again with extra charges for the service that I had paid already for. This happened as NADRA didn't punch my bill and transaction was not carried away.

I am sure this is not only me. There must be thousands of other customers who would be bearing the same brunt. I have heard WAPDA linemen telling subscribers to not to pay bills at NADRA Kiosks as they don't punch bills at time, or even after time.

I heave heard that various NADRA e-sahulat centers have ran away with millions of rupees in their pockets, which were submitted by poor gas and electricity subscribers, which never reached to the companies. All these subscribers had to pay their utility bills again.

I wonder, if this country has any rule to implement? and if there is anyone who could listen to the pleas of poor public? Is there anyone who can question NADRA on this?

Bilal Ahmad – Islamabad

## Earn Money online

I'm using internet for a long time now, but I'm still learning its tactics. I always wonder when foreigners claim Pakistani to be great corrupt people. I was searching for online jobs, when I came across an ad which was about the need of people who wants to earn money online by simply a click; a single mouse click on an ad gives you ten dollars.

I clicked on details to check the comments of the people who using the same programme and earning thousands of dollars per month. I wonder to saw a huge page with lots of comments of those who earning online money by simply clicking on the ad and earning their amounts. I wonder to saw their smiling faces with satisfaction on their extra-earning by doing part time job. Like other people, I was also greedy to earn extra money while using my computer online, I go through the registration process which was really time consuming one, but at last, when I registered my name on that site, I was very excited to get a chance and make myself millionaire.

They offered me by giving my credit card number and they will deduct $50 dollar by addition of $100, I wonder first, why they deducting, they could just add $50 dollar and deduct their half from their own. Internet is totally a place, where innocent like me can't survive. It is very hard to escape from their well organised trapping tactics but the only thing one can is to simply avoid.

Salman Marral – Multan

## It's all about U

One of the most favourite among the young youth of Pakistan, ultimately the youth brand Ufone. The only operator of its kind to introduce and innovate offers exclusively for the young youth to use. I'm using Ufone for the last five years but I never saw such attractive packages from anyone else. Like their tagline it's really all about you! The operator is continuously introducing offers which suit the college and university students to get connected with their loved ones.

The new offer it has recently launch is the Uth package, which the most popular amongst the young blood of the country. It has added a new SMS offer of 100000 SMS for one favourite number for the whole month by mere deduction of Rs 10 + tax. It is indeed a very attractive offer for the couple who loves each other and gratifies their needs and gets connected and updates one another by sending only SMS.

It would be getting more popularity among the fresh generation to utilise the brand and it would influence many more, who are currently not using Ufone, I hope the authority would think on my suggestion and will make us chance to get commune in a very simple way and with the most cheapest rates round the world.

Kamran Shahzad - Lahore

## Congratulations PTCL

I wanna say congratulation to PTCL for getting their EVO Broad band award for the year 2010. From the very first day of its launch, I am using EVO nitro 3G, it's very good indeed its speed, it's working very softly, I never have any problem since I purchased it. PTCL is absolutely, the brand of Pakistani blood, under the flagship of our beloved country it is doing very well. I love the old tagline of PTCL which was Feel the Difference but the new one it has recently introduced by replacing the previous one Hello to the Future is commendable. One can get the message of the brand and their future planes simply by their tagline.

I hope, PTCL will continue their innovative technologies trend and make us to enjoy the thrill of communication with most affordable rates. As it is the pioneer of the landline telephony and still enjoying the no. 1 position, it has the largest users of broadband throughout the length and breadth of Pakistan. I wish them all best of luck in future planes and I hope they will offer us more affordable packages to use, they will so because they have a huge baseline of users all over.

Faisal Karim – Karachi

## Talking on cells while driving

Besides all that our government has done in upgrading the traffic police infrastructure, but there are so many flaws that still exist. It is a long time since new traffic wardens are in practice. There is every law except employment. It is deplorable to watch wardens and traffic police officials issuing challan after challan to only signal breakers and those, who don't use seat belts and those who are without helmets while travelling on motorbikes. But no one bothers, what is going on roads before and after signals. People are freely talking on their cell phones while driving. We are witnessing accidents every now and then but the concern department is unable to control the flow of accidents which are mostly caused by lack of concentration while driving due to talking on mobile phones. It is also a very shocking fact that people are busy in watching and listening movies and songs on their car's LCDs. The traffic department must do some immediate effort to avoid such incidents which are claiming many invaluable lives everywhere. Everybody, and specially traffic wardens do some effective measures to avoid such incidents in future.

Ali Salman – Islamabad

## Top handsets

The page, you have designed in supplement to grade the most popular handsets of the last year was commendable, the sets you have mentioned were undoubtedly have looted the hearts of mobile lovers in the last year and the year to come. But, the smart phones and handsets manufacturers are doing their best to innovate new and slick models to invade the markets with their best designs and features.

On the contrary, I want to loud your efforts and the efforts of the designers, who really make that page readable, I was shocked for a while, I was thought, how an ad appear in the magazine which showed all the popular sets in one page...I thought, have all the phone makers come together to publicise their brand name and their sets.

But latter, after I have finished to readout the page, I realised that, it is not an ad published in the magazine but it was the effort of Flare's designers and team, who made this page so attractive and watchable not readable. I am very big big fan of Flare, it is top most magazine not only in terms of design but the print and quality of the paper and content.

Sardar Waheed - Rawalpindi

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Write us at: zubair.kasuri@gmail.com

We received a number of letters from our readers every month through mail and e-mail, however, due to shortage of space we are publishing some selected letters only.

# PM lauds telecom growth

## More than 61 per cent of population and over 92 per cent of land area is now covered by cellular services. It is an ample justification of the fact that cellular mobile revolution has taken over the whole country connecting millions of people

The cellular mobile industry of Pakistan has achieved 100-million subscription mark in year 2010. In order to commemorate this landmark achievement, Pakistan Telecommunication Authority (PTA) organised 100 million cellular subscription celebration event at Pakistan National Council of Arts (PNCA), Islamabad. Prime Minister Syed Yousaf Raza Gilani has said the government was committed to facilitate development of communication infrastructure in the country through a well-defined regulatory policy and legislative framework.

Addressing on the occasion of a celebration arranged by PTA for achieving the landmark of Pakistan's 100 million cellular subscribers, he said, "Our telecom policy is partnership and policy of deregulation." The success of cellular mobile industry has become an exemplary model of coordinated efforts between the government, the industry and the policy makers, the prime minister said. "I understand that more than 61 percent of population and over 92 per cent of land area is now covered by cellular services. It is an ample justification of the fact that cellular mobile revolution has taken over the whole country connecting millions of people, thousands of job opportunities and adding billions of rupees to the national exchequer."

"All of the stakeholders have put in their concerted efforts and energies to make the achievement of the 100 million subscribers' milestone possible," Gilani said. IT sector, invariably, is an instrument of the national development. Telecommunication and information technologies have become viable tools of communication as well as of disseminating ideas, ideologies and cultures, he said adding the phenomenal advancements in the field of Information Technology have revolutionized every aspect of the national and individual life.

Prime Minister said, "The global village we live in is being constantly shaped by the emerging innovations in the field of telecommunication sector. The nations can now ill-affords to ignore the realities

of today if they have to keep pace with the rest of the world." "We live in an age, which is defined by the battle of ideas. There is a constant clash between progressive and regressive forces," he said adding acquiring the state of the art technologies is, therefore, a must to win the battle of hearts and minds besides creating space for civilisational harmony and broad-based interfaith dialogue.


Prime Minister Syed Yusuf Gilani receiving souvenir at the "Achievement of 100 Million Subscribers Benchmark".

The PM said at the same time, the auxiliary effects of the cellular boom have also served as catalyst for other important sectors of the economy, such as the mobile phone uptake, aggressive media campaigns, extensive social contributions and timely relief efforts. The competition in the cellular market has reached its apex as operators are introducing new services, bringing tariffs down and improving customer services, he said adding the government's pro-industry reforms and investor-friendly policies have made Pakistan a lucrative investment attraction for the global community. He said the stakeholders must not forget the aspirations and expectations of the consumers, who have made this achievement possible by putting their money, time and trust in these services and their providers.

Better quality of service, fair tariffs, amiable customer and innovative value added services can turn these 100 million subscribers into 100 million opportunities for stakeholders to venture into new paradigms and explore new possibilities, he added.

He expressed the hope that the upcoming 3G licensing would inculcate a new incentive for operators and consumers alike. "I expect that the relevant quarters would speed up the necessary procedures in this regard." He congratulated all the stakeholders who truly collaborated and coordinated their efforts for the success of telecom industry in Pakistan.

Minister for Information Technology, Sardar Assef Ahmed Ali said that telecom sector has significant contribution to the GDP and the future of Pakistan lies in this sector.

Telecom sector has become biggest contributor to tax revenue of the country, the minister said, adding that the number of mobile users is more than the registered voters in Pakistan. Earlier, Chairman PTA, Dr. Mohammad Yaseen in his welcome address said that telecom sector in Pakistan is the biggest in SAARC region and


Famous singer Hadiqa Kiyani singing during a ceremony to celebrate the accomplishment of 100 million mobile subscriptions organised by PTA

attracted 6.3 billion investment out of total investment of 11 billion. He said this sector contributed $332 million revenue to the national exchequer during the last three year.

CEO Mobilink, Rashid Khan said that telecom industry in Pakistan is a lucrative market for foreign investors. He said, in each minute 4,30,000 SMSs and 60,000 voice messages are sent through mobile phones. ■

The Future is WATEEN

Telephony

Internet

# PTCL opens largest data centre


Punjab Chief Minister Shahbaz Sharif inaugurates PTCL Data Centre in Lahore.
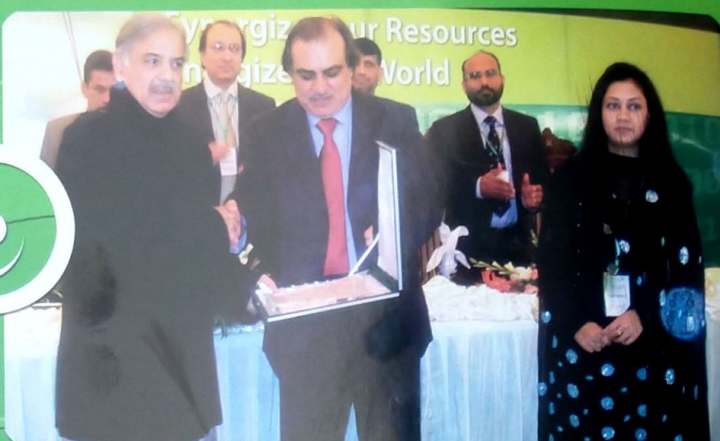

President and CEO PTCL Walid Irshaid presents shield to Punjab Chief Minister Shahbaz Sharif.

## PTCL is the only unified service provider in Pakistan, able to service all customer segments including consumers, enterprise and carries with a comprehensive portfolio of services to cater for all their needs

Punjab Chief Minister Mian Shahbaz Sharif has inaugurated the second data centre of Pakistan Telecommunication Limited, recently in Lahore. President and Chief Executive Officer of PTCL Walid Irshaid, Senior Executive Vice President Naveed Saeed, CTO Nasrullah and Executive Vice President Corporate Services Zaman Gulzar were also present on the occasion.

The Chief Minister congratulated the administration of PTCL on the setting up of the biggest data centre of the country in Lahore and said that the visible improvement in its performance is the result of the change of management and it is his desire that PTCL


President and CEO PTCL Walid Irshaid, Punjab Chief Minister Shahbaz Sharif and SEVP Naveed Saeed sit on the stage


SEVP PTCL Naveed Saeed, SEVP Business Zone, PTCL Tariq Salman, General Manager Consumer PTCL, Mohammad Irfan Chaudhry and others pose for photograph.

should make further progress and provide better services to the masses.

Pakistan Telecommunication Company LTD (PTCL) understanding the rapidly changing business environment and its growing reliance upon automation has launched a second Data Centre in Lahore. PTCL Data Centers are certified by the internationally recognised certification body, EPI, This certification by an international body is the first data center certification in Pakistan\'s history and proves PTCL's commitment to providing state of the art products and services backed by engineering and support for the government and enterprise markets of Pakistan. PTCL with the

inauguration of Karachi data centre earlier and Lahore data center now, will have the largest geographically redundant commercial data centers in Pakistan.

PTCL Data Center services is an ideal choice for companies who want the flexibility to house their primary, disaster recovery and/or business continuity sites and choose from a variety of cost reducing services as their business demands. These data centers are part of the overall PTCL managed services approach which provides our corporate customers not only reduced costs, but also improvements in the availability, performance, resilience and security of an organisation's IT systems,

PTCL Data Center solution provides customers managed and hosted cloud based

> The Chief Minister congratulated the administration of PTCL on the setting up of the biggest data centre of the country

services that comprise of computing as a service, processing as a service, storage as a service, software as a service, application hosting, infrastructure hosting, caging, co-location, disaster recovery as a service, backup solutions,

hosted business solutions, unified communications and telepresence switching.

This certification by an internationally recognised organisation ensures that PTCL Data Centres provide a reliable, responsive and resilient infrastructure, is designed and built using international standards and provides a secure, managed, climatically controlled environment for the housing and hosting of sensitive, mission-critical data and applications. This benefits our customers in terms of cost, efficiency and scalability of its IT systems, It allows businesses to protect critical applications and confidential data, enhance its ITs operational efficiencies, and rapidly create new


Promotion girls guide the customers at attractive stall arranged by PTCL on 2nd data centre inauguration in Lahore.

secure application environments to support new business processes.

President PTCL Walid Irshaid said: "PTCL is heavily investing in these ICT assets on behalf of our customers so that they can focus on their core competencies. Getting our Data Centers certified is further evidence that PTCL is committed to provide technology to the government and enterprise markets of Pakistan of international standards. As the national carrier of Pakistan this is not only our obligation but also our duty."

PTCL is the only unified service provider in Pakistan, able to service all customer segments including consumers, enterprise and carries with a comprehensive portfolio of services to cater for all their needs. ∎

## The Future is WATEEN

Telephony    Internet

warid

in less than three years in the toughest geographical and security threatened areas, a record breaking speed of 3,000 sites in just 10 months, introduction of one to one site sharing concept to save CAPEX/OPEX along with time to market (over 800 sites went on air through other operator's network – saving a CAPEX of over $60 million whilst minimizing OPEX), introduction and implementation of alternate energy sources e.g. solar cells at more than 150 sites nationwide , we ensure that we lead the industry by raising the bar and set new benchmarks for the rest. Most importantly, we work as a family unit.

> CMPak being the last entrant in Pakistan telecom market came in with state of the art equipment. As far as upcoming significant technical features are concerned, the foremost would be SDR and solar solutions

**Flare: Can you give us an update on your network? How many cell sites are operational so far and what is your target for year 2011?**

**Alvi:** With change in time as we progress, the priority now and ahead is the OPEX reduction and cost control. CMPak

ZONG

currently has 5,800 plus sites on air in the network. As for our 2011 target, we intend lowering our operational costs by swapping with the SDR equipment, converting sites to solar and by encouraging sites infrastructure sharing .Currently we are planning to deploy an additional 500 plus sites during the year 2011.

**Flare: Are there some technical features and functions that are new this year that you think are significant?**

**Alvi:** CMPak being the last entrant in Pakistan telecom market came in with state of the art equipment. As far as upcoming significant technical features are concerned, the foremost would be SDR and solar solutions. Both these solutions will not only enable CMPak to optimise power consumptions in view of the current situation of the country but the later is also a Green environmental friendly solution in line with international and national requirements.

CMPak at the moment is in process of deploying SDR solution across Pakistan. The solution is proven to reduce the power and space consumption in terms of equipment by approximately half. Further, CMPak is currently the only operator to have deployed approximately 150 Solar Solutions in their network and plan to continue deploying more with the same zeal and dedication.

**Flare: What issues did you face during roll out? Is on-going electricity crisis also affecting your business and what other options do you have in mind to overcome this issue?**

**Alvi:** We faced 5,500 issues in rolling out these 5,500 sites, yes, every site had at least one unique problem which we had to resolve in order to move forward. Issues faced by us are greatly diverse in nature; we have to deal with all that one can imagine from all walks of life. Imagine that one has to deal with people, authorities, utility providers in 5,500 different locations in Pakistan and you'll understand.

> Introduction and implementation of alternate energy sources e.g. solar cells at more than 150 sites nationwide, we ensure that we lead the industry by raising the bar and set new benchmarks for the rest. Most importantly, we work as a family unit

As far as electricity crisis is concerned, CMPak is taking a toll in terms of additional Opex of fueling and logistics to cater this grave issue. In addition to this, we are also focusing on solar solutions to reduce fueling cost and to accommodate the power short fall in the country at CMPak's own cost.

**Flare: What is your advice to other telecom professionals including new comers?**

**Alvi:** You only get what you give, work harder with the goal in mind and you'll get it one day. The philosophy of life is same everywhere. Hard work is the key to success and there is no short cut to success. ■

# Warid sets new trend of stage show

The much hyped and awaited play 'Bombay Dreams" staged at the Karachi Art Council for 25 days. Originally, the play was an Andrew Lloyd Webber production, created by famous Indian music director A R Rahman. Directed by Shah Sharabeel

Over the years, English theatre in Pakistan has experienced tremendous growth. Warid Telecom has become a leader in promoting arts in the community. Greatly supporting the young talents, Warid Glow has become synonymous to quality theatre in Pakistan. The much hyped and awaited play 'Bombay Dreams" staged at the Karachi Art Council for 25 days. Originally, the play was an Andrew Lloyd Webber production, created by famous Indian music director A R Rahman. Directed by Shah Sharabeel, it is an adaptation of the original one in accordance with the local scenario. The play beautifully hints at the identity issues confronting human beings.

Glow and Centre Stage Productions staged an array of successful plays over the years in the cities of Lahore, Islamabad and Karachi including; The Phantom of the Opera', Tom, Dick and Harry, Home Is Where Your Cloths Are, You Only Marry Twice, Moulin Rouge and Bombay Dreams. These are the largest plays of this magnitude in the region and believed to be the most expensive stage shows in Pakistan. The long association between Warid and CSP has not only set a precedent of quality stage for dramatic presentations in Pakistan but has also groomed the audience which comes to appreciate quality theatre. Centre Stage Productions is the most recognisable figure in Pakistan theatre that is rewriting the rules of commercial theatre for our entertainment starved society for over 10 years.  Back in 2010, Sharabeel brought 'Moulin' Rouge' to Karachi with this promise that he will return to Karachi again in 2011 to stage Bombay Dreams. Commenting on Warid's backing of the play Mr. Suhail Jan, General Manager Commercial, Warid Telecom said,  "We greatly support theatre in the country because it is a way for us to foster the local talent of Pakistan and help our young leaders to pursue passion and also cultivate enthusiasm for arts and entertainment in the community. These plays are the biggest showcase of performing arts in Pakistan. In a country where talent is in abundance but finances can be a hurdle, Warid is proud to be a leader in promoting arts in the country." Director of the play Shah Sharahbeel said, "On behalf of Centre Stage Productions, I am deeply grateful to Warid Telecom and its team for supporting Center Stage Productions.

I am sure we as a Nation have all the guts and the talent to become a truly progressive Nation. We don't just do plays but we are building a norm, driven by our philosophy of being faithful to our talents. We demonstrate our best and that's what makes Centre disciplined theatre production company in the country. Once again I am extremely grateful to Warid Telecom for all their generous support"
"The play is known for its rhythmic tones composed by A R Rahman and definitely it cheered the audience of Karachi" added Shah Sharabeel the director of the play.
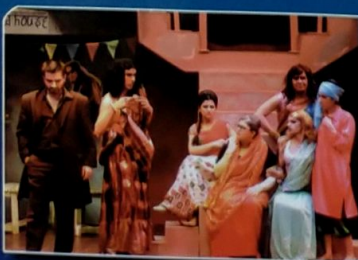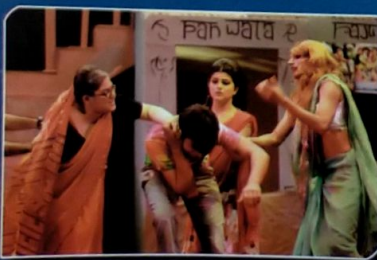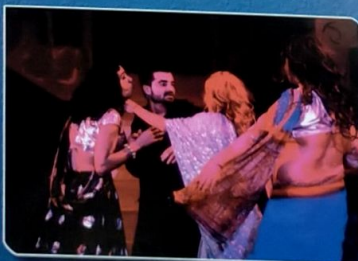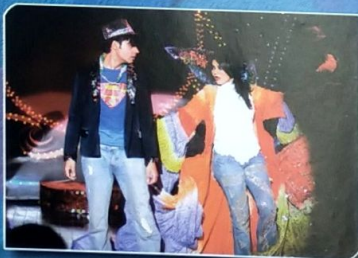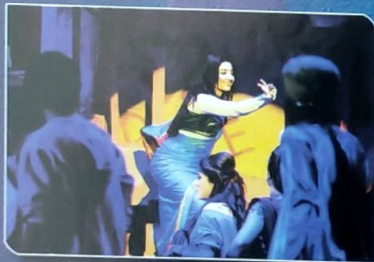
Sony Gulf FZE, a subsidiary of Sony Corporation, recently marked the dawn of a new era in the Pakistani market with the launch of its complete range of 3D-enabled products, offering consumers an immersive experience in 3D movies, music, sport and PlayStation® games.

Shinya Mukaida, Country Manager, Sony Gulf, said: "3D technology in home entertainment is an immersive phenomenon. Unlike the 3D entertainment experiences of the past, which were characterised by objects coming towards the viewer, the emphasis has now shifted to adding an element of depth. Today, 3D is about subtlety and detail, to totally engage the viewer.

"Due to our involvement in the development of original



Shinya Mukaida, Country Manager, Sony Gulf, Manzoor Khan, Director, Pan Pacific, Javed Khan, General Manager, Sony Pakistan, Khalid Saeed, Marketing Manager, Sony pose for photograph on the occasion of launch 3D products in Pakistan.

SONY
make.believe

# Sony unveils
## wide range of 3D products
## in Pakistan

### Technology pioneer offers consumers wholesome experience in 3D movies, music, sport and PlayStation® Games

line-up of Sony 3D-enabled products in Pakistan, Sony in partnership with their official distributor, Pan Pacific Pvt. Ltd, has also introduced attractive package offers for their line of 3D-enabled BRAVIA HD TVs and also some exciting software/hardware bundle offers for 3D-enabled Sony Blu-ray products.

Speaking at the press conference, Mr. Manzoor Khan, Director, Pan Pacific Pvt. Ltd. said: "I am very proud to announce the introduction of the entire range of Sony 3D products at this press conference and we are very confident that Sony 3D will be a big sensation and a big success in Pakistan. We will give the consumers a complete 3D experience with the excellent bundle offers to ensure that when a customer buys a BRAVIA 3D TV he can immediately enjoy 3D

content and our efforts over the years to create 'Good 3D' content captured on Sony's professional equipment, we believe this will translate into a superior and seamless visual experience on Sony's entire range of 3D compatible products," added Mr. Mukaida.

Sony is actively involved at every stage of the 3D value chain and draws on the strengths of the '3D World created by Sony', which encapsulates its expertise in professional solutions, consumer electronics, movie making and gaming alike. Sony's 3D product range offers consumers the most diverse and comprehensive line-up of 3D compatible home entertainment products. This line-up includes the BRAVIA LX900, HX800, NX815 and NX710 series – the new 3D LED HDTVs that build on the BRAVIA reputation for legendary picture quality and the new 3D-enabled Blu-ray



Shinya Mukaida, Country Manager, Sony Gulf speaks on the launching occasion of 3D products in Pakistan

Disc player BDP-S470, as well as the 3D compatible Home Theatre Systems and channel sound bars including BDV-IZ1000, BDV-E970, HT-CT350 and HT-CT150 that have been specially designed to align with the 3D BRAVIA LED HDTVs. To complement this extensive 3D portfolio, Sony Gulf will also be rolling out a firmware update for PlayStation 3 consoles, making the hardware 3D compatible to enable 3D gaming.

In addition, the company already offers the Cyber-shot and the Alpha NEX-3 and NEX-5 digital cameras that can take stunning 3D panoramic shots. A Monolithic design theme has been extended by Sony across its entire suite of the latest home entertainment products. Apart from the new BRAVIA TVs, Sony's Blu-ray Disc players and Home Cinema systems are all designed to create one seamless home entertainment experience, even in terms of design. Celebrating the launch of the complete



content."

Building on the enormous success of 3D films at the box office – many of them filmed with Sony camera systems and projected with Sony 3D projectors – Sony's unique proposition of 'From Lens to Living Room' now brings this exciting and new experience to the home.

The magic of the 3D experience starts with the availability of compelling content, and this is where Sony is uniquely positioned. In addition to



Manzoor Khan, Director, Pan Pacific talks to media

PlayStation games in 3D, Sony has also exclusively filmed major sporting and global events in 3D (e.g. FIFA World Cup, Sony Open PGA Golf tournament and the Rio Carnival). 2011 will also herald the arrival of many new 3D films on high definition Blu-ray disc, to build on the existing catalogue of 3D films from Sony Pictures and other movie production houses. ∎
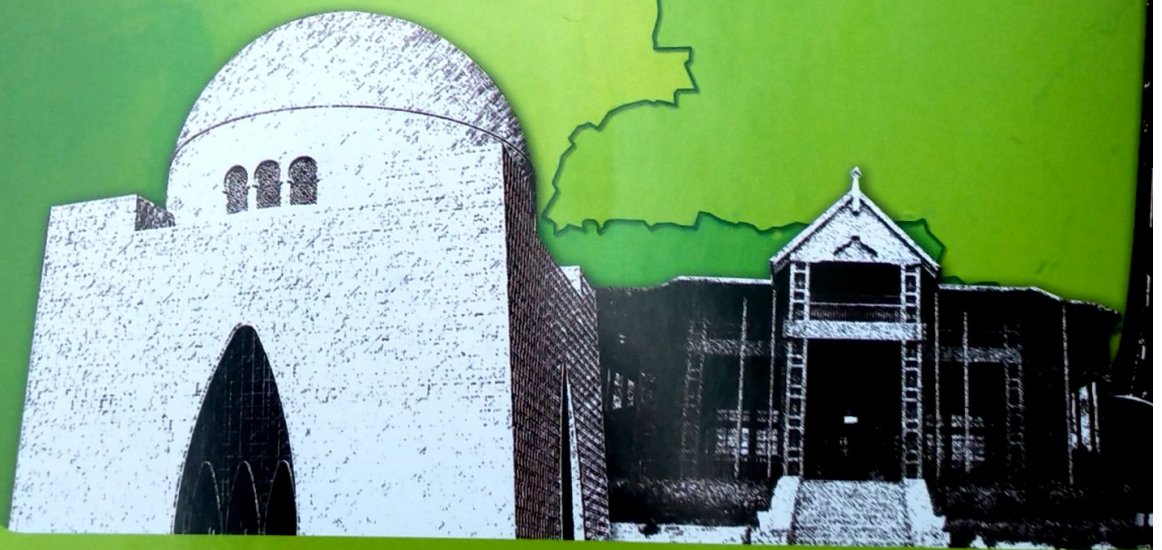
sunday craze

Flare

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# Universal mobiles market grows

## ZTE moved into the number four position worldwide in Q4. Nokia, Samsung and LG remained the top three vendors, while Apple was in fifth place

The worldwide mobile phone market grew by 17.9 percent in the 4th quarter of 2010, a new quarterly high driven by smartphones, according to a study by IDC. Vendors shipped 401.4 million units, compared to 340.5 million units in Q4 2009. Vendors shipped a total of 1.39 billion units on a cumulative worldwide basis in 2010, up 18.5 percent from 1.17 billion in 2009. ZTE, a company that sells primarily lower-cost feature phones in emerging markets, moved into the number four position worldwide in Q4. Nokia, Samsung and LG remained the top three vendors, while Apple was in fifth place. IDC believes the worldwide mobile phone market will be driven largely by smartphone growth through the end of 2014. The market researcher estimates that the smartphone sub-market will grow 43.7 percent in 2011.

The Asia/Pacific mobile phone landscape was driven by low-cost and high-end devices in Q4. Domestic brands in India like G-Five, Micromax and Karbonn grew with aggressive advertising and branding activities for entry-level phones, while ZTE and Huawei worked closely with carriers to push low-cost Android smartphones in China. High-end smartphones, however, were equally well-received, resulting in higher shipments from Apple, Samsung, and HTC in Q4. Korea had the biggest smartphone appetite accounting for two-thirds of phones shipped in

Q4, up from one-eighth a year ago.

In Western Europe, carrier smartphone promotions motivated more users to scrap their feature phones, resulting in strong smartphone sales. The iPhone 4, HTC Desire, Nokia N8, Samsung Galaxy S and Blackberry 8520, which were among the region's top sellers, contributed to the overall market's growth. Consequently, feature phones experienced their sharpest decline ever. In CEMA, quarterly volumes breached the 70 million unit threshold for the first time, marked by an influx of Chinese and unbranded handsets. Meanwhile, smartphones experienced brisk growth due to falling prices and more Android-powered devices.

Smartphones, as well as Qwerty-enabled feature phones, helped boost social networking and messaging. Finally, Alcatel and ZTE once again thrived in the inexpensive entry-level device market.

Nokia's overall unit volume slipped 2.4 percent in the fourth quarter, which the vendor attributed to the 'intense competitive' environment and component shortages. The result was lower feature phone shipments. The company did, however, grow smartphone volume by 38 percent compared to the same prior-year quarter. Still, smartphone ASPs dropped 16 percent on a year-over-year basis. Samsung reached a new milestone in Q4, pushing through the 80 million unit threshold

for the first time in the company's history and improving its profit margins for the second straight quarter. Driving shipment volumes was the continued success of its Galaxy S smartphones, of which the company sold nearly 10 million units worldwide for the year. Similarly, Samsung's mass-market and touch-screen phones earned a strong following in emerging markets.

LG crossed the 30 million unit mark for the quarter, due in part to the success of Optimus One smartphone sales across multiple regions. LG's feature phones comprised the majority of shipments, but an aging portfolio and lower prices within emerging markets left the company vulnerable to the competition. ZTE finished the quarter in the number four position with shipments steadily spreading from its home country of China to developing regions such as Africa and Latin America. ZTE has also recently made inroads in developed markets such as Western Europe and the US as well as Japan. While most of its shipments have concentrated on entry-level and mid-range devices, some of its recent success is directly attributable to its rapidly expanding smartphone line, such as the Android-based Blade and Racer devices. Meanwhile, its S- and C-series entry-level feature phones provided additional competition within emerging markets. Apple slipped to the number five position despite a record quarter for unit shipments. The iPhone sold particularly well in developed regions of the world, such as North America and Western Europe.

Meanwhile, global smartphone shipments grew by 75 percent to 94 million in the final three months of last year compared to the same period in 2009, according to research firm Strategy Analytics. Smartphones made up 24 percent of all handsets shipped in Q4 2010, said the firm. Several other interesting figures are contained in the report. Struggling market leader Nokia saw a 36 percent increase in Q4 sales to 28.3 million smartphones, the same growth rate as third-placed RIM.

> The iPhone 4, HTC Desire, Nokia N8, Samsung Galaxy S and Blackberry 8520, which were among the region's top sellers, contributed to the overall market's growth

The latter grew its sales to 14.6 million devices. RIM lost its second spot to Apple in Q3 2010, according to the research firm. Apple's sales in Q4 2010 were 16.2 million, a near doubling from 8.7 million in the same period in 2009. But even Apple's growth has its limits. Its year-on-year quarterly market share has grown sluggishly from 16.1 percent to 17.2 percent in Q4 2010, and actually dipped lower during some intervening quarters. The reason is the rise of Android-based handsets from a number of vendors, including Samsung, HTC, Motorola and LG. They are a big part of the "Others" section in Strategy Analytics' figures, which has grown from 25.4 percent of all shipments in Q4 2009 to 37.2 percent in Q4 2010. ∎

**Here's an idea:**
# No more waiting
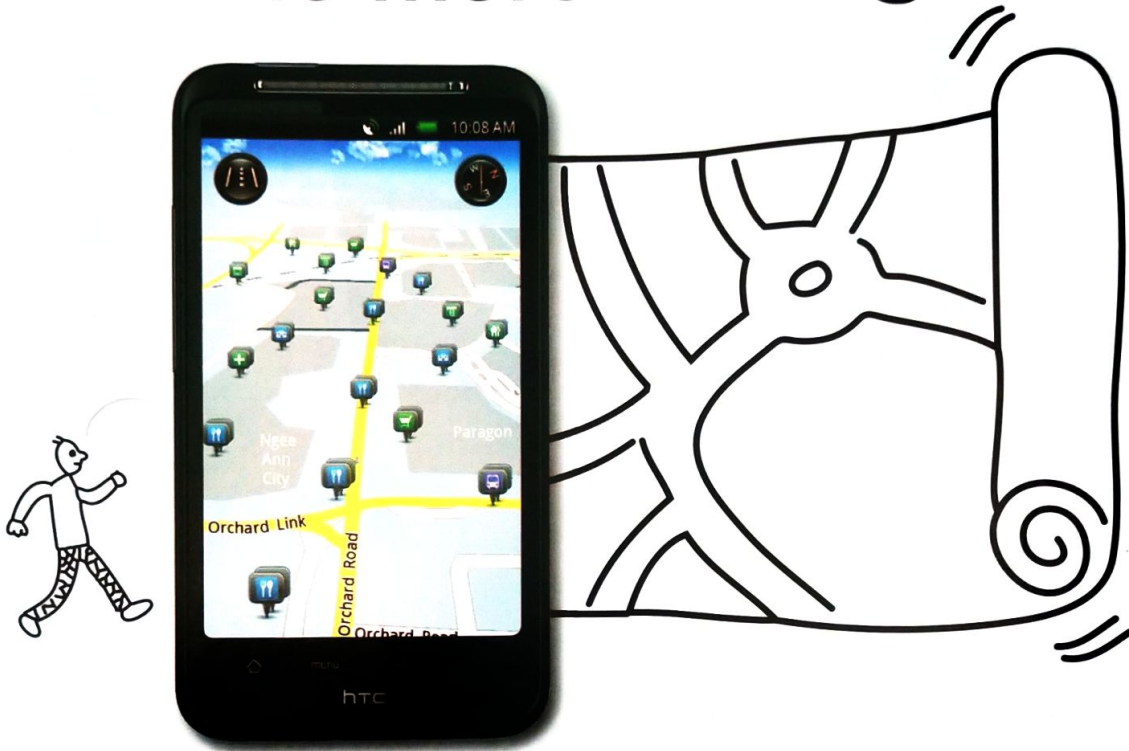
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# Internet users up two billion

## The number of mobile phone subscriptions also reached the symbolic threshold of five billion, the Secretary General of the UN's International Telecommunications Union (ITU) informed the media in Geneva

Pakistani Internet Service Providers crossed one million mark for broadband internet subscribers in the country by totaling 1.052 million broadband subscribers in October 2010, up from 994,911 subscribers in September 2010, according to the recent most data provided by Pakistan Telecommunication Authority (PTA).

DSL companies added the most subscribers for broadband and stood at 516,167 subscribers in October 2010, up from 488,946 in September 2010. EvDO service providers added a total of 15,540 subscribers in one month, while WiMAX companies added a total of 14,066 subscribers in the month. Total number of WiMAX subscribers in the country has hit 306,665 mark, up from 292,599 a month ago. DSL remains the top technology used for broadband internet in the country, while WiMAX stands seconds. EvDO is swiftly adding its share for the broadband subscribers. The number of Internet users worldwide has mushroomed to reach the two billion mark, the head of the UN's telecommunications agency, Hamadoun Toure, said. The number of mobile phone subscriptions also reached the symbolic threshold of five billion, the Secretary General of the UN's International Telecommunications Union (ITU) informed the media in Geneva recently.

"At the beginning of the year 2000 there were only 500 million mobile subscriptions globally and 250 million Internet users," he said. "By the beginning of this year 2011 those numbers have mushroomed to over five billion mobile users and two billion subscribers to the Internet," Toure added. Fresh data posted online by the agency showed that the estimated number of Internet users had reached 2.08 billion by the end of 2010, compared to 1.86 billion a year earlier. The estimated number of cellphone subscriptions worldwide reached 5.28 billion at the end of 2010,

compared to 4.66 billion at the end of 2009. "The very high growth in mobile (phones) is slowing and we're reaching the end of double digit growth in mobile," Susan Teltscher, ITU head of market information and statistics. With the world's population exceeding 6.8 billion, nearly one person in three surfs online. Fifty-seven percent of the users are in developing countries, three years after the ITU reported that Internet use there overtook developed nations. The number of fixed broadband internet subscriptions in the world passed the half a billion mark for the first time in 2010, reaching 555 million, while the number of mobile broadband subscriptions surged to 940 million.

Asia and the Pacific spearheaded the shift into cyberspace, adding more than 100 million internet users to the global tally to bring the number of Internet users in the region to 857 million -- largely

> **DSL remains the top technology used for broadband internet in Pakistan, while WiMAX stands seconds. PISP crossed one million mark by totaling 1.052 million broadband subscribers**

due to China, Teltscher noted. But the highest density of online surfers in the population is found in Europe, followed by the Americas, former Soviet states and Arab nations, according to the ITU data. In Arab states, the estimated number of Internet users has reached 88 million, doubling in the space of about five years. Growth in Commonwealth of Independent States was even faster: 127 million people used the Internet there last year, compared

to 51 million in 2007 according to the ITU estimates.

"They have been catching up because they had lower penetration rates before," Teltscher explained. The number of Internet users in China reached 457 million at the end of 2010, growing by more than 73 million users from the previous year.

Last year's addition of 73 million people represents a 19 percent growth on 2009, when the Internet population expanded by 86 million people or 28 percent. In 2008 it grew by 88 million, equivalent to a 41 percent increase. The first major surge in the Internet user base occurred in 2007 with the addition of 73 million users for growth of 53 percent. The figures released by China Internet Network Information Center (CNNIC). Internet usage from desktop PCs, laptops and cell phones all increased during 2009. China's Internet population includes 303 million users who use mobile handsets to go online, an increase from the 230 million figure a year ago. China has the world's largest Internet population, making it a major market for IT businesses. In 2009, the country's Internet user base surpassed the US population. This year the number of mobile Internet users is poised to surpass that figure, which stands at 311 million, according to the US Census Bureau.

Using search engines, listening to music, and reading news were the top three most popular activities for Web users in the country. Micro-blogging is done by 13.8 percent of Chinese Internet users, while group buying is at 4.1 percent. Meanwhile, the US Department of Justice recently called for a new law that would force Internet service providers (ISPs) to hold on to customer usage records for as many as two years.

Currently, ISPs are not mandated to retain user activity logs for any specific period of time. Some service providers hold on to data for months, while others delete the records after only a few days. ■

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# Top gadgets in 2011

## BlackBerry PlayBook

**Research In Motion's BackBerry Playbook** is set to escort the company into the tablet market in or around the first quarter of 2011. The tablet supports Flash 10.1 and HTML 5, has a 7-inch screen, HDMI support, dual (front and back-facing) HD cameras, 1 GB of RAM and a 1 GHz dual-core processor.

## Kindle 3

As great as the iPad is, it still doesn't improve upon the book-reading experience of Kindle's e-ink. This year's model is improved in just about every way: faster, lighter, longer battery life, better contrast and bigger storage.

## IPad

The iPad rumour mill is now completely full, and from what we've heard, the new specs sound great. Based on the rumours, the newest iteration of the iPad will sport both a front & back facing camera, a lighter & smaller body, USB ports, a newer display technology and a new 3-axis gyroscope.

## Ultrasonic touchless input technology

Elliptic Labs is demo-ing their ultrasonic touchless input technology this year at CES and it looks super cool. It's similar to the technology built-in to Microsoft Kinect that allows users to execute actions without physically touching the device or a controller.

## Sonos S5 zone player and BR100 ZoneBridge

**Sonos** keeps raising the bar for home music-listening, and now you can control your listening, whether through iTunes, Pandora, Internet radio or Wolfgang's Vault via an iPhone/iPad app.

## MintPass tablet

This upcoming MintPass tablet supports dual-boot tablet and will be able to run both Microsoft Windows and Google Android operating systems. The tablet has dual touch-screens that employ the new SpaceTouch technology and can be used both in combination and separately. The picture shows the Korean company's previous tablet, the MintPad.

## Logitech Harmony One universal remote

One remote to rule them all. Sleek design, both in terms of cosmetics and ergonomics; sharp LCD that offers a touch-screen interface and touch-sensitive buttons for navigation of onscreen menus; web programmable via Windows or Mac PCs; excellent button layout and design; rechargeable lithium-ion battery and docking station.

## PlayStation phone by Sony

**Sony**, the leader of innovative technologies is ready to launch playstation phone code named "Zeus" in early 2011. Zeus would have Andriod 3.0 Gingerbread operating system. It also contains 8GB of memory with 1GHz Qualcomm MSM8655 processor. This superb phone also contains 1GB ROM and 512 MB RAM. 3.8? touch screen and its touch pad is just like gaming console of PSP.

Lambi gup till the sun gets up. Go crazy all night every night.

crazy nites

Flare

29

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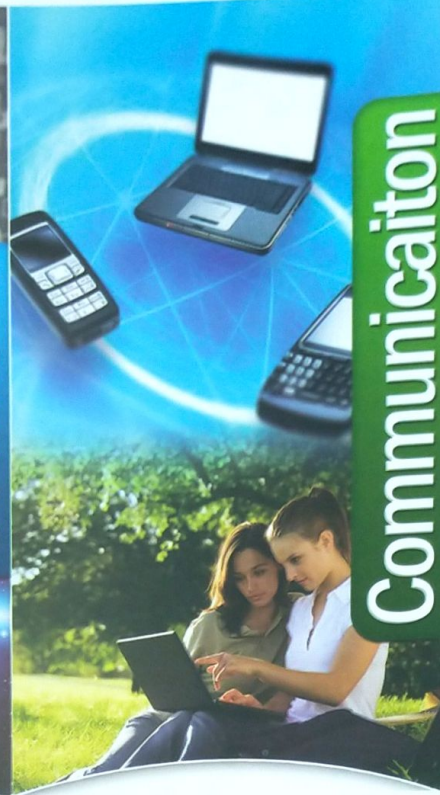
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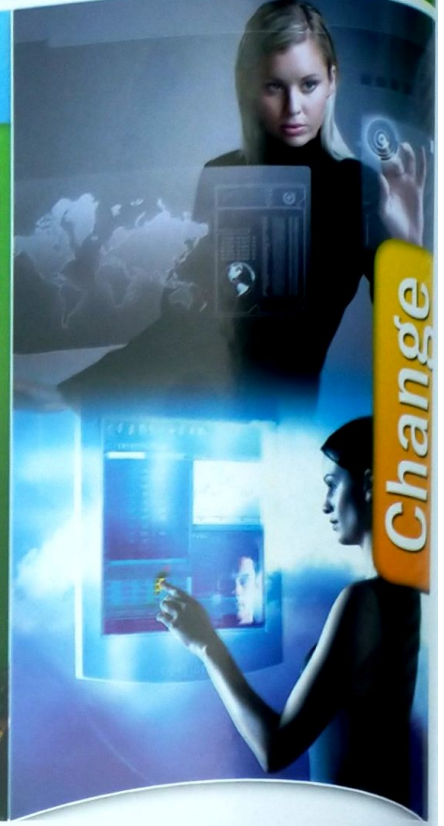
Change

# Emergence of generation C!
## Era of Machine-to-Mobile communication

Their interests will help drive massive change in how people around the world socialise, work, and live their passions and in the information and communication technologies they use to do so

In the course of the next 10 years, a new generation "Generation C" will emerge (the "C" stands for connect, communicate, change). Born after 1990, these "digital natives," just now beginning to attend university and enter the workforce, will transform the world as we know it.

Their interests will help drive massive change in how people around the world socialise, work, and live their passions and in the information and communication technologies they use to do so.

In hopes of better understanding the depth of the changes Generation C will bring with it, we are exploring the shape of the world inhabited and influenced by Generation C to investigate the trends that will affect the next decade, and to define the parameters of what should be an ongoing debate about what that future will look like and how business leaders should respond.

The belief that the world of 2020 will be a better place, this belief rests on a number of economic, demographic, and technological "macrotrends".

"Following the lull that took place during the recent worldwide recession, we expect to see some form of economic growth, with globalisation picking up speed again," said Richard Shediac, the

Booz & Company partner leading the firm's Middle East Public Sector practice. That will reestablish an international environment of global migration of talent and labour as well as capital. With ageing Western populations, new consumer segments will be created, including a relatively

> People will dramatically increase their consumption of digital information. The vast pool of available information will allow consumers to pick and choose the information they want and how they want to consume it

wealthy retirement segment and a new young middle class, and the countries i.e. Brazil, Russia, India, Pakistan and China will continue to grow rapidly. The pace of innovation will create an ever more digital world, even as wireless devices confirm their emerging role as the dominant tool for trade, entrepreneurship, and Internet access for the masses. Finally, concern for the

environment and for energy security will remain at a high level.

### The influence of Generation C

"The trends outlined will have a wide range of effects on how people use communications technology, on how they gather and consume information and entertainment, and on how they interact," said Ramez Shehadi. The latest consumer behaviour studies confirm that these trends are real, and they are reshaping the mass market.

### Consumer behaviour

On the grid 24/7: Being connected on a 24/7 basis will be the norm in 2020. We forecast that by 2020, the number of mobile users will reach six billion and the number of people accessing the Internet will reach 4.7 billion. The Internet's power will develop through its online economic might and also offline as a cultural and political influence. At the same time, personal and business activities will mingle seamlessly, as the day fragments into a flexible mix of personal and business activities—work, commuting, shopping, communications, entertainment. As "off-grid" time becomes rarer, it will become increasingly valued.

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Digital information osmosis: People will dramatically increase their consumption of digital information. The vast pool of available information will allow consumers to pick and choose the information they want and how they want to consume it. "Nonlinear" information consumption will become the norm and the supply of digital information itself will explode.

**iEverywhere:** As privacy concerns dwindle, personal data such as identity, payment details, shopping preferences, interests, and membership in social communities becomes widely available. Generation C will be able to access its digital life from a growing multitude of digital interfaces, requiring a fully interconnected world where services and data exist in the cloud, virtually.

**Growing generation gap:** The upper limit of the digitally literate grows older, as the 50-plus age bracket broadly migrates online. At present, 65-year-olds spend just two to three hours online in a typical week, yet the 65-year-olds of 2020 will spend closer to eight hours online weekly. Generation C will distance itself, particularly in the development of its own pervasive culture of communication. That culture has led observers to dub this group "the Silent Generation," as digital communication channels have replaced the physical interaction so dear to prior generations.

> The telecom industry will evolve into two types of players: the efficient utility driven by fibre and wireless access technology; and the fast moving, customer-centric software innovation powerhouse

## Business

**Social virtualisation:** As 24/7 connectivity, social networking, and an attitude of personal freedom further permeate the walls of the corporation, workers, mixing business and the personal over the course of the day, will "self-organise" into agile "communities of interest."

**Resident consumers:** The trend toward the consumerisation of corporate IT will continue. More than half of the next three to five years most employees will bring their personal computers to work. The trend to employees as "resident consumers" will be led by Generation C, given its familiarity with technology and its expectation of always-on communications. Talent injection: Non-Western knowledge workers will continue to migrate to the developed world as virtual communities make it easier for them to join global teams. As they do, they will bring with them the innovative ideas and working behaviours they generated in their home territories.

## The developing world

Digital entrepreneurs: Skilled and innovative digital entrepreneurs will emerge throughout the developing world in massive numbers. These have the potential to significantly disrupt traditional Western business models and have a highly connected audience that can benefit from their new ideas. New mass audiences: As the developing world increases in connectivity and sophistication, a huge new audience of people who have not yet been exposed to consumerism will develop outside already-connected urban centres. These audiences will leapfrog years of technological development

and quickly emulate the behaviour of Generation C.

## ICT industry impacts

The effect of these changes will be to tie information and communication technologies more tightly into the daily lives of people throughout the world. These will have major implications for the telecommunications and technology industries, which must begin now to develop complex webs of interacting technologies and business models. What challenges are these two critical industries facing, and how should they respond?

The infrastructure/application divide: Customers are already shifting their loyalties, and their consumption patterns, from their telecom operators to application and service providers. This trend is playing out just as technology trends are also driving the telecom industry toward the strict separation of infrastructure from services and applications. Today, telecom players that remain vertically integrated will come under substantial pressure. Thus, the telecom industry will evolve into two types of players: the efficient utility driven by fibre and wireless access technology; and the fast moving, customer-centric software innovation powerhouse.

The customer relationship: As consumers use more and more different services, they will establish a wide variety of commercial relationships. A key industry control point may emerge in the areas of secure identification, localisation, and (micro) payments on behalf of all these smaller service players. Various contenders are preparing their game, including financial institutions and telecom operators.

The power of the cloud and IT/telecom convergence: The shift to cloud computing is clear and pervasive. As the technology that underpins most of the future consumer technologies and preferences, it is already gathering speed. Both information and the intelligence needed to manage it are moving quickly into the cloud.

The centreless Internet: Traditional aggregation points such as portals have already become yesterday's focus. Browsers have been touted as the new control points, yet so far they have generated limited customer loyalty. If anything, the Internet will grow increasingly centerless, as services become dynamically reconfigured and consumers choose their preferences as the need arises, following the crowd from one hyped thing to the next.

The technology shake-up: Suppliers of hardware and software technologies to the telecom industry will struggle as operators, their traditional customers, choose their respective paths—either infrastructure or services.

## Growth in global telecom

The trends outlined above will pose real challenges for every player in the global telecom industry over the next decade. We expect there to be real opportunities for growth, especially in specific areas. There are a number of trends that will compensate for this steep loss in revenues:

In more developed economies, pervasive broadband is an essential underpinning of any of the above visions, and of the additional top-line growth to be expected from such services. In particular, governments are likely to directly co-invest in or at least coordinate industry partnerships to build next-generation fibre-based and wireless infrastructure.

Second, an opportunity lies in the ability of telecom operators to reach vast but still-

unconnected segments of the world's population.

A third avenue for growth can be generated if the technology and telecom industries can translate to other industries their understanding of how Generation C behaves and collaborates, and the technologies it prefers, and then capture some of that new value.

These changes will be accompanied by any number of new services and devices in both telecom and surrounding industries. Most of them will require these industries to change and cooperate in new ways, including the personal identity and interaction device, the digital passport, and M2M—variously translated as "machine-to-machine" or "machine-to-mobile"—communication.

## Cross industry perspectives

The connected, always-on world of 2020 will have a powerful impact on a variety of industries beyond ICT, thanks to the wide proliferation of digital and mobile services and the open infrastructures that will connect across industries. Generation C's impulse to share what they know, and to willingly erase the distinction between their online and offline lives, will transform both how information moves around and how players in different industries communicate and market to customers.

Even the concept of distance will be transformed, as the world becomes fully modeled in 3-D and therefore open for inspection by prospective visitors. The digital world will also further invade the car, with better information on the environment and improved safety through the



presence of sensors that check for sleepiness or drunkenness, and simplified maintenance based on remote diagnostics. It will also improve the efficiency of the street network, allowing for instant data on traffic and the ability to determine traffic flow.

These changes will provide enormous opportunities for ICT companies. The advent of Generation C will drive fundamental change in most industries—and create substantial opportunities and threats for all involved. Booz & Company predicts a series of "eras" triggered by the sequential rise of critical new technologies. The year 2020 will be a different world. The general outlines, and a great deal of the particulars, are clear. As such, it is incumbent on the technology and communication industries to prepare to help lead us into this world, and to benefit from the technological, social, and cultural changes that will take place. ■
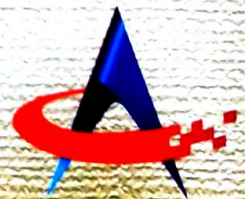
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# What motives behind

# Telenor
# reshuffles drama?

Telenor's top management tried their best to appoint an Indian national as CEO Telenor Pakistan but it faced tough resistance from the media, (which forced Telenor to mend their ways and evil strategies, it had designed to ruin our image throughout the world,) particular Flare Magazine who highlighted the heinous activities of Telenor and published it publicly. Telenor must apologise to the government and public for spreading vulgarity and fascism

Telephony     Internet

The Norwegian cellular operator Telenor Pakistan has reshuffled number of high level management posts in a bit to overcome difficulties and problems. The motive behind major reshuffled could be vulgar and senseless advertisements and mismanagement in and outside the company.

Telenor's top management tried their best to appoint an Indian national as CEO Telenor Pakistan but it faced tough resistance from the media, (which forced Telenor to mend their ways and evil strategies, it had designed to ruin our image throughout the world,) particular Flare Magazine who highlighted the heinous activities of Telenor and published it publicly. Telenor must apologise to the government and public for spreading vulgarity and fascism.

The local business market has for years worked on a top-down approach. What it signifies is that the initiatives and operations tend to come into play within organizations from the senior management, with little to low incorporation from the general staff.

The New Year has awoken with news of moving and shaking in the management of cellular companies across the industry. While some remain still to be confirmed, analysts have begun to look at implications that the changes could have over the operations of each change, as it has been rare for new management to continue with the vision of their predecessors.

The first wind of change came with Telenor, which has announced its new CEO, CTO and other reshuffle at top level management. Prior to the announcement, a lot of chatter pointed towards a local company loyalist finally assuming the role of the head honcho at the telecom giant, but it seems that the Norwegian owners still feel the need to have an expat in charge, who preach and practice the western interests.

Jon Eddy Abdullah has ruled for mere a year and we witnessed another reshuffle, the policies and strategies of Telenor are out of understanding but the only thing regarding Telenor's social responsibility is concerned, it has one thing to do, and that is the only habit of vulgarity, senseless advertisements and etc. Their ultimate agenda is to deviate our youth to religious practices and indulge them in addictive and none healthy activities which our culture don't permit.

One of the reasons for this could be keeping a synergy within the group over the operations and strategy; Telenor has strived to incorporate a different culture within the corporate fabric of Pakistan, and it is unlikely to be replicated with the same ease by other personalities. After all, a strong understanding of the tried-and-tested system of the company is essential to growing the portfolio.

Chief Executive Officer (CEO) Telenor Pakistan, Eddy Abdullah will join DTAC as CEO, Group of Teecom Arm in Thailand and Christian will succeed Jon Eddy Abdullah from March 1st 2011. Since its inception, Chirstian is third in a row non-Pakistani CEO of Telenor in Pakistan, after Tore Jhonsen and Jon Eddy. Gossips were active that Telenor may appoint a local icon for its operations in Pakistan but not do so.

It is conspiracy of Telenor to appoint foreign CEOs whenever all other cellular operators have appointed Pakistani and Muslim CEOs. Telenor has its own agenda to astray the youth of Pakistan and trying to deviate from the principles of Islam.

> It is conspiracy of Telenor to appoint foreign CEOs whenever all other cellular operators have appointed Pakistani and Muslim CEOs. Telenor has its own agenda to astray the youth of Pakistan and trying to deviate from the principals of Islam

Christian Albech has substantial experience from executive positions in the communication and media industry. He comes from the position as CEO of Telenor Broadcast, where he has been responsible for Telenor Group's portfolio of broadcast operations - Canal Digital, Telenor Satellite Broadcasting, Norkring and Conax. At the end of third quarter 2010, these operations represented nine percent of Telenor Group's total revenues.

Christian Albech has been central in establishing and developing the Nordic pay-TV, driving the transition to digital TV, introducing HDTV, and launching several advanced new TV services. Mr. Albech also has extensive experience from serving on the board of directors of numerous national and international companies.

Patrik Hofbauer will succeed Mr. Albech as CEO in Telenor Broadcast. He also holds the position as CEO of Canal Digital.

Aamir Ibrahim will be replacing Lars as new CMO. Aamir had been heading Strategy and Corporate Affairs for some time. Corporate Affairs will now be headed by Aamer Izhar-ul-Haq. He was earlier leading procurement department.

Ahmad Jawad will be replacing Aamer Izhar to head procurement department as Director. He was earlier heading the legal department. Sources say that legal department is yet to be assigned to anyone.

During this managerial reshuffle, it is believed, the company may undergo some structural changes in a bid to avoid blunders in future.

It is rumoured that the corporate communication department which is frequently blamed for its failures, will come under CEO's office, sources said.

Telenor has a long history of troubles with media and within. In November 2010, Javed Jafri, the person responsible for media planning had resigned from his position.

In October 2009, in an unexpected development, Syed Hasnat Masood, the then Director Corporate Communications, Corporate Social Responsibility, and spokesperson Telenor, has resigned from his position. At that time Affan Haider, was appointed as temporary spokesperson.

Telenor should mend its behaviour and follow the Pakistan Telecommunication Authority instructions and policies.

A giant billboard have installed at Bank Road Saddar Rawalpindi to attract the people to its brand but majority of people showed anguish over the disgraced advertisement billboards and lamented the Telenor management. They demanded the government to remove the billboards immediately and take action against the Norwegian company who exploited the sentiments of the Muslims.

Advent of technology must not encroach upon the sensitivities of any culture and multi nationals especially those in the business of communication must realise that one-size-fit-all policy does not work globally and acclimatisation and cultural compatibility should be a yardstick while rolling out ad campaigns.

It is remembered that the last year, Norway and Denmark reprinted of the blasphemous cartoons of Prophet Muhammad (PBUH) and Muslims demanded that Pakistan should sever all kinds of ties with Norway and Denmark and declare war on both countries. Many of the protest banners carried writings such as "Anyone who kills Kurt Westergaurd will be hero of Islam", "Somali Cartoon attacker is Hero of Islam" "We can scarify ourselves for the honour of our Prophet".

Telenor Pakistan, best known for vulgarity and anti-social norms, has strategically stepped into SPAMMING Business also.

This is probably what we were destined to see after CMO's change, the company has gone beyond its policies and allegedly hired a local Google Group moderator to send unsolicited emails to those internet users who never subscribed to the service.

Telenor, in a communication, has disowned this email and said Telenor never sends unsolicited emails to anyone. But, Telenor intentionally doing the immoral activities and continues its vulgar and unsophisticated attitude. Telenor said it has nothing to do with the email in question, as evident from sender's

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email address (obviously its group owner's email id) – it must be someone's effort at individual or personal level.

However, in contrary to what Telenor claimed, the Google group owner confirmed that Telenor had hired him to send this email to



his group members. When specifically asked if Telenor's office hired him or some franchiser or retailer at individual capacity got the service, he replied "Telenor Pakistan officially contacted him for the bulk email service".

Moreover, the link back provided in the email lead us to Telenor's official website, the page is now broken, however, it was opening some days ago. No man in this world will pay thousands of rupees to advertise a website which is not in his ownership and benefits.

On other side, even if Telenor didn't hire this bulk email solution officially, it's Telenor's responsibility to cap their franchisers in doing so. I am sure they have at least this much control over their franchisers or retailers. Telenor's this SPAM email is in connection to company's growing efforts to sell postpaid connections. According to latest report, Telenor Pakistan has some 227,000 postpaid customers out of total 25 million subscriber base.

This is not the first time any multinational company has indulged itself into spamming business. It merits mentioning here that sending SPAM email is a crime punishable under the law as Electronic Transaction Ordinance section 36 and 37. Their prosecution may go severe if PECO is given a go ahead from parliament.

On the other hand, Nordic telecom operator Telenor said profits dropped 3 percent in the fourth quarter, with higher costs and taxes offsetting a rise in sales, but Telenor's profit was declined severely in the third quarter, the company is struggling to find its ground but still not ready to focus on their performance and quality.

Net income for the last quarter of 2010 was 2.10 billion kroner ($364 million), down from 2.17 billion kroner a year earlier. Revenue rose 11 percent to 24.9 billion kroner.

Telenor, in its stats revealed that ARPU for its postpaid customers remained at Rs. 773 during the fourth quarter, down from Rs.847 a quarter before. While ARPU for prepaid subscribers witnessed quarter-on-quarter consistency at Rs. 223.

The company saw growth in its operations in Asia, but sales were flat in its home market, Norway, also declined in Eastern Europe. It added a total of 8 million subscriptions during the quarter, and expects organic revenue growth of above 5 percent this year.

In Hungy, Telenor Magyarorszag, the Hungarian operating arm of Norwegian group Telenor, said its fourth-quarter sales were impacted by the ongoing economic crisis in the country, exacerbated by termination fees cuts and the effect of a 'crisis tax'. Telenor Hungary

booked revenue of HUF42.1 billion ($213.7 million) in the last three months of 2010, down 5.2 percent from the corresponding period a year earlier. For the full year, sales reached HUF165.2 billion, a 6.7 percent year-on-year



drop. Fourth-quarter EBITDA was HUF5.33 billion, down dramatically from the HUF15.72 billion it booked in Q4 2009, largely the result of a HUF9.9 billion payment to the government in the form of a telecoms sector crisis. Full year EBITDA reached HUF60.3 billion, an EBITDA margin of 36.5 percent, and EBIT was HUF9.78 billion. CAPEX dropped to HUF2.55 billion in the fourth quarter of 2010 from HUF3.67 billion a year earlier, boosting full-year capital expenditure to HUF8.91 billion.

Telenor Hungary closed out the year with 3.58 million mobile subscribers, down slightly from 3.61 million a year earlier, though a 36,000 improvement from 30 September 2010. Telenor said its share of the mobile broadband segment was 26.62 percent as at 31 December 2010, down from 28.46 percent three months earlier. Telenor competes with Magyar Telekom's mobile arm and Vodafone Hungary in the local market.

Earlier, Telenor, reported a 51 percent drop in third- quarter profit as spending rose on new operations in India. Net income dropped to 1.7 billion kroner ($288 million) from 3.49 billion kroner a year earlier, Fornebu, Norway-based Telenor said in a statement.

The company's Indian division, called Uninor, opened in December, aiming to leverage expertise acquired in Pakistan and Bangladesh. Uninor added 4 million subscriptions in the quarter for a total of 7.9 million prepaid cards in operation after revamping its sales strategy, the company said. Meanwhile, Telenor is taking mobile group Vimpelcom to arbitration over its planned $6 billion purchase of telecoms groups Wind and Orascom, a move likely to mire the deal in a lengthy legal tussle.

Telenor, which owns nearly 40 percent of Russia's Vimpelcom, said it had requested an arbitration tribunal over a part of the deal that prevents it from exercising pre-emptive rights over a share issue.

Telenor was preparing possible legal action to block the bid, which is supported by fellow 40 percent shareholder Alfa Group, Vimpelcom's management and the Russian government.

Alfa unit Altimo's CEO Alexey Reznikovich said the group would fight the claims and warned that if the case was not resolved by the end of June the deal could collapse.

As, being a social responsible press, which is abide by the rules and committed to speak for the public and country's interest, Flare doing its best to keep the masses updated by performing its watchdog role. It's now, up to the government and the regulator (PTA) to control the evil minded Telenor and stops it from playing with the emotions and sentiments of already broken and bruised Pakistani people. ■

The Future is WATEEN

# vChatter brings anonymous in virtual contact
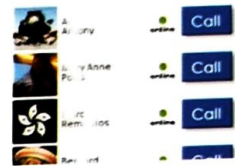
vchatter
Safe Live Video Chat

vchatter
SAFE LIVE VIDEO CHAT

Choose a friend to video chat

>> Next Person

You are connected! You can chat now.
Me: Hi! What's your favourite dessert?
Rita: Carrot Cake. What's yours?

## We can communicate with scattered, anonymous and heterogeneous people. It brought communities and diverse cultures to share their norms and values with those we want to make them friends

VChatter is the place to connect with friends worldwide on live video chat. It is like the journalistic activity, where we offer our services to those we don't know and about those many people won't take interest. vChatter is the largest video chat service on Facebook with over 2 million users and over 25 million calls established. It provide fun, casual and comfortable environment to discover new people and develop meaningful relationships.

We can communicate with scattered, anonymous and heterogeneous people. It brought communities and diverse cultures to share their norms and values with those we want to make them friends. vChatter, Inc. is founded by three serial entrepreneurs, Will Bunker, Hitesh Parashar and Dan Owen based out of Silicon Valley, California.

Vchatter, a video chat application originally launched on Facebook, announced that it has expanded its service to a standalone website.

As a Facebook app, the service has seen impressive growth since its launch in May, with 2.5 million active monthly users. But it's now betting on growth outside Facebook, by providing personal URLs or website addresses for users, akin to the profile pages they have on other social networks like Twitter or MySpace.

The service allows users to easily chat with friends and even meet new people. If the idea of meeting new people creeps you out, the tie-in with your Facebook profile discourages undesirable behavior. In addition, the company has a bunch of tools that can eliminate inappropriate content, like nudity — a problem that has bedeviled Chatroulette, a much-buzzed about video site.

Having its own standalone site allows the company to add some features not allowed on Facebook proper, including the ability to meet people based on geography, gender, and age. The site can now provide individual URLs for users, giving the opportunity to have private video chatrooms as well as badges that users can put on outside sites to draw attention.

Facebook has its own text chat, and rumors of a Facebook video-chat service have been circulating, including a recent post on All Facebook about snippets of inadvertently revealed code on Facebook's site that showed phrases like "waiting for your friend, "video call denied" and "incoming call." The threat of competition from Facebook may have prompted Vchatter's move to a standalone site.

Traffic has been on the rise, too. According to AppData, the app currently has about 975,100 monthly active users, and it has had between 101,000 and 83,000 daily active users during the last week.

The installation process asks for permissions like most, then takes you to a screen divided into four sections: Your friends list, your chat video, a place to chat by typing and the video of the person with whom you will chat.

Unless you have someone already waiting to chat on Facebook, you can press the "Next Person" button and the app will find you an app user with whom to chat. You can also invite friends both on and off Facebook to chat.

> Recently half a dozen chat attempts yielded mostly men, women several in various states of undress, looking for their match to hangout, in this sense it is annoying because the culture of nudity and porn doesn't exist here nor we can tolerate to see or view in our homes

Recently half a dozen chat attempts yielded mostly men, women several in various states of undress, looking for their match to hangout, in this sense it is annoying because the culture of nudity and porn doesn't exist here nor we can tolerate to see or view in our homes.

Ultimately, VChatter as a tool for meeting unknown people on Facebook seems like a good idea, provided other people have the same idea. After all, there's nothing like putting a face to a name when you meet someone. But if what you're looking for is simply to video chat, it doesn't seem like VChatter offers much more than other video chat services. ■

China will finish large-scale testing of the fourth-generation (4G) mobile communication network, TD-LTE, in the next 18 months, signifying the country's intention to join the race in the deployment of advanced communications systems and share the benefits with developed markets.

Zhang Feng, director of the telecommunications development department at the Ministry of Industry and Information Technology (MIIT), said at a news conference in Beijing that large-scale tests of the TD-LTE

providers, including Nokia Siemens Networks, Alcatel-Lucent, Ericsson, Datang Telecom Technology &Industry, ZTE and Huawei, are all involved in the trials.

Wang Jianzhou, chairman of China Mobile, said in Davos, Switzerland, that his company has won "full support" from Apple Inc for TD-LTE technology. He said the company was also considering an invitation from Belgium to apply for a 4G license in the country, the news website QQ.com reported.

"After lagging behind world telecom leaders

number of China's 3G users reached 47 million last year, with users of TD-SCDMA hitting 20.7 million, accounting for 44 percent of China's 3G market. But Wang said the number was greatly exaggerated, as few TD-SCDMA users actually use the data service.

During the past few years, China Mobile has been actively promoting TD-LTE as the company has struggled with TD-SCDMA, a 3G standard that is believed to be less mature than WCDMA and CDMA2000 adopted by China Unicom and China Telecom.

China's LTE plan was accepted as one of the major candidates for a global 4G standard in October and may finally become an international standard as late as 2012.

An official from the China Academy of Telecommunication Research under MIIT told that China may start commercial deployment of 4G service in 2014, as the system and handset supports for the new technology still need time to mature. "That timing will also give room for China's 3G market, in which the government has invested billions of yuan," said the official, who declined to be named.

Zhang Feng from MIIT said that the Chinese government will continue to support the development of TD-SCDMA.

On the other hand, China Unicom can now roll out fiber-to-the-home and fiber-to-the-building across the country faster and at a lower cost with the GPON infrastructure and smart management system. Apart from the opportunity to triple play services among Chinese consumers, this will also allow the company to better meet the growing demand of data traffic, Ericsson stated.

"This is a milestone in the globalization of GPON - the new path China Unicom has taken reaffirms the potential of GPON in China and around the world," stated Mats H Olsson, head of Ericsson Region China & North East Asia. "Ericsson is one of the few qualified GPON vendors in China, and we are proud to be



**CHINA in race to launch 4G**

4G, which can provide a connection speed more than 50 times faster than the current 3G network, is regarded as the growth engine for the future telecom market

network, which kicked off earlier this month, will last about one-and-a-half years.

He said the research and development of TD-LTE commercial devices will be completed in 2012, adding that "China welcomes international companies to participate in the development of TD-LTE".
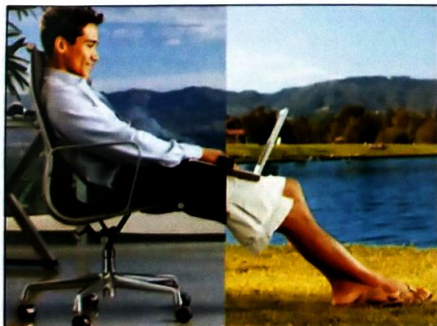
4G, which can provide a connection speed more than 50 times faster than the current 3G network, is regarded as the growth engine for the future telecom market.

China Mobile, the country's biggest carrier, will be in charge of constructing, operating and maintaining the networks. Telecom equipment

for many years, we are finally standing at the forefront of the industry and we are very excited about the prospect," he was quoted as saying.

According to research firm Maravedis, 22 4G networks were in operation by the end of 2010 and another 39 will be in use by 2012.

Due to the deployment of 4G in the United States, Japan and Europe, the capital expenditure of the telecom market could shrug off drops in the past two years and rise by almost 7 percent to $40.3 billion, US research firm iSuppli said.

In the 4G market, Huawei took 36 percent of the share, the research company TeleGeography added.

Earlier this month, MIIT gave the green light to large-scale trials of TD-LTE networks in six cities, including Shanghai, Guangzhou, Shenzhen, Hangzhou and Xiamen.

Wang Yuquan, senior consultant with research firm Frost &Sullivan in China, said he doesn't expect China to launch the 4G service commercially in the next three years.

"I think the Chinese government will not give approval for the 4G service until its huge investment in TD-SCDMA bears some fruit in the market," said Wang.

According to the latest data from MIIT, the

**In 2011, Ericsson will be supplying its high capacity EDA 1500 platform in more than 10 major provinces**

powering China Unicom in its mission to stay ahead of the competitive broadband market."

In 2011, Ericsson will be supplying its high capacity EDA 1500 platform in more than 10 major provinces. The company has now become a mainstream broadband supplier in China, benefitting from its global GPON footprint. Ericsson now provides GPON to all three of the country's telecom operators as well as some leading cable TV operators. Ericsson's GPON solution is now being used by a majority of the provinces and regions in China, the company stated. ■

# Get into the digital game



With the early success of the iPad, developers saw tremendous potential for profit building apps. What a difference several months make. You can build apps of any kind now, and the costs don't come anywhere close to those earlier prices.

Still, some small- and mid-size publishers remain skeptical on costs.

A lot of people often say, 'Technology is expensive. Technology is complicated. There's really no good way to get into the digital game from a low cost,' and that's really not the case.

There really are no barriers to smaller publishing companies, no technical-expertise barriers. And the kind of time that small publishers have to put in to making sure they

a year, you're not going to be able to do much. While there's a lot of stuff out there that's free, there are, generally, re-occurring costs, especially hosting costs that will eat into your budget.

The hosting costs aren't a lot in a number of cases, but when you talk about doing an iPhone application, and an Android phone application, maybe something for a replication edition, that all of sudden starts to eat into your costs. So budgeting and figuring out what you want to spend, figuring out what the return is for you is pretty critical.

It's not unusual anymore, depending on the size of your newspaper, to have a mobile site up and available for $3,000 a year.

Publishers will need to know whether or not their vendor permits

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**A lot of people often say, 'Technology is expensive. Technology is complicated. There's really no good way to get into the digital game from a low cost,' and that's really not the case**

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can put their information where they want it, that kind of time has been drastically reduced. And there's no need for big cash outlays.

## Training and retraining

As publishers determine which digital options to pursue; staff will need to be trained. Make sure that everybody sticks to the basic tenets of journalism and the basic tenets of digital updating.

The first step is to be the dominant provider of local journalism. You've got to own breaking and local news. If you don't, and you've got nothing that you can actually give to your customers, and then you have nothing that advertisers are going to want to see their advertising around.

Toward that goal, train your staff on the importance of understanding your online audience, which is different than your print audience.

There are still a number of publishers out there who don't understand the metrics behind their sites. In other words, they don't really understand how many page views their site brings in, how many visitors their sites bring in, the amount of time people are spending on their sites, and the number of stories or the kinds of stories that people look at when they go to their site.

In that case, we recommend Google Analytics for small- and mid-size publishers on a tight budget. It gives a real clear picture of what your site's doing and how it's performing and it

doesn't cost you any money. You'll need somebody with minimal technical expertise to hook it up to whatever your content management system is, but it's an outstanding option for anybody that either doesn't have metrics on their site or is getting metrics that they believe are incomplete or inadequate.

## Update more often

A lot of publishers still don't update enough. And the strength behind any website is your ability to get information out to people as quickly and completely as possible. Of course, accuracy is also extremely important.

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**A lot of publishers still don't update enough. And the strength behind any website is your ability to get information out to people as quickly and completely as possible**

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I urge publishers to become well acquainted with their site's analytics to determine what visitors find most compelling, so they can increase the amount of time a visitor spends on a news site.

## When free isn't free

Budgeting will vary from newsroom to newsroom, but he offered some guidelines on what to expect. If your (digital) budget is $3,000

them to serve advertising, he said. They may split the revenue with you in some small way, but they may want to control the advertising so you've got to find out what the stipulations are there.

Other issues to be aware of are more technical in nature. Some of these also have feed restrictions and feed issues. Some of them may not be able to tie or get information from your content management systems, depending on how they are set up, so these are all things you need to check into and ask when you are deciding what vendor you want to use.

Tech support with free or low-cost providers exists, but be prepared for slower-than-you-might-expect response times. There is tech support, but it tends to be a little less vibrant than what some publishers may want. They are not 24/7 tech support like many of us are used to, where you get the same person over and over at a moment's notice.

Experts suggested digging deep into the variety of Google Apps that publishers can use on their website free of charge, such as Google Maps, which allows you to embed images in the maps or pinpoint homes or businesses mentioned in stories. Google Earth offers similar features at no cost.

Google Apps also provides business-style Gmail, so you have bigger capacity and a number of other useful business applications for $50 a person per year. "That's awfully cheap." ∎

# Telecom future!
# Entertainment comes to pocket



## In the near future, we will see powerful devices backed by huge databases of applications helping consumers (individuals/businesses or both) benefit from mobile broadband that will offer mobile computing experiences beyond imagination

Pakistan is a unique market with five operators, servicing 100 million mobile phone connections with lowest mobile tariffs globally. With the upcoming 3G services (expecting to be auctioned soon), value added services (VAS) are expected to drive conspicuous consumption. Service providers are relying heavily on VAS such as high speed data applications and mobile entertainment options including 'TV everywhere'.

In the recent years, our telecom industry has witnessed phenomenal growth. The last year, in fact, has been one of the most exciting years for the industry with the achievement of 100 million subscribers mark, 100 percent increase in mobile sets import bill and highest rate of SMS sending. A conducive business environment, favorable policies, and political stability have spurred the growth of this sector (notwithstanding the telecom ministry woes, while MoIT got devoted minister at last). As the telecom revenues continue to grow aggressively, telecom service providers are now beginning to make all endeavors to enhance their profitability amid dropping ARPUs, low tariffs and cut-throat competition.

In the near future, we will see powerful devices backed by huge databases of applications helping consumers (individuals/businesses or both) benefit from mobile broadband that will offer mobile computing experiences beyond imagination. There are going to be exciting times ahead, though it remains to be seen how 3G will impact both enterprises and retail customers when all the service providers initiate 3G services next year (if PTA started auction early this year). However, one cannot ignore the power of mass entertainment medium that a mobile is soon going to become.

In the 3G age, the services will be provided of access, video, applications, and gaming. Mobile phones will become a one-stop-shop for your daily needs. It will be used as a gateway to Internet access, passkey for high security commercial transactions,

and an entertainment and information keeper. M-commerce, m-banking, m-trading, m-wallet, location based offers and mobile TV, have become the most talked about trends in the industry.

With the newer and faster technologies coming on the horizon, the access technologies such as screen size becoming smaller advanced and more efficient, gone are the days when a large sized screen was needed to access the Internet and download favorite entertainment content. Now customers have a plethora of options to choose from that is, mobile phones, tablet PCs, and netbooks, etc, for accessing the worldwide web and their favorite content (mobile entertainment content such as audio, video, etc).

According to a Portio Research report estimates, mobile entertainment services (including mobile music, mobile games, and mobile video services) would generate worldwide revenues of $47.2 billion

> ### Mobile TV will change the paradigms of mobile entertainment. Television will no longer be limited to households, and each individual will carry his own personal entertainment in his pocket

by end of 2013. Gartner said that more than 4.5 billion apps downloaded in 2010 across all platforms, generated $6.8 billion of sales. It estimates that this will increase to 21.6 billion downloads and $29.5 billion of revenues by 2013. However, another interesting trend would be that a quarter of these mobile app revenues will come from advertising in free apps, rather than paid downloads.

Now the next question arises that what kind of app will be most popular in the future? The emergence of mobile TV and mobile commerce

applications would be seen as the single most important event in the future of telecom industry.

The broadcast industry is undergoing one of biggest transformations in its history. Over the next few years or may be less, the entire television industry will make the transition from analog broadcast to digital services. This will be a major leap ahead for the entire broadcast industry. Slowly and steadily consumers have started streaming shows, news and movies from the web not just to their television sets and laptops, but also to their smartphones and iPads. Mobile TV will change the paradigms of mobile entertainment. Television will no longer be limited to households, and each individual will carry his own personal entertainment in his pocket. The day is not far when the mobile TV will become ubiquitous and revenues will be earned through personalized ads. The recently announced tablets with phone capabilities and 5 inch and 4.8 inch screen sizes by Dell and Acer, respectively suddenly mark the reappearance of a large enough personal screen to enjoy TV and video content.

Mobile commerce or m-commerce-the conduct of business transactions over the Internet enabled wireless devices-is the other huge trend slowly becoming a dominant force in the business and society. M-commerce is one of the fastest growing mobile applications in recent history. M-commerce has become such a popular concept that a number of sub applications have been developed around the concept such as m-banking, m-trading, m-wallet among many. The enabling feature such as anytime, anywhere banking/payment flexibility, and ease of use have made it one of the most downloaded apps across the world. The future of telecom will be to enable the applications and technologies to develop such softwares and applications which make the dream of mobile world true. Telecom will become the springboard to the future creation and expansion for an information society. Telecom will play a huge role in the society and will spur innovation, entrepreneurship, and growth. ■

# 2011: a year to 'test the nerve'

**2011 a year of telecommunication 2011**

## The much celebrated era of mobility, social media and cloud revolution will finally be delivered and this will shape not only the entire ICT industry in the decade ahead but the way we live and work: Adrian Dominic Ho

The 2011 to be another banner year for telecommunications companies, albeit one that will "test their nerves" as they adjust to the rapid changes in the information and communication technology (ICT) landscape. "The opportunities in 2011 should allow telcos to secure their place and define their legacy in ICT history," said Adrian Dominic Ho, principal, telecom and managed services, Networking Research at IDC Asia-Pacific. "The much celebrated era of mobility, social media and cloud revolution will finally be delivered and this will shape not only the entire ICT industry in the decade ahead but the way we live and work."

Ho said migration to the new ICT landscape is essential but it will drive competition more fiercely among industry players wanting a slice of the lucrative pie. With growth, Asian multinational corporations will be expanding again and this will provide a unique opportunity, while at the same time pose challenges for many telcos. We believe that Intra-Asia connectivity will be a major growth impetus for IP VPN and other ICT services.

IDC predicts that 2011 will be the year where the trend of combining social media with business analytics will make its mark across most of the key enterprise applications in use today. "Applications are beginning to be embedded with unified communications (UC) and social features today but IDC expects virtually all types of business applications to undergo a fundamental transformation in functional structure by fusing traditional business applications with both social/collaboration software and analytics in 2011 and beyond," it said.

Video has always been touted as one of the revolutionary technologies, it has begun to deliver its earlier promise that it will revolutionize the way people communicate as the cost has come down

sharply and the convenience of video has made big advances in technology strides like the introduction of telepresence. Video has transformed the way businesses communicate internally and externally with their clients and partners. The rise and popularity of video and smart devices in the era of 'mobilution' will lead to the death of the IP phone.

Perhaps one of the biggest changes in market dynamics, not only in 2011 but also over the coming decade, will be the rise of the Asian MNC in what is commonly described as the Asian century. A changed new world order is upon us and is one where the influence of Asian MNCs in the ICT market will change the way market leaders operate and conduct themselves. However, the move into the IT space has been divisive as many industry

> **Video has transformed the way businesses communicate internally and externally with their clients and partners. The rise and popularity of video and smart devices in the era of 'mobilution' will lead to the death of the IP phone**

watchers have sounded off warnings that telcos would not be able to lift their game sufficiently to earn the confidence of IT buyers across the globe. Virtual desktops have long showed huge promises for reducing desktop total cost of ownership (TCO) but accessing and implementation in a highly distributed environment has always been the main challenge and has been described by some as "walking through the fire" as you can get burnt if

you do not execute it well. If there is one thing that everyone that has tested virtual desktop can agree on is its sheer complexity. With the popularity of iPads in the B2B world and the expected entry of alternative media tablets and other mobile devices, client virtualization is expected to generate great interest, proof-of-concept and demands in 2011.

IT companies are increasingly looking to partner with telcos to increase their penetration in the SMB space, which continues to be the largest segment in terms of total number of addressable opportunities. The SMB market has long been described as 'the long tail' and it is very easy to understand why most IT companies struggle to keep up in the SMB segment.

It is a tirelessly challenging market given the sheer numbers involved - consider the large number of countries in this region- and also the difficulties in reaching out to each one of them. Apart from telcos and Internet service providers (ISPs) offering consumer and enterprise cloud computing services, there is a whole new sub-industry emerging which revolves around the software, hardware, and services network equipment providers (NEPs) that are serving telcos and the transformation of their products/technologies and services into money-making cloud services.

This type of cloud service offered is not the 'one-to-many' model that typically comes to mind when talking about cloud services as carriers typically are very hesitant to share the same servers with their competitors. Instead, NEPs are, and should be, looking at offering these services as hosted private clouds with logical separation of infrastructure between carriers, with a future roadmap of moving into virtually separated cloud infrastructures as carriers become more comfortable with a shared-services concept. ∎

this quarter. Annual sales reached KRW 22.1 trillion ($19.1 billion), jumping 12.5 percent from the previous year despite economic stagnation in developed markets.

LG Mobile Communications Company revenues increased 10.9 percent quarter-overquarter due to strong sales of smartphones such as Optimus One. A total of 30.6 million handsets were shipped in the quarter, reflecting an 8.0 percent increase over the previous quarter. In 2011, the company will focus on profitability by launching more premium smartphones and differentiated tablet PC products while regaining its cost competitiveness in feature phones

LG Home Appliance Company showed consistent strong performance with 13.7 percent growth year-over-year on sales of KRW 2.8 trillion ($ 2.5 billion) and an operating profit of KRW 78.0 billion (USD 68.8 million). Sales increased in the overseas markets due to strong holiday season sales in the North American market and continuous growth in the emerging markets. Total sales for the full year rose 11.9 percent over 2009 to KRW 10.7 trillion ($ 9.2 billion), generating solid operating margin.

The company expects to maintain its market leadership in refrigerators and washing machines while expanding its linear compressor and water treatment businesses. LG Air Conditioning Company sales increased 50.5 percent year-over-

# LG sale drops, profit collapses

**Revenue from cell phones dropped 15 percent as LG's mobile division posted a 274.1 billion won loss. Shipments were also down 10 percent to 30.6 million units, pushing LG into the No. 5 spot globally behind RIM**

Try as it may, 2010 is a year that LG Electronics will not soon forget. The struggling electronics giant reported its fourth quarter earnings and put the cap on its worst year on record. The company posted a fourth-quarter net loss of 256.4 trillion won compared to profits of 361.9 billion won in the fourth quarter of 2009. Operating profit for the full year was down 93 percent to 176.4 billion won.

Revenue from cell phones dropped 15 percent as LG's mobile division posted a 274.1 billion won loss. Shipments were also down 10 percent to 30.6 million units, pushing LG into the No. 5 spot globally behind RIM. The company will look to new high-end smartphones like the Optimus 2X, Optimus Black and Optimus 3D as it attempts to reverse its declining mobile trend. LG remains the No. 2 TV company globally, as sales in its home entertainment division increased 15.8 percent compared to the third quarter of this year. Because competition forced LG to drop the average selling price on its television sets, however, the company's home entertainment business still posted an operating loss in the quarter. Hit the break for LG's full press release.

LG Electronics (LG) announced full year 2010 revenues of KRW 55.8 trillion ($ 48.2 billion) with net profit of KRW 1.3 trillion ($ 1.1 billion). Operating profit for full year 2010 was KRW 176.4 billion ($152.5 million).

Unaudited results based on IFRS (International Financial Reporting Standards) for the three-month period ending December 31, 2010 reflected strong revenues in home entertainment

and home appliances, driven by an increase in flat panel TV and handset shipments, which partially offset soft performance for mobile phones during the quarter.

LG posted consolidated fourth-quarter 2010 revenues of KRW 14.7 trillion ($ 13.0 billion) a 9.4 percent increase from the third quarter of 2010. LG recorded a KRW 256.4 billion ($226.3 million) net loss in the fourth quarter of 2010. Overall operating profit fell but losses at the company's mobile division also declined and a reduction in inventory resulted in improved cash flow. LG Home Entertainment Company sales increased 15.8 percent in KRW quarter-overquarter with record-high quarterly flat panel TV sales due to strong seasonality and product leadership in developed markets.

> LG announced full year 2010 revenues of $48.2 billion with net profit of $1.1 billion. Operating profit for full year 2010 was $152.5 million

The company shipped 8.7 million flat panel TVs, reflecting a 33.0 percent increase from the same period the previous year. However, due to ASP decline as a result of intensified competition in the TV industry, earnings declined compared to the third quarter and posted an operating loss in

year to KRW 0.9 trillion ($ 0.8 billion) with significant growth in Middle East, Africa, Central and South America and stronger overseas commercial AC sales.

Full year sales reached KRW 4.8 trillion ($ 4.2 billion), 12.2 percent higher than a year earlier. In 2010, the company will continue to place considerable resources toward its nascent solar cell and LED lighting businesses while strengthening its competitiveness for strategic air conditioning products.

LG Business Solutions Company sales increased 1.9 percent quarter-over-quarter to KRW 1.2 trillion ($ 1.1 billion) despite a decline in market demand and a lower average selling price (ASP). Annual sales posted KRW 4.8 trillion ($ 4.2 billion), rising 4.3 percent from the previous year. With strong leadership under the new senior management, the company will focus on strategic investment in product development and quality assurance for the long term.

To prepare for future growth, the company will continue to invest in high potential businesses such as solar energy, commercial air conditioning and water treatment.

Amounts in Korean Won are translated into US Dollars at the average rate of the three month period in each corresponding quarter: KRW 1,133 per $ (2010 4Q) and KRW 1,169 per $ (2009 4Q). Average rate of the twelve-month period in 2010 was KRW 1,157 per USD and KRW 1,278 per $ in 2009. LG expects the exchange rate in 2011 to be KRW 1,100 per $. ∎

With the continued proliferation of auto satnav, handheld Personal Navigation Devices (PNDs) and mobile phone navigational functionality, consumers are being offered ever more choice in the way they experience navigation and location-based information. Hence it was interesting to see the penetration of navigation technologies into the population when digital map provider Navteq released excerpts from its global research recently. In 2009, half of all people in mature markets such as US, UK, France and Germany had used navigation devices - double the number from 2006. The research also concluded that mobile consumers are very interested in pedestrian navigation too. The time is unquestionably near when we'll all be reliant on our

53 percent for PNDs and 37 percent for mobile navigation. In APAC, 67 percent regularly use their embedded navigation system versus 50 percent and 46 percent respectively for PNDs and mobile.

Consumers utilizing traffic services use their navigation system more than those without

In a separate study regarding consumer views on real-time traffic services, 48 percent of US participants said that they used their navigation system more often than they did before they had access to real time traffic. The pattern was repeated in Europe, with 44 percent of respondents saying their navigation system usage had increased with the addition of real-time traffic access. The iPhone app's performance was significantly less satisfying. In the first instance, this thing drains power like

# Navigation devices heading for ubiquity

## In 2009, half of all people in mature markets such as US, UK, France and Germany had used navigation devices - double the number from 2006

handheld devices for finding our way around. The following excerpts are from NAVTEQ's Annual Tracking Study, NAVTEQ's Traffic Study, New Pedestrian Navigation Product Research. Consumer experience with navigation is double what it was just a few years ago; but even in mature markets it has reached only around 50 percent.

In a NAVTEQ Tracking Study, 48 percent of respondents in the US said that they had used navigation, up from 22 percent in 2006. Another 48 percent of respondents were familiar with navigation, but had never used it. For Europe, the same study showed that in 3 of the most mature markets (UK, France and Germany) 53 percent of respondents had used navigation, up from 26 percent in 2006. Another 41 percent were familiar with navigation but had not used it. If the results are expanded to include Poland, Czechoslovakia and Russia as well, the number of respondents who have used navigation falls to 49 percent with another 47 percent saying they are familiar with it. In APAC (China and south Asia), only 34 percent of respondents said that they had used navigation; another 58 percent were familiar with it.

In the same tracking study, 44 percent of respondents in the US said that they had used portable navigation (another 49 percent were "familiar" with PNDs). Reported use was 25 percent for in-car navigation and 21 percent for mobile phone navigation. In Europe, 47 percent

of respondents said that they had used portable navigation and another 47 percent were "familiar." Reported use of in-car navigation was 19 percent and mobile navigation use was 25 percent. APAC results were somewhat more equally aligned, with respondents' stated use of portable navigation at 28 percent, versus 29 percent for mobile navigation and 17 percent for in-car navigation.

> The iPhone app's performance was significantly less satisfying. We found that with a battery life of about 25 percent remaining, the app would wring the phone's juice out in about ten minutes

Consumers most frequently use in-car navigation systems, followed by PNDs and mobile devices. 54 percent of US respondents reported "Regular" use of their embedded navigation system, versus 41 percent for PNDs and 27 percent for mobile navigation. EU respondents showed a similar pattern, with 68 percent saying they regularly use an embedded navigation system, while that number was only

nothing else we've seen. Even if you just use it for the end of a journey, for finding a residential address in an unfamiliar area, you've got to be quick. We found that with a battery life of about 25 percent remaining, the app would wring the phone's juice out in about ten minutes. We spoke to other users who said their experience was that, even plugged into the cradle, itself plugged into the car's cigarette lighter, the app drained power faster than the phone could pull it from the car, meaning that it ran dead even when plugged in.

Obviously this is a hardware issue, and you could simply blame Apple's battery technology and power management. But if one app can effectively render a phone useless, then that app isn't going to get a lot of uptime. Then there's the app's inability to keep pace with the speed of the car. Even at low speeds we found ourselves a lot further down the road than the handset display, which was struggling to update fast enough to stay useful. The iPhone App tried to take us the wrong way down one-way streets, or took us to dead ends on a number of occasions.
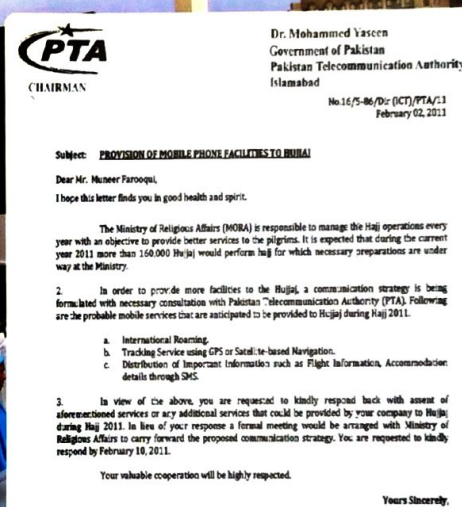
The most obvious problem, though, is that, if you share a car with your spouse you need two handset-based solutions if you opt to shun a dedicated satnav. And that just doesn't make sense financially; certainly if you both have iPhones. ∎

# PTA acquires cell operators services to monitor Hujjaj

Pakistan Telecommunication Authority (PTA) has acquired the services of cellular operators to manage the operations in the upcoming Hajj 2011, because in the previous pilgrimage, a spat of corruption charges been labeled against the religious federal minister amounting Rs 17 billion. The Supreme Court directed the Attorney General (AG) to contact the government for removal of contractual officials while hearing the Hajj corruption case. A seven-judge special bench, headed by Chief Justice Iftikhar Mohammad Chaudhry, had taken notice of a plethora of complaints about corruption and irregularities in Haj arrangements.

The Federal Investigation Agency (FIA) has informed the apex court that contacts of former religious affair minister Hamid Saeed Kazmi have been provided with the accused Ahmed Faiz and Rao Shakeel in Hajj scandal. The Attorney General produced list of contractual police officials



Kazmi, to meet him as soon and submit a comprehensive report pertaining to the issue.

Prime Minister Gilani said the pilgrims' sufferings during Haj brought bad name to the country. He further said that the government is investigating the allegations and culprits be brought to book. The corruption scandal, which fired both the Federal Ministers from their offices and caused mayhem in the country, the special guest of Allah Almighty were looted severely by the public representatives who stained the image of Pakistan in the Muslim world. It was a shocking issue, which is still under process.

To avoid such mismanagement and fully facilitate the Hujjaj karam in their sacred pilgrim, PTA and ministry of religious affairs decided to use the cellular operator's services to guide the guests of Allah Almighty during the upcoming Hajj 2011.

The text of the letter

## In order to provide more facilities to the Hujjaj, a communication strategy is being formulated with necessary consultation with Pakistan Telecommunication Authority

including Salahuddin Khattak, Waseem Ahmed, Tariq Jameel, Maj (Retd) Khurram Gulzar, Nadir Hussain Khosa, Din Muhammad Baloch, Lt Col (Retd) Farman Ali, Mian Akhtar Hayat and Asghar Muhammad. The CJ observed that the culture of nepotism should end and appointment should be made as per merit and sought list of FIA and OSD officials.

The statement of Zain Sukhera was read in the court in which he admitted that he met with Rao Shakeel in Saudi Arabia in 2010 while Abdul Qadir Gilani was his class fellow in Aitcheson College. In further proceeding, former Federal Minister of Science and Technology, Azam Khan Swati delivered a statement against the government and said that he had warned the prime minister about the ongoing Hajj corruption in a cabinet meeting.

Swati further added that the corruption was upon the orders of the then Federal Minister of Religious Affairs, Hamid Saeed Kazmi. Swati said that he would put forward a detailed statement with proof at the next hearing. During the hearing, the Chief Justice asked former Director General Hajj, Rao Shakeel to justify the serious allegations against him in the scandal. The CJ also told Shakeel that morally he should not have accepted the position of DG Hajj.

Rao Shakeel said in his defence that all the pilgrim's residences were attained on merit. He also said that he dismissed an officer Ahmed Faiz upon corruption charges. On this remark, Justice Khalilur Rehman Ramday said it seems that everyone except the pilgrims were guilty in this

matter. "Was the government blind not to see the mismanagement of the Hajj event?" Ramday asked Justice Javed Iqbal added that he hadn't seen corruption like this in his 28 years of professional life. Hamid Saeed Kazmi had sent a compensation notice of Rs 100 million to Azam Khan Swati, over corruption allegations by the latter on Kazmi regarding embezzlement during Haj operations. The notice described that Swati's allegations had harmed Kazmi's reputation.

> It is expected that during the current year 2011 more than 160,000 Hujjaj would perform hajj for which necessary preparations are under way at the Ministry of Religious Affairs

Kazmi, in the notice, called upon Swati to either provide evidence against him or compensate. Prime Minister Yousuf Raza Gilani directed Federal Minister for Religious Affairs Hamid Saeed Kazmi to take back the Rs100 million compensation notice that Kazmi had sent to Federal Minister of Science and Technology Azam Khan Swati over corruption allegations pertaining to the Haj arrangements.

Prime Minister Gilani telephoned both the ministers and directed them to stop issuing statements and remarking against each other in the media. He further directed Hamid Saeed

issued by PTA to all cellular operators is shown below:

### PROVISION OF MOBILE PHONE FACILITIES TO HUJJAJ

The ministry of religious Affairs (MORA) is responsible to manage the Hajj operations every year with an objection to provide better services to the pilgrims. It is expected that during the current year 2011 more than 160000 Hujjaj would perform hajj for which necessary preparations are under way at the Ministry.

In order to provide more facilities to the Hujjaj, a communication strategy is being formulated with necessary consultation with Pakistan Telecommunication Authority (PTA). Following are the probable mobile services that are anticipated to be provided to hujjjaj during Hajj 2011.

- **International Roaming**
- **Tracking Service using GPS or Satelite based Navigation**
- Distribution of important information such as flight information, accommodation details through SMS. In view of the above, you are requested to kindly respond back with assent of aforementioned services or ary additional services that could be provided by your company to Hujjaj during Hajj 2011. In lieu of your response a formal meeting would be arranged with Ministry of Religious Affairs to carry forward the proposed communication strategy. You are requested to kindly respond by February 10, 2011. Your valuable cooperation will be highly respected. ■

# Thrilling iPhone games

Games wow! These are quietly in now a days, people around the world are hardly manage to play on consoles and Xbox or PSP, the magic iPhone smart phone change the fantasy of playing games, now people consume maximum time using their iPhones, but it's not boring because all these are becoming mode of recreation and enjoyment. We brought some special games exclusively for you; the popular iPhone games take a glance over:

**Angry Birds:** It's not easy to ignore Angry Birds—you'll usually find it hanging out at top spot. It's one of the first phenomenon to come out of the iPhone world, spawning seasonal versions, toys and even a movie deal. I doubt it even needs a description, so if for some reason you're just now crawling out from under a rock, go and download Angry Birds.

**Plants vs Zombies:** I came from the casual games industry so I've been a fan of PopCap for a long time. PvZ is a streamlined, linear tower defense game. Your goal is to defend your home from a swarm of zombies using a variety

Puzzle Agent: This is why I like doing these lists. Games like Puzzle Agent deserve recognition for stepping outside the box and delivering an engrossing experience. You play as an FBI agent

**Rhythm Spirit:** Rhythm Spirit is the sleeper hit of the year. It was loved by critics, but flew under the radar for many iPhone gamers. The game is a

Spirit a must have for both fighting and rhythm game fans.

**Ragdoll Blaster 2:** Trajectory games have been all the rage for the iPhone. And while the genre has seen plenty of below average apps, Ragdoll Blaster 2 stands out from the crowd. With whimsical, steampunk-inspired graphics and tons of variety in level design and background art, RB2 is a deep and rewarding puzzler.

**Spiderman:** The world of Spiderman makes for one of the best gaming environments, despite the mixed results of many past attempts. Total Mayhem for the iPhone succeeds in offering up a very attractive, highly playable web-slinging experience. This solid beat-em-up gives you all of Spidey's skills as you swing through cityscapes, web-up bad guys, and engage in some good ol' fashion fisticuffs. Total Mayhem is visually fantastic and features truly excellent fighting mechanics.

**Fruit Ninja:** Some games are just fun for their sheer mindless simplicity – Fruit Ninja is one of those games. As 3D fruits hop into view, you run your finger across the screen to

## Trade Nations, in some ways, it plays like a cooperative real-time strategy game. You place houses to create workers, develop timber yards to bring in lumber, harvest wheat for food, etc

of different plants from common pea shooters to exploding landmine plants. With a simple, fast paced method for earning money to upgrade your defenses, this game is an entertaining blend of action, strategy and zombies.

**Trade Nations:** This is one of my favorite freemium games on the iPhone. In some ways, it plays like a cooperative real-time strategy game. You place houses to create workers, develop timber yards to bring in lumber, harvest wheat for food, etc. It's a rewarding experience best played in short, productive bursts. Every action takes time, so it's always interesting to check in and do a little management during a break.

**Chinatown Wars:** I'm generally not a fan of ports but this time it was done right. GTA: CW is a faithful translation of its Nintendo DS counterpart. The game is presented in a 3D overhead perspective, combining elements from the original GTA and GTA 4. Despite having an appearance similar to the former, it actually plays more like the latter and those familiar with Liberty City will find themselves right at home here.

from the Puzzle Investigation Division in a game that combines elements of classic adventure games with thought-provoking puzzles. Together with quirky artwork and good voice acting, this is one to try out.

**Rhythm Spirit:** Rhythm Spirit is the sleeper hit of the year. It was loved by critics, but flew under the radar for many iPhone gamers. The game is a

> Imaginative characters, unique gameplay and a genuinely awesome techno-zen soundtrack make Rhythm Spirit a must have for both fighting and rhythm game fans

rhythm-based fighting game featuring a rich storyline based on Japanese folklore. Imaginative characters, unique gameplay and a genuinely awesome techno-zen soundtrack make Rhythm

cut them in half—simple as that. Slice up the endless onslaught of fruit while avoiding the game-ending bombs. Each session begins at a slow, steady pace with the action gradually becoming more intense and frantic as you progress.

**Osmos:** There is a certain zen-like satisfaction you get from playing Osmos. You control an amoeba-like blob that must consume smaller entities to grow, and then expel them to move. You've got to be alert to maintain this careful balancing act, but the meditative lull of Osmos' ambiance creates a uniquely relaxing, trancey experience.

**Smurfs' Village:** When it comes to freemium management games currently available on the App Store, the experience is too often shallow and predictable. This isn't the case with Smurf's Village. While the objective is still to build and develop your village, the game is jam packed with tasks, mini-games and even a loose narrative. Smurf's Village features great music and excellent, hi-res graphics that are sure to instill a warm sense of nostalgia to anyone who spent the 80's watching morning cartoons. ∎

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# SMS traffic to surpass 8.7 trillion in 2015

**Global SMS revenues are forecast to rise to $136.9 billion in 2015 from $105.5 billion in 2010, while global SMS traffic is expected to increase to 8.7 trillion messages in 2015 from 5 trillion messages in 2010**

In a report published by Pakistan Telecommunication Authority (PTA), on SMS traffic trends in local and global markets, says that a total of 151.6385 billion text messages were exchanged by Pakistani cellular subscribers in fiscal year 2009-10, generated revenue of Rs. 40.76 billion.

This figure translates into 1532 SMS per subscriber in an year or 128 SMS per subscriber in one month. Average price of one SMS is said to be at 27 paisas. Report says that four billion mobile subscribers use SMS service around the world, who sent five trillion messages in 2009 i.e. approximately 105 sms per person per month.

Pakistan is ranked Number four for average number of SMS sent per subscriber in a month.

According to the latest forecasts from Informa Telecoms and Media, short message service (SMS) will remain a significant source of revenues and traffic for mobile operators on a global basis until at least 2015. The company reckons SMS traffic growth will be driven by enterprise, emerging markets and social networks.

Global SMS revenues are forecast to rise to $136.9 billion in 2015 from $105.5 billion in 2010, while global SMS traffic is expected to increase to 8.7 trillion messages in 2015 from 5 trillion messages in 2010.

"Mobile operators are spending heavily on rollouts of LTE and other high-speed mobile data networks, leaving relatively little in the budget for messaging services, however SMS remains a core service for mobile users and continues to account for the vast majority, 80 percent in 2010, of their data-and-messaging revenues," comments Pamela Clark-Dickson, senior analyst at Informa Telecoms and Media and author of the recent Mobile Messaging research.

"SMS will continue to be the most popular form of messaging for a number of reasons: universal access and interoperability across devices and mobile operator networks, ease of use, reliability, and low cost."

Although traditionally used primarily by consumers, SMS is increasingly being used by government departments, banks and financial institutions, brands, retailers and transport providers, among others, for increasingly sophisticated purposes. SMS is used not just to deliver alerts, information services or mobile marketing campaigns; it is used to deliver appointment reminders, tickets, coupons, banking and payments, and loyalty programs, among others.

SMS is also becoming increasingly popular in emerging markets, in particular for the delivery of a range of financial services to mobile users who would otherwise not have access to banking products, for information services, and for other types of messaging services, including e-mail and instant messaging. Indeed, the types of information services that are being delivered by SMS in emerging markets in Africa and other regions are playing a vital role in improving the economic and social well-being of mobile users and their families in these markets. For example, farmers can use SMS to receive weather reports, crop prices and information about fertilizers, and in so doing hopefully increase their crop yield and allow them to get the best possible price for their harvest. Meanwhile clinics can harness SMS to manage their stocks of medication better or to allow patients to check whether their medicines are fake, which will ultimately help reduce the spread of diseases such as malaria and HIV.

> **Pakistan is ranked 4th for average number of SMS sent per subscriber in a month. Farmers can use SMS to receive weather reports, crop prices and information about fertilizers**

"The fact that SMS is the universal data communications channel on the mobile device is also a huge benefit for businesses and government departments in developed markets and, more recently, for social networks like Facebook and Twitter. By enabling SMS updates or alerts for their services, social networks, businesses and government departments can reach all mobile users, and not just the segment of users that owns a smartphone," adds Clark-Dickson.

SMS will remain a key mobile messaging medium over the coming years, but growth in SMS revenues is slowing or falling, particularly in developed markets, and mobile operators may lose a significant cash cow if they do not act to introduce or enable the introduction of new and innovative SMS-based services.

SMS is a communication service standardised in the GSM mobile communication system, using standardised communications protocols allowing the interchange of short text messages between mobile telephone devices. SMS text messaging is the most widely used data application on the planet, with 2.4 billion active users, or 74 per cent of all mobile phone subscribers sending and receiving text messages on their phones worldwide.

The trend of SMS has been flourished in Pakistan. According to Pakistan Telecommunication Authority (PTA) report, cellular mobile operators generated more than 25 billion SMS. One reason for this growth is that a majority of user base in Pakistan is youth and they prefer to communicate via SMS.

On major events and other celebrations, it is now a common practice to send and receive news/greetings through text messaging. Text messaging also allows people to be more creative, though the SMS may not always be original.

The festive season still remains a favourite high traffic period for operators and consumers alike. Compared to last year's traffic, this year the total messaging traffic grew by 40 per cent.

Text messages or SMS messages are a quick and easy way to stay in touch with people. Sometimes, the messages can get annoying. It is possible in most cases to block SMS messages temporarily. ∎

# A world of predictions for 2011

**More than seven trillion SMS messages will be sent worldwide in 2011, from nearly 4.2 billion mobile subscriptions. Wi-Fi location will outstrip all other location technologies; mobile commerce sales set to explode**

**M**essaging is still more prevalent among younger subscribers, but as they replace older subscribers messaging will get a further boost. Messaging, which includes four types of communication – SMS, MMS, mobile email and Instant Messaging – is being increasingly regarded as something of a commodity by users, due to falling delivery costs and high competition.

Email has the advantage of familiarity for many consumers, and, says Markkanen, "Due to relatively low PC penetration in emerging regions, for many consumers across Latin America, Africa, and south Asia mobile devices will provide the primary screen for accessing email. This won't be restricted to smartphones: many companies are developing solutions to allow more basic handsets to handle email."

Messaging is, increasingly, a tool for the enterprise as well as for individuals. Mobile messaging has distinct advantages for companies communicating with their customers. It is universal, cost-effective and reliable, and most people have their phones with them and switched on most of the time.

When it comes to mobile network infrastructure discussions, LTE is the name on everyone's lips. Yet the very meaning of the acronym – "Long-Term Evolution" – is a hint that it isn't going to happen overnight.

LTE's deployment as the mainstay 4G technology will take place gradually, and won't even begin to gather real steam until 2013. Nonetheless, LTE is forecast to generate more than $11 billion in service revenue in the United States in 2015, with nearly a further $650 million to come from Western Europe.

Wi-Fi location will outstrip all other location technologies including GPS, cellular and MEMs,

with shipments reaching more than 1 billion by 2015.

The key is accurate, ubiquitous location-finding across a variety of portable devices such as mobile phones, tablets and laptops. With the proliferation of Wi-Fi and increasingly lower cost or free location engines, it will become the most widely available location technology over the next five years.

The short-term growth of mobile online shopping has been nothing short of phenomenal. In the world, purchases attributed to mobile online shopping will show impressive growth, as it won the hearts of many people around the globe in 2010.

> Messaging, which includes four types of communication – SMS, MMS, mobile email and Instant Messaging – is being increasingly regarded as something of a commodity by users, due to falling delivery costs and high competition

The audience for mobile marketing and advertising is growing steadily, and spending on the new medium is growing in parallel.

One six-month period in 2010 saw spending expand by almost 2.5 percent, and a new ABI Research study indicates that in 2016, revenue from mobile display ads will be getting close to $1.5 billion.

Mobile marketing and advertising fall into five categories: Text messages, Mobile display (banner) ads, Mobile search, In-application

advertising, In-video advertising.

More than 60 distinct media tablet models from nearly 50 different manufacturers are already available in at least one country or region.

Many of these media tablets do not bear household brand names like Apple or Samsung. China is definitely a market leader, but it is a 'white box' market in which brand is relatively unimportant, prices are relatively affordable (though still higher than those of netbooks), and devices are aimed at domestic consumers.

While these are not (yet) global brands, the very presence of such a thriving white box market in Asia is a good indicator of a growing market that is expected to see robust adoption rates in years to come.

ABI Research anticipates that mobile devices may turn out to be the best form factor to bring 3D technology into mainstream markets.

By 2015, 3D devices—including smartphones, notebooks, mobile Internet devices, and portable game players—will comprise over 11percent of the total mobile devices market.

Emerging 3D technologies for mobile devices do not require the user to wear glasses to view the 3D content. Unlike 3D TVs, the mobile category has a fast replacement cycle.

This means consumers are more likely to buy a mobile device with 3D in an upgrade purchase much sooner than they would purchase 3D in a larger form factor such as a flat-screened television. Mobile 3D devices will be driven by three key applications: creation of user-generated 3D content by integrated video and still cameras; playback of 3D content; and 3D gaming. Some 3D devices will also support the conversion of 2D content to 3D content.

Shipments of ultra-low-cost handsets will grow to more than 360 million by 2015, representing a 2010-2015 CAGR of over 22 percent, while shipments of low-cost handsets will reach 249 million by the same time period.

The key markets for these entry-level devices are China, India, Pakistan, Africa, Latin America, and some developing economies in Asia. While many emerging markets have experienced significant increases in the numbers of mobile subscribers, there remains a large portion of the population that has yet to purchase a mobile device or mobile services.

The downward pressure on entry-level device prices will persist for years to come. The low-cost sub-segment is now defined by devices that cost less than $60, with prices expected to fall to $40 by 2015.

The ultra-low-cost sub-segment, currently comprised of phones with price tags of $25 or less, will see handsets available to the end-user for $16.00 or less.

Huawei and Alcatel-Lucent claimed the second and third spots in the company's new evaluation of worldwide LTE base station vendors, with Nokia Siemens Networks (NSN) taking the top spot. ∎

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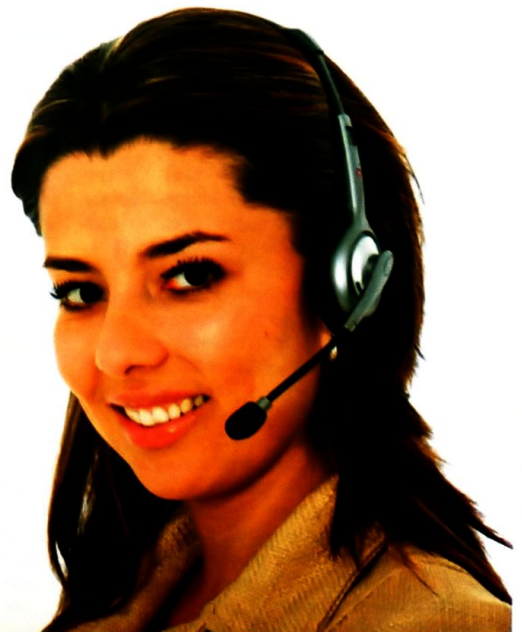
**2**010 has been a great year for homemade hacks and mods. Not content with rooting phones, modders took to all areas of tech to fiddle, from PC casemods, to farming aids, to clothing. Below are a few of my favourite hacks from over the last year.

### Star trek doors

If given the choice, even non-Star Trek fans would lust after these bedroom doors. The doors were created using PIC micro-controller, an air compressor and a door split in half, a door track, solenoid-operated valve, and various other pneumatic fittings. Rather than reaching out for a doorknob, just press a button and the doors will slide open and close slowly after a few seconds.

### iPad retro gaming

The iPad also was the basis of a few nice hacks. There was the ChromePad, which allowed the Chrome OS to run on the iPad, as well as hacks that gave it Verizon connectivity and, yes, Windows 95 support--now that's mind-boggling. But one of the coolest was a hack that let you play retro games on the tablet, with a Wiimote no less. You did need a jailbroken iPad first but for a Nintendo emulator, it's worth it.

### The Coffee-Powered car

For a while now, scientists have been trying to work out ways to make cars run without the need for precious oil. Electricity, water and even cow dung have been explored to varying successes. So who would have thought coffee would get cars up and running in the morning? The car in question had been heavily modified in order to allow it to run on coffee for a British TV show. Although this would seem an efficient way for future cars to run, it needs very regular stops and drinks around 56 espressos per mile (and you thought you had a caffeine addiction...).

> Scientists have been trying to work out ways to make cars run without the need for precious oil. Electricity, water and even cow dung have been explored to varying successes

### iPod-Controlled car

Possibly the ultimate hack of the year, a DIY hacker figured out how to control a car externally using a lowly iPod Touch. With a bit of wireless network modding and the use of RedEye for the remote system, car hacker Dave Phipps made the iPod capable of controlling the windows, closing the doors, and managing other little subsystems of the car.

### The Lego printer

Hacks with the most basic of materials often produce some pretty amazing results, and the Lego and pen printer was one fine example. The

# The cool, exciting hacks of 2010

Well-known modder Ben Heck bought hacking to clothing to create the cool LCD portal shirt. It's not only an awesome way to confuse friends at a costume party, but it was also a very simple hack

USB printer was created with Lego bricks, a felt-tip pen and few mechanical parts. Although it probably takes a little longer to print, and can only print one color, it is much cheaper to replace the ink than normal printers.

### Overload of all casemods

There have been a few innovate casemods this year, such as a recycled old wood stove PC (with smoke and fire effect) and even an old motorbike becoming a very brightly colored PC. However, the most amazing mod had to be the God of War's Kratos replica. Sadly there were no details on how the case was made, but it is going to take a lot in 2011 to top this one.

### Apple TV hacks

Apple's newest streamer box opened the hack floodgates: The first hack appeared within days of its release. Thanks to various DIY developers, the Apple TV 2 can now surf the Web, listen and get Plex and provide weather forecasts.

### Homebrew R2-D2

This huge R2-D2 is amazing. You can climb in and drive it, as well as be the Pied Piper of neighborhood dogs and scare away small children. It has all the R2-D2 essentials, like a rotating head and sound effects. We're not quite suet how it was made, but what we do know is

that it was made out of an old plastic drum--could there be any better way to recycle?

### LCD portal shirt

Well-known modder Ben Heck bought hacking to clothing to create the cool LCD portal shirt. It's not only an awesome way to confuse friends at a costume party, but it was also a very simple hack. It's essentially just a LCD screen mounted to the front and a camera on the back, with a battery hidden in a pants pocket. Ben even gave the shirt away to a lucky competition winner, just in time for Halloween.

### Robo-scarecrow

Farmers could breathe a sigh or relief when German company Conrad came along with a modified scarecrow. The revamp of the traditional scarecrow basically held a rave in the middle of a field, with bright obnoxious lights and loud noises--something birds and pests probably don't like all that much. If pests still don't get the message to go away, they get blasted with air by a desk fan. Simple, yet potentially affective.

These were the most amazing and cool hacks in the previous year. I loved it, that's why I used a cool hack word rather hot because the hot hacks are more dramatic and dangerous, like, WikiLeaks etc. ∎

# 3-D TVs, smart appliances

Appliance makers and cell carriers are pushing the idea of washing machines, refrigerators and energy readers that have the ability to access wireless data networks



Televisions with three-dimensional eye-popping visuals felt like a fleeting trend in 2010, reserved for gearheads who didn't mind shelling out a 20 percent markup over regular flat-panel televisions.

Another hurdle for 3-D TVs was the requisite active-shutter glasses that black out alternating eyes at a rate of 120 times per second — so fast they can deliver a different image to each eye without you even realizing it. The problem is these glasses can cost $100 or more per pair, are heavy, require batteries and have been known to induce wooziness and eye strain.

"Now, TV manufacturers are moving into Round 2 of 3-D TVs, with sets that use the same cheap, flimsy glasses found in 3-D movie theaters," says Seth Porges, associate editor at Popular Mechanics. "These are extremely inexpensive,

> More TVs come ready to hook up to the Internet and stream without an add-on box. New Internet-connected TVs from LG, Panasonic and Samsung were announced at CES

meaning you'll never struggle to outfit a party. They're also lightweight, don't require batteries and are less likely to cause eye strain."

The reason television makers didn't take the movie-theater-style passive-glasses route before was that the technology had a hard time of showing high-definition footage. But 3-D makers and TV manufacturers teamed up to correct the problem. LG, for example, introduced a 3-D TV that uses passive 3-D glasses and a thin film.

More 3-D products became available at CES. Sony's Bloggie pocket camcorder, which shoots 3-D as easily as 2-D for family home movies, is expected to sell for $200. Sony introduced other 3-D camcorders and cameras.

Some 3-D viewing, including new televisions and gaming devices, doesn't even require special glasses. For example, Nintendo demonstrated its handheld device for gaming at CES. The 3Ds system is expected to hit U.S. stores in March.

More TVs come ready to hook up to the Internet and stream without an add-on box. New Internet-connected TVs from LG, Panasonic and Samsung were announced at CES.

"But these set-top boxes are so cheap and easy to use now — and not nearly as huge a commitment as an all-new TV — that I don't think they're going anywhere anytime soon," Porges says.

This kind of connection can allow you to follow your Facebook friends while you watch TV — on the same screen.

## Smarter appliances

Appliance makers and cell carriers are pushing the idea of washing machines, refrigerators and energy readers that have the ability to access wireless data networks, says Michael DiLauro, home product specialist at the nonprofit Consumer Reports. And there energy-saving, pocketbook-protecting and lifestyle benefits to them, he says.

At CES, Kenmore and LG introduced appliances that allow users to monitor and control them remotely using a smart phone or tablet. LG's alert messages will relay minor problems: refrigerator door left open, ice maker switched off, washing machine off balance. Soon, consumers will be able to use LG Smart Access with the company's HOM-BOT robotic vacuum cleaner to feed their pets and tidy up their homes.

More appliances will have self-diagnosis features, saving a trip from a service technician. That way, the technician can arrive with the correct parts to make the repair. Another recent innovation is GE's Overnight washer/dryer. Before you go to bed, you can toss a load of laundry into the washer. The same machine dries it so clothes are ready to wear in the morning.

"Laundry products are one of the hottest categories right now," DiLauro says.

Garmin is known for making devices to get you where you want to go. But now if you want to keep tabs on your children to and from school, runaway Fido, your spouse in her first marathon, your prized Beamer or a briefcase full of cash, there's the new Garmin GTU 10 GPS tracker.

The waterproof device is small (3-by-1.3-by-.8 inches) and lightweight (1.7 ounces). It attaches with a clip to a backpack, dog collar or anything you want to track. Using a tracking website on a computer or an application for a mobile device, it gives the location. And compatible Garmin nuLink devices can automatically route to the GTU 10's location with turn-by-turn directions.

GTU 10 owners can create up to 10 geofences (virtual boundaries) for the device so that when it enters or exits a geofenced area, Garmin can send an e-mail or text message notification.

LG introduced a Food Management Monitor for keeping tabs on refrigerator contents. By dragging and dropping food icons on the refrigerator's LCD display, or by using the voice recognition function, users can manage what is in



the refrigerator as well as where certain items are and when they expire. The information is accessible via smart phone or tablet computers, which consumers can reference, while grocery shopping.

Dozens of tablets were introduced at CES, including ones that run Android and Windows. But none rivaled the Apple iPad, says Seth Porges, associate editor of Popular Mechanics. The closest was the Motorola Xoom.

"The challenge will be for competitors to deliver a product that will make people think twice about buying an Apple iPad," Porges says. "That means making it cheaper and filling it with features Apple left behind, such as a front-facing camera and support for Adobe Flash."

The clock is ticking for Apple's competitors: The second-generation iPad is expected to show up in the first half of this year. ■

Like most other industries, communications was weighed down by the worldwide recession in 2010. But 2011 looks quite promising for telecom. The stellar growth of mobile broadband, the rapid business adoption of wireless, and the rise of cloud computing all present tantalizing opportunities.

But the communications industry can only move forward if service ordering – with customers and partners – is managed smoothly behind the scenes.

For starters – and in tune with the New Year's theme – we thought we'd offer our view of some communications industry trends that will drive the need for greater order management dexterity in 2011.

## Expanding channels of distribution

Communications is the currency of 21st century life. Telecoms have so many products and their potential to add value is vast, but their own distribution is limited by the customers they can directly touch.

So an expanding network of resellers and business partners is absolutely necessary to spark higher growth. Yet, managing thousands of configuration options across hundreds of telecom partners is not something that the table-driven and hardcoded ordering systems are good at.

To be truly nimble, service providers will opt for rules-driven system that enable themselves – and their partners – to manage and change things on the fly.

## Enabling partners to make money

In decades past, network infrastructure was delivered by a single, vertically integrated provider: a telephone company. Then along came the Internet. And suddenly the telecom network was decoupled from the end-service delivered. Communications became the enabler for an over-the-top provider to add a graphical layer of value, be it an online newspaper, virtual store, or millions of other HTML creations.

Telecoms have only begun to understand the "partner enabler" side of their personality. Even still, one particular telecom partner, Apple, recently became the third-highest valued company on the planet by leveraging AT&T's wireless infrastructure. Not bad, considering the smartphone revolution just got started.

> So we're moving to a world of highly dynamic, real-time catalogs. It's moving from a highly static environment to one where customer intelligence is presenting the options, managing the buy flow, and interacting with the customer on a personal level

Will service providers succeed at selling an end-to-end cloud computing service? Maybe they will. Maybe they won't. But one thing's for sure: Enterprises will be looking for a highly available, low-latency cloud computing service. And over-the-top IT and Internet companies can't deliver that alone. A service provider's partners become an essential part of their value chain.

In dozens of new communications-enabled markets like these, an advanced partner-enabling portal will be central to ensuring partners can order highly complex network infrastructure services with ease.

# Order management megatrends in 2011

Network infrastructure was delivered by a single, vertically integrated provider: a telephone company. Then along came the Internet. And suddenly the telecom network was decoupled from the end-service delivered. Communications became the enabler for an over-the-top provider to add a graphical layer of value

### Self-service and mass customization

Communications has increasingly become self-service. Customers of all types – residential, business, and distribution partners – are searching online catalogs, finding products and services, and ordering them on their own.

What's more, customers are gaining greater control over those products through a wider set of options, on-demand bundles, and build-your-own capabilities. All of which puts a fresh burden on the ordering layer to deliver that diversity.

An exciting new facet of self-service is machine-to-machine (M2M) wireless networks that will connect with either B2B servers or home personal appliances to order and provision things seamlessly with no human intervention.

### Customer analytics and preference-driven ordering

The power of customer analytics is enabling ordering systems to learn and make more intelligent offers.

Rather than present the same identical offer that millions of people see, offers will be tailored to individual customers or partners based on an understanding of who they are, what services they already have, how they've responded to previous offers, or preferences that the customer sets.

So we're moving to a world of highly dynamic, real-time catalogs. It's moving from a highly static environment to one where customer intelligence is presenting the options, managing the buy flow, and interacting with the customer on a personal

level.

### Cost savings & consolidation

Just because you expect your order management layer to deliver more, doesn't mean you can afford to let the wind spill out of your sails.

Service providers will trim their budgets by consolidating their many product-specific ordering systems and interfacing to ordering platforms both in-house and external through partners.

Inventory efficiency is another cost-saving priority. Wireless and cable operators are adopting manufacturing "just-in-time" principles in order to keep costly handset and set-top box inventories to a minimum.

Order-management systems will smooth the transition by searching alternative distribution centers or dynamically shifting inventory between two centers to handle order demand.

Industry insiders said digitization was the world norm and would bring prices down, not just of set-top boxes but also carriage fees. Consumers are likely to spend small amount to set-top box but the monthly subscription could remain the slowest or even drop further.

Viewers will also be able to choose the channels — whether paid or free to air — and pay only for those that they watch. They would also have a choice of interactive services like those offered under direct-to-home like video on demand, personal video recording, video gaming, music tele-shopping, electronic programme guide and broadband. ∎

# Biggest mistakes investors must avoid

**No one can afford to ignore what goes on in the country. This is true even though the vast majority of what happens there is useless if not downright counterproductive in terms of improving the lives of ordinary citizens**

In today's shaky economy and jittery investment markets, investors may well find that their best moves are not discovering the next big thing or a fantastic value, but simply avoiding serious, and costly, mistakes.

Here are the most common mistakes we see investors making every day, and how to avoid making them yourself.

**Being "all in" on equities**

Stocks are what most people know the most about and where they have most of their money. Some have only a handful of stock-filled mutual funds or ETFs in their IRAs, pension funds, or 401(k)s. Others actively manage their portfolios and have a basket of their own personal picks.

But time and again we hear from investors who are effectively betting the farm on equities, with 80 percent, 90 percent, or even 100 percent of their investable assets in stocks. Ignoring their age, their risk tolerance, and even their better judgment at times.

The investors who did the best wisely kept a good portion of their portfolio in cash or elsewhere outside of equities. They lost far less in the big crash and able to quickly snap up bargains in the aftermath because they aren't flat on their backs.

**Being "all in" on bonds**

The opposite of those who have piled all their money into equities because it is easy or because they are chasing the phantom rally. Stock market jitters have driven many out of the equity markets entirely and into the perceived safety of bonds. However, bonds are anything but safe. In fact, with interest rates at ridiculous record lows, they are probably at peak value right now.

When interest rates do rise again – and they will eventually – bonds will be crushed as prices move in the opposite direction. And it can happen quickly. It is sheer vanity to assume that one can exit just in time.

**Ignoring politics**

No one can afford to ignore what goes on in the country. This is true even though the vast majority of what happens there is useless if not downright counterproductive in terms of improving the lives of ordinary citizens (i.e., those not well connected politically).

The federal government has insinuated itself into virtually every corner of our lives. There are few days that don't result in yet another rash of

> There are two fears that drive investors to make really bad decisions. One is the fear of missing out. The other is the fear of doing anything at all. Investment paralysis. Because so little is clear right now

rules and regulations. Businesses are forced to comply or die. They can prosper or vanish dependent upon whether Islamabad favors or restricts them. They may even be taken over and run by government itself, with taxpayer money.

**Trusting the government**

This is the flip side of the previous no-no. Assuming that the people running government economic policy know what they're doing is lethal. Assuming that government can fix anything that goes wrong is lethal. Assuming that it's just a matter of time before they figure out the right levers to push is lethal.

Just look at what they've already done, and what the results are.

**Leveraging up**

If your investments are down, the absolute worst thing you can do is leverage yourself in order to try to get back to even. Leverage is the single most important reason the economy is in the mess it's in today. You don't want to use that as your model. Do not throw good money after bad.

**Making judgments based on anxiety**

There are two fears that drive investors to make really bad decisions. One is the fear of missing out. Staying out of investment markets is difficult, because that makes you no money. But there are times when preserving capital can be at least as important as making a nice return on it. Times of great potential volatility, like today. In those times, keeping at least some capital poised patiently on the sidelines can be the wisest course.

The other is the fear of doing anything at all. Investment paralysis. Because so little is clear right now, it's easy to get caught up in this one and opt out of the markets entirely. Or just idly sit back, holding what you always have, because it's easier than figuring out what you should really do.

**Buying with the herd**

If you hear about it on television, the money's already been made. And that's all you need to know about that.

**Assuming the worst is behind us**

This is no ordinary recession. Never before have we seen a downturn that has affected virtually the entire world at once. Nor a world where so many governments have assumed such massive debt loads, leveraging their currencies in a desperate attempt to defibrillate their economic hearts.

But it's not working. Overspent governments from New York and Greece to Pakistan are collapsing under their debts. Millions of unemployed have all but given up searching for jobs. And the government is looking down the barrel of trillions of borrowed dollars it has no hope of ever repaying.

Assuming that this is an ordinary recession, and that if you're patient your investments will just "come back," is the worst sin an investor can commit today.

Make no mistake about it, the whole coming decade will be a hard, bumpy ride. So take the steps today to prepare yourself and your portfolio for what's to come. ■

# Warid takes service excellence to new heights

## The company secured over 17 million subscribers and a network covering 6,800 destinations, 550 cities throughout Pakistan

Lahore: Warid Telecom has always been a consumer-centric company. Being recognised as one of the most reputed telecom operator of Pakistan, Warid Telecom is known by its delighting customer care, exceptional network, transparency and innovation. Warid has made incredible progress and earned remarkable brand repute over the past five years. With the end of 2010 Warid completes its five and half years of successful business operations in Pakistan. The company secured over 17 million subscribers and a network covering 6800 destinations, 550 cities throughout Pakistan. In terms of subscriber base Warid is Pakistan's fourth largest cellular operator but in terms of service excellence, Warid is Pakistan's unrivaled cellular service provider. In a report issued on customer complaints by Pakistan Telecommunications Authority (PTA), Warid is with the lowest consumer complaints in (2008-09) that clearly reflects the level of customer trust and effective after sale services Warid provides to its customers.



وارد بول انمول
سے فوری بونس پائیں

نہ ایکٹیویشن ۔ نہ کوئی کنڈیشن
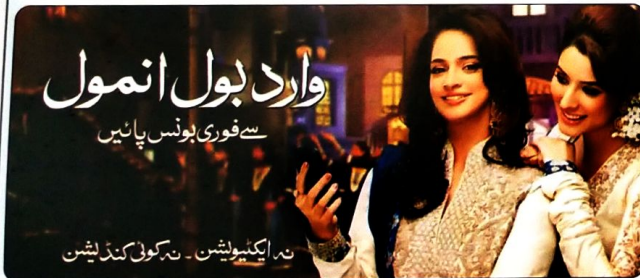
Leading the market with customised products and services Warid manages the product portfolio of over 40 value added services based on IVR, SMS, MMS and GPRS platforms. Warid brought some of the most innovative value added services which were introduced in Pakistan for the very first time. Warid is always a step ahead to best serve the needs of its valued customers by providing them with opportunity to experience the best in mobile technology.

Warid Telecom has one of the largest distribution channels and customer services network in the country, allowing it to offer wide accessibility and exceptional customer services across Pakistan. At Warid, the idea of customer care is practiced in a manner where customers are given maximum comfort and in case of any issue customers are given first contact resolution through highly personalised and caring service. Warid Telecom since its inception has always focused on delivering the best to its subscribers by not only providing the affordable means of communication but a truly reliable network service and delighting after sales services. With the substantial market share, loyal subscriber base and the recognition as the most steadfast telecom operator, Warid Telecom continues to set excellence benchmarks in Telecom Industry of Pakistan. ■

# 3G services by end of 2011

## 3G services would hopefully be available to the Pakistan mobile users by the end of 2011

Islamabad: The Secretary Cabinet Division, Mr. Abdur Rauf Chaudhry has said that 3G services would hopefully be available to the Pakistan mobile users by the end of 2011, while it is expected that the policy for auction of 3G services licenses would soon be presented to the government and Economic Coordination Committee (ECC) for discussion and approval. He said this while speaking at a seminar organised by Pakistan Telecommunication Authority (PTA) in collaboration with Qualcomm and Central Asian Cellular Forum (CACF) at Islamabad on 3G mobile services. The theme was "Opportunities for All: Development of 3G Devices in Pakistan".

Chairman PTA, Dr. Mohammed Yaseen, moderated the ceremony. Delegates from Board of Investment, Pakistan Engineering Council, Ministry of IT, Representatives from Qualcomm, IT & telecom Industry experts, CEOs of telecom companies, International Original Equipment Manufacturers (OEMs), Local Investors, Mobile Distributors, Academia and media representatives attended the seminar. The Secretary said that the local manufacturing of 3G handsets is very important and government would



Chairman PTA Mohammad Yaseen presents shield to Abdur Rauf Chaudhry, Secretary Cabinet Division during seminar on "Development of 3G Devices in Pakistan".

consider the recommendations given by the Industry during the seminar.

On this occasion, Chairman PTA, Dr. Mohammed Yaseen said that by the end of this quarter we will be able to roll out plans for 3G services once the Policy is approved by the Government. He said that handset manufacturing is a vital segment of mobile Eco System, by the end of 2011, there will be an estimated sales volume of 300 million 3G mobile handset around the globe. Pakistan offers an excellent opportunity for investment in 3G handset manufacturing with availability of skilled manpower and upward growth of mobile market. He said that creation of a favorable climate for high value added, low cost R&D, production and marketing will certainly instigate investment window in the country.

During the seminar Chairman PTA also delivered a comprehensive presentation to highlight the worldwide practices regarding 3G manufacturing. He presented various investment incentives offered in various countries. Chairman also highlighted the present 3G handset market in Pakistan with necessary future roadmap to promote handset manufacturing industry in the country.

Mr. Raheel Kamal, Mr. Sanjeet Pandit and Mr. Hani Yassin of Qualcomm also made presentations highlighting magnitude and importance of 3G Manufacturing in Pakistan. During the seminar speakers of International fame focused on the pre-requisites for handset manufacturing proliferation such as incentives, mutual coordination, infrastructure development and technology research.

Mobile phone has become the biggest platform available today with almost 5 billion wireless subscribers, of which there are more than 1 billion 3G subscribers in the world. The 3G number is expected to grow to 2.8 billion by 2014. With upcoming 3G auction in Pakistan and network rollouts in the near future, the industry would be benefited from the data growth and exciting applications and services on the 3G networks. Various full-featured mobile operating systems such as Android, Windows, Java, Brew MP, etc., continue to drive the proliferation of mass-market Smartphones offering thousands of applications, services and mobile content. ■

# EVO receives "Consumers Choice Award 2010"

**Islamabad:** Pakistan Telecommunication Company LTD (PTCL) has won Best Consumer Choice Award 2010 for its product "EVO", that is the fastest wireless broadband service with the widest coverage, in over 100 cities of the Pakistan.

Pakistani consumers have chosen EVO a world class and exclusive device as a recipient of, Consumers Choice Award in the category of Best Wireless Broadband. Federal Minister Makhdoom Amin Faheem presented the shield to SEVP South Abdullah Youseff in Karachi. The Consumers Choice Award is celebrating its 6th successful year in the country and has become the most recognized and prestigious event of the country's business calendar.

PTCL has always laid special focus on delivering the best to its customers by providing the most affordable means of communication and a truly reliable and technology wise superior network. With the substantial market share, loyal subscriber base and the recognition as the only integrated telecommunications service provider, PTCL continues to set excellence benchmarks in the Telecom Industry of Pakistan. The commercial launch of EVO Nitro 3G offering speed upto 9.3 mbps,which is unexampled and one and the only fastest and most widely available wireless service in Pakistan that meets needs of the next generation for ultimate speed along with superior, matchless and extraordinary performance.

PTCL President and CEO, Walid Irshaid



Karachi: Senior Executive Vice President PTCL Abdullah Youseff receiving consumer choice award for "EVO 3G Nitro" in the category of "Best Wireless Broadband" from Federal Minister Makhdoom Amin Faheem.

while acknowledging this achievement, highlighted pragmatic approach of PTCL and stated that PTCL understands the changing dynamics of the telecommunication sector and is working towards foreseeing our customer's needs and fulfilling them. The selection of EVO in the category of Best Wireless Broadband in Consumer Choice Award for '2010' is an acknowledgement of that. EVO 3G Wireless Broadband is Pakistan's fastest on the double wireless internet offering its customers superior, venerable, advanced and a cutting edge 3G internet experience with its unprecedented speed. It has revolutionisd the three simple steps just plug in-click-connect of wireless connectivity for our valued customers. Pakistan is the first country in the world of telecommunication to commercially launch EVO 3G Nitro, the fastest wireless broadband with seamless roaming having speed up to 9.3mbps.

He further added that this award is a testament to our team's focus and determined efforts to better understand the needs of the ever evolving customer and connecting with them. He further stated that we are continuously striving to make a positive impact on the lives of our customers, and PTCL team is constantly designing, developing and introducing services and products that offer an improved and enhanced customer experience. ▪

# PTA sets new targets and goals for year 2011

**Islamabad:** Pakistan Telecommunications Authority (PTA) has successfully achieved 90 percent of its targets and goals for the year 2010 and set new targets and goals for the year 2011.

The Annual Meeting was held at PTA Headquarters recently, wherein progress of Divisions and Directorates of PTA for the year 2010 was reviewed and proposed targets and goals for the year 2011 were discussed and finalised.

Chairman PTA. Dr. Mohammed Yaseen



chaired the session while Member (Finance), Syed Nasrul Karim Ghaznavi, Member (Technical), Dr. Khawar Siddique Khokhar& Director Generals of the Authority attended the meeting. The important achievements of PTA during year 2010, presented during the meeting.

On this occasion, Chairman PTA showed satisfaction over the progress of different PTA departments and appreciated their efforts in carrying the vision and objectives of the Authority. He emphasized on the expeditious completion of incomplete tasks and directed the concerned divisional heads to supervise and ensure their compliance in this regard.

It was appreciated in the meeting that keeping its performance intact over the years, Enforcement Division, has conducted several surveys during 2010 on quality of service, which has helped Authority to take cognizance of the situation wherever necessary. In addition a lot many illegal networks were unearthed.

The Finance Division of PTA was successful in recovering long outstanding PTA dues against the defaulter companies. The studies made by Strategy and Development Division were also appreciated.

The Law & Regulations Division and Commercial Division did a lot of research work and produced maximum Research Papers on different Regulatory Issues. The ICT Directorate conducted consultancy on recommending various strategies for improving ICT situation in Pakistan it carried out some other important tasks like conducting 3G seminars in Karachi, Lahore & Islamabad.

The Human Resource (HR) Directorate successfully trained all the PTA work force including Officers as well as officials. This also included International training. It is important to note that even unskilled staff like Naib Qasids, Drivers etc was given in-house computer training by ICT Directorate. ▪
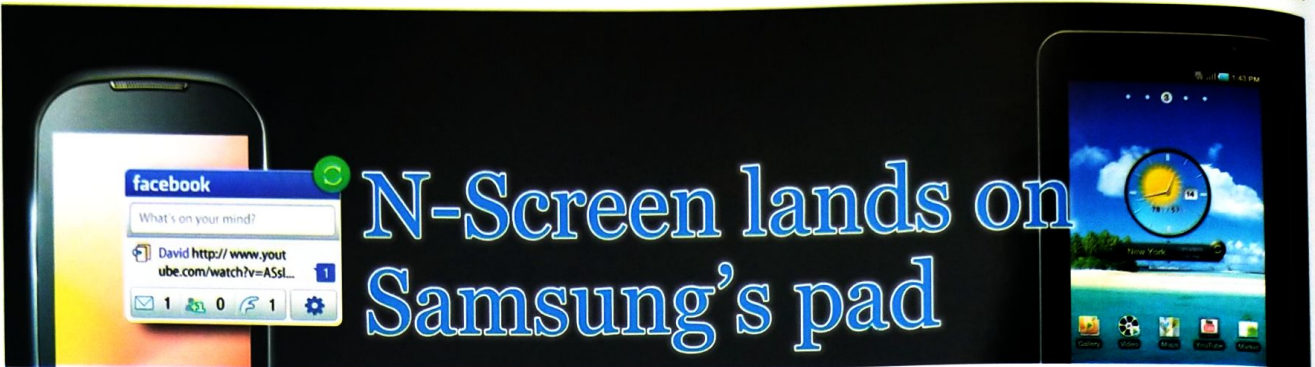
# N-Screen lands on Samsung's pad

**Users, for instance, can start a movie at home on their main television and then, if they need to leave, can continue watching it on their smartphone exactly where they left off. N-Screen is based on cloud computing technology**

**Y**ou've heard all about smartphones and 3-D television, which have dominated the headlines as of late. Now, get ready for another new technology set to make waves in the world of consumer electronics: N-Screen. Korean companies are now touting products that feature this emerging technology, which allows you to watch content seamlessly on

different devices such as smartphones, PCs and televisions. Users, for instance, can start a movie at home on their main television and then, if they need to leave, can continue watching it on their smartphone exactly where they left off. N-Screen is based on cloud computing technology, which involves storing data and software on a remote server rather than on a specific device.

Samsung Electronics, the world's No. 2 manufacturer of mobile phones, unveiled a smartphone called the Galaxy S Hoppin, which the company says is the first device of its kind in Korea with N-Screen technology. The new phone is available starting today through SK Telecom, Korea's top mobile carrier.

As the name suggests, the handset is similar

## Top technical achievement games

The iPhone has come a long way in terms of processing power and developers are starting to figure out how to get the most out of the hardware. The following games are truly impressive examples of what the iPhone is capable of:

**Modern Combat 2:** It's no simple task to bring a console-quality first-person shooter to a device the size of your hand. It's a careful balance of processing, assets, and usability. Fortunately, Modern Combat does a highly commendable job of pulling it off. High-res graphics, impressive visual effects, and detailed environments give Modern Combat 2 more than enough reason to be considered a technical achievement this year.

**Star Wars Arcade:** You are going to want to play this gam ein a swivel chair. The 360-degree graphics take advantage of the iPhone's gyroscope to let you swivel around and shoot TIE Fighters from the Millenium Falcon's gun turret. The gameplay is pretty basic, but the 360-effect and 3D graphics put you in the action like no other game. You can also play in augmented reality mode which switches the background to your camera view, making it look like the TIE Fighters are in your room or flying through the air.

**Samurai 2:** I love games that really push style and character, and Samurai 2: Vengeance does just that. Visually, the game looks like it could be a younger sibling of Capcom's console gem, Okami. The art is like a combination of Japanese brush painting and anime, giving Vengeance an amazingly rich and distinct style. Thick outlines, flat colors and exaggerated motion create a unique manga look that boldly stands out in the App Store.

**Real Racing 2:** The first Real Racing took the App Store by storm when it was released last year. It was one of the few apps that showed what the iPhone was really capable of. Real Racing 2 doesn't disappoint in keeping that tradition alive. RR2 is the best looking racing game available for the iPhone.

**Infinity Blade:** Infinity Blade is by far the best looking game ever to appear on the iPhone. Developed by Epic using the same engine that powered the incredible tech demo, Epic Citadel, it is no surprise that Infinity Blade is visually on par with modern console games. In addition to the combat, the game also features some interesting RPG elements and a functional storyline to provide context for all the mayhem. And though it doesn't offer the deepest or most fulfilling gameplay, Infinity Blade succeeds in ushering in the new visual benchmark for high-end iPhone gaming. ■
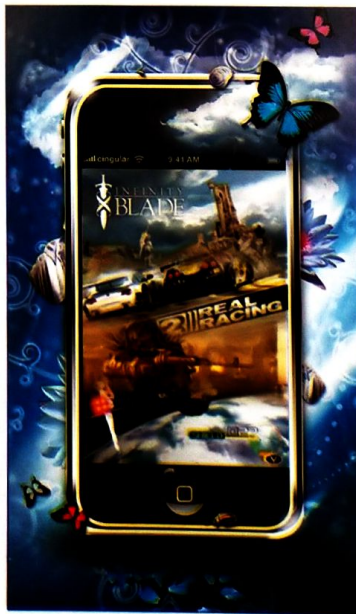
> **Samsung, the world's No. 2 manufacturer of mobile phones, unveiled a smartphone called the Galaxy S Hoppin, which is the first device of its kind in Korea with N-Screen technology**

to the Galaxy S - Samsung's wildly popular smartphone that has sold more than 10 million units worldwide - in that it runs on the Android operating system and features a Super Amoled display. But it features numerous upgrades, such as a newer version of the Android operation system. It also supports N-Screen technology.

"Consumers will be able to enjoy the same content on their PC at work, on their smartphone in the subway, and on their television at home seamlessly," said a Samsung official. "We think this will bring enormous changes to consumers' lifestyles."

If users connect the new phone to a television at home, the handset will function as a set-top box, allowing streaming content saved on the phone to be displayed on the television, officials said. SK Telecom said that it is providing some 3,500 movies, television shows and music videos for the new Galaxy S Hopping and plans to eventually increase the number to 10,000.

Seol Won-hee, the head of SKT's open platform business, said that N-Screen technology will "allow people to enjoy content that suits their preferences and needs whenever and wherever they want." ■

# Anti-secrecy website WikiLeaks among nominees for Nobel Peace Prize

WikiLeaks

Oslo: Anti-secrecy website WikiLeaks has been nominated for the 2011 Nobel Peace Prize, the Norwegian politician behind the proposal said, a day after the deadline for nominations expired.

The Norwegian Nobel Committee accepts nominations for what many consider as the world's top accolade although the five panel members have until the end of the month to make their own proposals.

Norwegian parliamentarian Snorre Valen said WikiLeaks was "one of the most important contributors to freedom of speech and transparency" in the 21st century.

"By disclosing information about corruption, human rights abuses and war crimes, WikiLeaks is a natural contender for the Nobel Peace Prize," Valen said.

Members of all national parliaments, professors of law or political science and previous winners are among those allowed to make nominations. The committee declined to comment on the WikiLeaks proposal or any other nominations.

Washington is furious at WikiLeaks and its founder Julian Assange for releasing tens of thousands of secret documents and diplomatic cables which it says have harmed U.S. interests abroad, including peace efforts.

Assange, an Australian, faces extradition to Sweden from Britain for questioning in a sex case which he and his supporters say is a smear campaign designed to close down WikiLeaks, a non-profit organisation funded by the public and rights groups.

Awarding WikiLeaks the prize would be likely to provoke criticism of the Nobel Committee, which has courted controversy with its two most recent choices, jailed Chinese pro-democracy activist Liu Xiaobo and US President Barack Obama a few months after his election.

The prize was endowed by Alfred Nobel, the Swedish inventor of dynamite, who said in his will it was to be awarded to whoever "shall have done the most or the best work for fraternity between nations, for the abolition or reduction of standing armies and for the holding and promotion of peace congresses".

In past decades the committee, appointed by the Norwegian parliament, has stretched Nobel's definition to include human rights,

## India still wants BlackBerry access but ban unlikely

New Delhi: India appears unlikely to implement its threatened ban on BlackBerry services, but the government is still demanding access to the data on Research In Motion's secure enterprise network--something RIM keeps insisting it cannot provide.

RIM had been ordered to give the Indian government a permanent solution on access to its BlackBerry Enterprise Server (BES) to avoid a ban on its services. India has been insisting on the access for the past several months as a way to monitor e-mails for national security reasons. But with the deadline past and no solution apparently in place, what does that mean for RIM?

A senior official with India's Ministry of Home Affairs told that no decision has yet been made on extending the deadline but that a ban on BlackBerry services was unlikely.

However, that doesn't get RIM off the hook. Early last month, the company did provide an interim solution by giving India access to its consumer services, which includes BlackBerry Messenger and BlackBerry Internet Services e-mail. But that access did not extend to the BlackBerry Enterprise Server used by RIM's corporate customers. This hasn't pleased the Indian government.

"Just like they (BlackBerry makers) have given a solution to (monitor) messenger service, we will insist that they also give us a solution to enterprise service," Union Home Minister P. Chidambaram recently told reporters. RIM's position almost from the start has been clear and oft repeated. The company has insisted that it does not hold the keys to the encrypted data flowing through its enterprise server network and therefore cannot provide the keys. Those keys instead rest in the hands of its customers. RIM again stressed its position late last week just before the deadline. Speaking to reporters in India, Robert Crow, the company's vice president for industry, government, and university, said "there is no solution, there are no keys to be handed."

RIM has tried to conjure up ways to skirt the issue, such as suggesting that governments directly ask its customers for the encryption keys. But even RIM acknowledged that countries may be wary of taking such an extreme measure for fear of alienating the very companies that generate local business. ◾

climate activism and even micro-financing, which have been a source of criticism from Nobel traditionalists.

Nobel watchers say a prize for WikiLeaks would highlight the growing role of specialist Internet sites and broad access social media in bringing about world change.

Sites such as Twitter and YouTube have played important roles in mobilising people in countries with a tight grip on official media, such as Egypt where mass anti-government protests have been taking place.

Kristian Berg Harpviken of the Prio peace think tank in Oslo agreed that innovative use of "new tools for bringing about peace" could

be a major theme in this year's Nobel, but he said he expected the prize to go to a woman after a series of male recipients.

His strongest tip was the Russian human rights group Memorial and its leader, Svetlana Gannushkina.

The nomination deadline may make it difficult for Middle East nominees should mass protests their produce peace.

Egypt's Mohamed ElBaradei won the prize in 2005 as head of the International Atomic Energy Agency, the U.N. nuclear watchdog. Although theoretically possible, no individual has won the peace prize twice. The Red Cross has won three times. ◾

# Ericsson sees strong 2011 as data traffic explodes

**Ericsson saw its revenues rise 7 percent for comparable units and excluding currency effects in the fourth quarter**

Ericsson forecast strong demand for mobile broadband equipment in 2011 after a surge in fourth-quarter sales on the back of consumer demand for smartphones boosted growth for the first time in two years.

Shares in the world's biggest mobile network gear maker rose 4 percent to their highest level since September 2010 as sales topped all expectations.

Ericsson has long forecast that telecom operators would need to invest in networks to support an explosion in data traffic as tech-savvy customers surf the Internet on the go from their iPhone and or Galaxy Tab.

But the market has been slow to recover from the downturn with operators more focused on cost cuts than spending.

"Maybe people in the market didn't believe growth would return to the sector," said Greger Johansson, analyst at Redeye. "They finally showed some growth."

The positive outlook offset worries that the company's gross margin was under pressure from an increase in less profitable business in India and Europe.

"There is still a bit of uncertainty about the gross margin and where the gross margin is going to land in 2011, but what you see is that the company is now witnessing a good return of traction with mobile broadband and growth is back," said Pierre Ferragu, analyst at Sandford Bernstein.

Ericsson saw its revenues rise 7 percent for comparable units and excluding currency effects in the fourth quarter. This was the first increase since the Jan-March period in 2009.

"We expect the strong uptake for mobile broadband to continue in 2011, with number of mobile broadband subscriptions expected to double and hit one billion already this year," Ericsson Chief Executive Hans Vestberg said in a statement.

Sales totaled 62.8 billion crowns beating all forecasts in the poll. Ericsson's key Networks unit, its biggest revenue generator, reported sales growth of 14 percent year-on-year.

Ericsson shares were up 3.1 percent EST, outperforming the wider telecom sector which was down 0.4 percent.

Operating profit excluding joint ventures and restructuring in the seasonally strong quarter was 8.4 billion crowns ($1.28 billion), against analysts' 8.

It said the effects of a component shortage that hit sales in the second and third quarters last year had eased, but its gross margin was hurt by an increasing proportion of network rollout projects such as 3G networks in India and modernization work in Europe, which include more hardware and less high-margin software.

The gross margin slipped to 37 percent from 39 percent in the July-Sept period and its operating margin was unchanged at 13 percent.

Chief Financial Officer Jan Frykhammar said modernization projects and the 3G rollouts were important platforms for winning future business and that the company would continue to protect margins. ■

# Pakistan German Business Forum launches its Northern Chapter


CEO Trafco Group Tahir Malik, Regional Vice-President FPCCI, Amir Atta Bajwa, Member of Sheikhpura Chamber, Manzoor Malik and others at the occasion of launch PGBF Northern Chapter.


German delegation attended the PGBF ceremony.


President Pakistan German Business Forum Saifuddin N. Zoomkawala addresses the audience.

**Lahore:** With the aim to support the goal of promoting bilateral business and friendly relations between Pakistan and Germany, Pakistan Germany Business Forum (PGBF) recently launched its Northern Chapter in Lahore, in a formal ceremony held at Royal Palm Golf and Country Club. The launch was a prestigious event attended by PGBF members, high-profile corporate personalities and office-bearer of Chamber of Commerce and Industries and Association in the North. Mr Masud Akhtar Director PGBF and Chief Executive Officer (CEO) KSB Pumps Company Limited delivered the inaugural address which was followed by other eminent speeches by Mr Shaifuddin N. Zoomkawala President/Chief Executive Officer (CEO) PGBF, Mr Amir Atta Bajwa Vice President FPCCI and Mr Shahid Hassan Sheikh CEO Lahore Carpets Manufacturing Co. Mr Tahir Malik Chairman Trafco Group of Companies and Member PGBF.

PGBF is one of the strongest platform promoting bilateral business, mutual understanding and friendly relations between the industrial and service business communities of Pakistan and Germany. PGBF has more than 160 members, including various prominent business chambers and companies. With a ground swell of positive trade opportunities, energies and goodwill that exists, the launch of PGBF-Northern Chapter will further promote profitable business and transfer of technology and information between both the countries. ■

# Every minute 11 Pakistanis join cellular network: CEO Mobilink

Lahore: "Every minute roughly 11 Pakistanis become a part of the cellular community. More than 430,000 SMS messages and 160,000 voice minutes are being exchanged even now as I speak," said Rashid Khan, President and CEO Mobilink, Pakistan's market leader in cellular services, at the ceremony to mark the completion of 100 million cellular subscribers in Pakistan.

Khan said, "This is not only a moment of joy for us gathered here but also a reaffirmation to the common Pakistani man and woman that access to technology is not a privilege limited to the elite, but a right that is available to them – that is accessible and affordable."

Highlighting the contribution of the telecommunications sector in the country's growth and development, Khan said, the sector contributes 3% to the country's GDP whereas the total telecom sector revenue reached at Rs. 357.7 billion in the year 2009-10 compared to Rs. 333 billion in the previous year. This is despite the fact that the cellular industry in Pakistan is paying the highest taxes in comparison to the entire region. Incomes of 6 out of every 1,000 persons in Pakistan are tied with the telecom sector, he added.

Khaled Bichara, Group CEO of Orascom Telecom Holding, Mobilink's parent company and Egypt's largest foreign investor in Pakistan was also present at the ceremony. Bichara congratulated Dr. Muhammad Yaseen, Chairman Pakistan Telecommunications Authority (PTA) and the industry stakeholders on accomplishing this historic milestone.

Hosted by PTA the ceremony was chaired by the Prime Minister of Pakistan, Syed Yousaf Raza Gilani and attended by dignitaries from leading cellular operators as well as Telecom Ministry and industry. ■



Rashid Khan, President and CEO Mobilink, speaking on behalf of the cellular industry at the ceremony hosted by PTA to mark the achievement of 100 million cellular subscribers in Pakistan

# Ufone celebrates an exceptional 10 years

Islamabad: Ufone celebrated its 10th anniversary on January 29 with great fervour. This day is memorable for all as 10 years ago the launch of Ufone was the dawn of a revolution within the telecom industry. Ufone started out as a service for the masses and it pushed to remove the perception and reality that cellular services were only for the elite in the country. Today cellular services are enjoyed by people from every walk of life which has been made a reality thanks to the promise that Ufone once made to the people of Pakistan and has fulfilled that promise through this journey of 10 years. Over the last decade the telecom industry has seen fierce competition with an exceptional decrease in tariffs, a major focus on value added and customer services in which Ufone has taken the lead.

Ufone has shown vast growth and endurance throughout, even though with the intense competition; the organisation has shown great reverence with its increase in revenue and has always remained profitable. In 2009 -2010 Ufone led the market with the highest revenue growth in cellular industry (source PTA).

Over the last few years the world has witnessed one of the worst global recessions during which downsizing was one of the major cost cutting techniques used by organizations, On the other hand Ufone stood out by not following the trend and instead motivated and acknowledged its employees by giving more financial benefits and focused on growth in all business areas with a major focus on corporate social responsibility and has always come out to help the people of Pakistan through testing times.

Mr Abdul Aziz CEO Ufone speaking at this auspicious occasion said: This is indeed an emotional moment for me as 10 years ago I was part of a very small but highly committed and focused group of individuals who helped start Ufone. "We stand tall today in the market because of our incredible service orientation, and a great team spirit that did not fade out due to time; it only grew stronger. From the day that we launched till now, we as an organization value the essence of our corporate mission and vision of Becoming the Best Cellular Option Available for U!". Ufone has surely come a long way and today is one of the most aggressive and competitive telecom companies in the country. I would like to thank our family of more than 20 million customers our strategic partners and thousands of Ufone employees around the country for helping make Ufone the driving force that it is today. I would like to add, for Ufone "Success is a journey, not a destination!" ■



Mr Abdul Aziz, CEO Ufone along with the senior management cutting the cake at a celebration of 10th anniversary of Ufone.

warid

The Future is WATEEN

Telephony

Internet



Islamabad: President Asif Zardari signing the document of changing the status of Kala Dhaka of Khyber Pakhtunkhwa from a PATA to that of a settled area.



Islamabad: National Assembly Speaker, Dr.Fehmida Mirza presents gift to Dr. Aishath Shehenaz Adam Ambassador of Maldives.



Kamra: PM Yousaf Raza Gilani being briefed by Chief of Air Staff, PAF, Air Marshal Rao Qamar Suleman, during his visit to JF-17 Thunder Manufacturing Facility at Pakistan Aeronautical Complex.



Islamabad: A perturbs woman talks on cell phone at airport after cancellation and delays in flights due to the protest of employees of PIA.



Islamabad: Federal Minister for Information Technology and Telecommunication Sardar Asif Ahmad Ali in a meeting with the heads of cellular mobile operations.



Karachi: Gigabyte officials visit to Pakistan, Head of Asia Sales Division, Business Center, Alan Szu (Premium Business Partner Gigabyte) Ata Zadi & Country Manager Sales & Marketing Xconnect authorised distributor of Gigabyte products Tauseef Ahmed Khan are seeing in the picture.

## The Future is WATEEN

Telephony

Internet



A dinner was hosted in honor of PIA Marketing Officials on their retirement from PIA Service. Seen in the picture are: Deputy Managing Director PIA, Mr. Salim Sayani, Director Marketing PIA, Mr. Imraan Ahmad Khan and other officers along with Marketing Officials who retired from PIA service.



Karachi: Shahzad Aslam Khan, Country Manager Dell Pakistan and Afghanistan and Naveed Siraj, Country Manager Intel Pakistan holding the Alienware® laptops at the launch ceremony held recently.
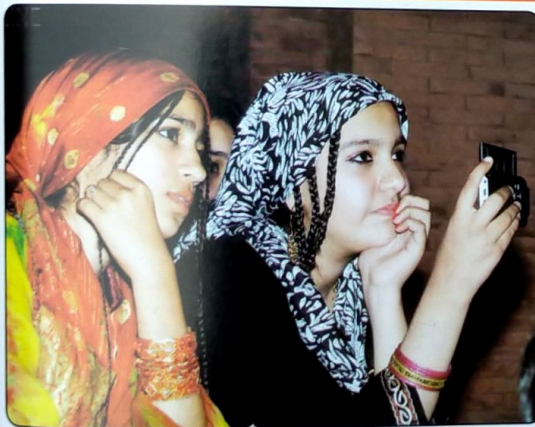


Islamabad: Girl participants viewing presentation of tableau during Tableau, Kashmiri Songs and Puppet Show.



Lahore: President of Karachi Chamber of Commerce & Industry, Mohammad Saeed Shafiq presenting a bouquet to former MD PIA Aijaz Haroon on his visit to KCCI.



Hyderabad: Students enjoy themselves during the Annual Sports Gala 2011.



Lahore: A group photograph of Principal Officer of the US Consulate Lahore Ms. Carmela Conroy with the orphans children at SOS Children's Village during her visit.

## PTCL Bonanza Thrill continues

Islamabad: Pakistan Telecommunication Company Ltd (PTCL) as a result of massive encouraging response from its valued customers towards its 'new year bonanza launch' last month, has continued a countrywide exciting package "PTCL Bonanza Thrill" which has especially been designed to encourage the existing and potential PSTN and Vfone subscribers.

This limited time offer is applicable to all PTCL landline and Vfone customers from 1st February till 28th February, 2011. With this bonanza thrill offer the PTCL customers can call from PTCL landline or vfone to Ufone, PTCL landline (local and NWD) and to Vfone (local and NWD) between 8pm to 8 am which will be charged for only first three (3) minutes and the remaining duration of the call will be free.

Naveed Saeed, SEVP Commercial has said that PTCL has always provided the best packages and promotions to its customers and this particular promotion will enable customers to make longer duration calls to their loved ones without worrying about the bill. He further added that PTCL has always strived to provide its customers with the best and most affordable services. And the new packages will not only reinforce PTCL image as a customer centric organization but will also encourage the usage of landline among our customers. Importance of which can not be undermined even in a cellular oriented era. ∎

## Jazz Jazba introduces Motorola Flipout

Mobilink Jazz Jazba has introduced Motorola Flipout, an android 2.1 powered touchscreen smartphone that can rotates to expose a full QWERTY keypad on the occasion of Valentine Day. Motorola Flipout is available for Rs 27,999 includes GPRS for three months.

The handset is available at Karachi, Lahore, Islamabad, Faisalaba, Multan, Sukkur, Hyderaba, Peshawar and others maj cities. ∎

## Ufone offers 100,000 SMS

Ufone has offered another attractive package, Ufone Uth, in which customers can send 100,000 SMS to one Ufone number for Rs. 10 plus tax for one month.
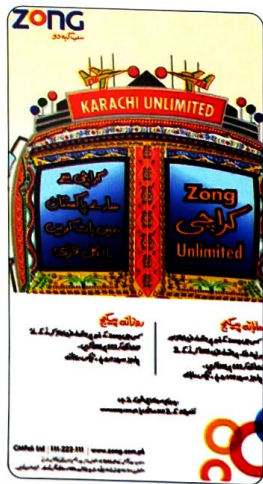
With its current offer, Ufone is claiming that this is cheapest SMS rate in the world. However, this cheapest possible SMS could get the love juice from th whole world if it had com with a liberty of sending SM from any Ufone number t anyone, on any network. ∎

## Zong offers Karachi Unlimited!

Zong has offered an excited package to its Karachi customers. With Zong, customers have the opportunity to make unlimited calls to all your friends and family in the City of L ghts - Karachi! Karachi is the city that is always on the go, 24/7! Now Zong offers you unlimited calls to all friends and family 24/7 – only with Zong! By subscribing to Zong's Karachi Unlimited Offer, all Zong customers living in Karachi and its selected suburbs can make unlimited calls to any Zong number. ∎

## Indigo offers free trip for Cricket World Cup

OFFICIAL CELLULAR PARTNER OF PAKISTAN CRICKET

WIN 5 GRAND PRIZES

Get your new indigo connection now and win a ticket to the World Cup!

Mobilink Indigo brings a thrilling new offer whereby all

indigo customers can get a chance to win an all-expense paid trip to Sri Lanka to watch the World Cup Semi Final live!

Mobilink indigo Luck Draw will give away 5 gran prizes for Sri Lanka, as well a many other exhilaratin prizes including BlackBerry Pearl® handsets with 1 yea free indigo services (includin free minutes, zero line rent BlackBerry internet services etc.) as well as Samsung Galaxy Tabs! ∎

Islamabad: Postal Services of Pakistan issued a commemorative stamp on the occasion of achieving the landmark of Pakistan's 100 million cellular subscribers.

This was announced at a function arranged by Pakistan Telecommunication Authority (PTA) in connection with achieving the landmark target of 100 million subscribers by the cellular companies.

## Commemorative postal stamp

Director General Postal Services, Abdul Hameed on the occasion presented the commemorative stamp to Prime Minister Syed Yusuf Raza Gilani, who was chief guest of the function. ∎

## PTCL certificate distribution ceremony held

Islamabad: Pakistan Telecommunication Company Ltd (PTCL) held a certificate distribution ceremony on the successful accomplishment of the three-week comprehensive training programme titled "Management Development Programme" (MDP) at PTCL Academy Islamabad.

PTCL real asset has always been human capital and network. It has achieved various commendable milestones but this Management Development Programme is one of the most world beating achievements as the entire training calendar 2011 has been designed based on the theme "Ensuring

Corporate and Customers Loyalty through learning". PTCL has a huge training infrastructure throughout the country that is geographically wide spread.

PTCL Academy has been revitalised with a new vision to be recognised locally and regionally as a centre of excellence in the provision of state-of-the-art training and consultancy services in telecommunications and related fields. It is providing a platform for the creation, dissemination and exchange of knowledge and expertise in all areas of telecom and IT to internal and external stakeholders. MDP is to

determine user's requirements, specific training needs, evaluate training resources, develop and implement the training program and then finally to evaluate it.

PTCL President and CEO, Walid Irshaid while acknowledging this achievement, highlighted the pragmatic approach of PTCL and stated that PTCL is Developing Customer Centric Approach in the employees and keeping the pace with the dynamic trends of the Telecom Industry has always been a priority of the management, He expressed his satisfaction over the initiative taken by the training and development

department and said that we will ensure that the training produces visible and desired results.

He further added that we are continuously striving to make a positive impact on the lives of our customers, we are focused and determined to better understand the needs of the ever evolving customer and connecting with them.

EVP Training and Development, Shakeel Ahmad, also expressed his views on this occasion and said that the Training and Development team has been making untiring efforts to turn PTCL into a true corporate entity. He expressed gratitude to his team and attributed this success to team work. ∎

Group photograph at the occasion of certificate distribution ceremony of "Management Development Programme" (MDP) at PTCL Academy Islamabad.

## Warid congratulates PTA for achieving 100m subscribers

Warid Telecom congratulates Pakistan Telecom Authority (PTA) and the telecom industry of Pakistan for achieving the milestone of 100 million mobile subscribers.

While commenting on the achievement, Muneer Farooqui, CEO Warid Telecom said: "PTA has been very conducive and progressive since its inception. The mobile sector growth has been extraordinary and this sector has become a model for other countries across the world. Telecom Industry has largely benefited from the initiatives taken by PTA such as the deregulation of international gateways and mobile number portability which helped grow teledensity. I am very optimistic about telecom industry of Pakistan and wish PTA and all the industry stakeholders a great success in future". ∎

## PTCL blacklists Evernew Concepts for financial embezzlement

Islamabad: Pakistan Telecommunication Company Limited (PTCL) has blacklisted Evernew Concepts (Pvt) Ltd due to financial embezzlement, overbilling and malpractices.

According to reliable sources, PTCL has worked for last many years with the Evernew Concepts (Pvt) Ltd advertisement agency. After new management taken over, it found numbers of embezzlements and decided to discontinue work immediately.

Sources further disclosed the agency with the help of previous management looted with both hands but new management interference and look into the matter deeply.

It is remembered, last many years, PTCL is working for the betterment to the customers and will never tolerance such kind malpractices in the company.

Meanwhile, Pakistan Broadcasters Association (PBA) has also banned Evernew Concepts (Pvt) Ltd for indefinite period. ∎

## Pemra ordered inquiry against a local cable network

Chakwal: Chairman Pakistan Electronic Media regulatory authority (PEMRA) Mushtaq Malik took a serious notice of illegal activities of a local cable network and directed Director General Licensing Sardar Hassan Irfan to hold an inquiry and submit his findings.

Chairman Chakwal press Club in a written complain contended that Apna Chakwal Cable network which was only for Chakwal city but the administration of said cable network laid down cables around 30 various villages in the range of 5 to 30 km thus inflicting loss of million of rupees to the PEMRA.

The said network violated the PEMRA laws with the collaboration of certain corrupt elements of PEMRA. It was further contended that this illegal activity continued from 3 to 4 years.

The complainant further told that similar application was filed some ten months ago and the inspectors of PEMRA visited the site and submitted their report that the illegal activities of the said cable network was going on.

The complainant demanded the recovery of million of rupees from the said cable network and legal action must be initiated against it and they must be brought into the book and their case must be sent to PEMRA to insure rule of law in the country. ∎

## No directives to restrict BlackBerry services: PTA

Islamabad: All the users are free to avail BlackBerry services, Pakistan Telecommunication Authority (PTA) clarified.

"In response to a story carried in a section of the media, PTA has clarified that it has not issued any directions to mobile service providers to discontinue BlackBerry services to any user," the PTA said in a statement recently.

The operators have been advised to continue providing BlackBerry services to the users till any further decision is made, it said. ∎

## IGI Investment Bank creates a unique "Fund Select Portal"

IGI Investment Bank Limited has recently introduced a unique web-based portal named "Fund Select Portal" to facilitate both its corporate and retail investors, with online, real-time access to details on their mutual fund investments as well as industry related information. The announcement was made through a Press Conference in Karachi by Syed Javed Hassan, Managing Director and Chief Executive of IGI Investment Bank Ltd, Asif Rashid Baloch, Head of IGI Investment Advisory and other senior officials.

This innovative tool will reduce and eventually eliminate the need to call Investment Advisory personnel for seeking vital information for prompt decision making. Multiple search parameters are available on the portal to track the investment returns. Customers can now easily access reliable updated info on; Composition of existing portfolio, Return on portfolio, account statement, investment history, industry specific information and much more. The new generation of retail investors can thus venture out from the traditional investment avenues such as bank deposits & NSS to a wider investment universe. ∎

## PTCL offers 2 Mbps broadband data rate

Islamabad: PTCL has launched new rates for 2 Mbps broadband data for all its existing and new potential broadband customers through out the country.

Under the newly announced package, 2 Mbps data rate is offered to the customers at Rs.1499 per month with unlimited downloading facility in addition to our existing Broadband data rate packages. The new 2Mbps data rate as a promo will also be offered to all existing 1Mb customers who upgrade to 2Mb at the existing monthly charges of 1Mb for a period of three months without any additional charges. After three months the prevailing monthly tariff of 2Mb of Rs 1499 will be applicable. This offer is only valid for the upgrade customers of 1Mbps to 2Mbps.

SEVP Commercial Naveed Saeed viewed the launch as a great pleasure for Company to provide PTCL customers with new options in Broadband data rates. It supports our aim to provide uninterrupted service to all our existing and new customers. This newly offered data rate will have an added effect of segmenting the needs of PTCL customers, we will introduce more such offers to facilitate the users in future; PTCL has always and will always strive to provide its customers with the best and most affordable services.

EVP Multimedia and broadband, Syed Zomma Mohiuddin said that PTCL Broadband is providing the most affordable high speed internet in Pakistan and by this launch PTCL has again reinforced its commitment to provide its customers with seamless services to fulfill the requirements of all the segments of the rapidly growing family of PTCL Broadband customers. ∎

### Saeed Khan Appoints as Secretary for MoIT

Islamabad: Government of Pakistan has appointed Mr. Saeed Ahmed Khan as federal secretary for Ministry of Information Technology and Telecom, sources disclosed.

Mr. Saeed replaced Abdul Rauf Chaudhry, who remained interim secretary for a month or so.

Saeed Ahmed Khan is given full charge of Ministry of IT and Telecom as federal secretary, while he will remain interim secretary for Ministry of Overseas Pakistan. ∎

# PTCL introduces "Hello to the Future"

Islamabad: PTCL has organisation's new "Position Statement" 'Hello to the Future' at the start of the new year.

PTCL's new positioning statement illustrates the company's aim to transform the world of telecommunication and the way its customers communicate." Hello to the Future" is a fusion of vision, brand philosophy, brand values and strategy. The positioning statement of PTCL "Hello to the Future" joins two most significant words in the arena of communication i.e. "Hello" that provides the inward communication, a word which is related to the telecommunication history and has been used ever since and will be used in future, whereas through the use of second word "Future" PTCL promises to lead its customers, in to future with futuristic ideas and products.

Naveed Saeed SEVP Commercial said that the new positioning statement of PTCL portrays not only its effective relationship building with its valued customers but also establishes it as a futuristic entity which is working constantly towards inventing paramount solutions for its customers. ▪

# Ufone introeduces "Lady's Package"

Islamabad: Ufone has stepped forward once again to give its customers a reason to smile. Since inception Ufone has focused on catering to the masses and ensuring that every Pakistani has easy access to cellular services. The launch of Ufone's "Lady's package" is yet another feather in the cap for Ufone.

Women now have a package which speaks their language, a package which has been specially tailored keeping in mind the needs of the present day woman. For just Rs. 2 per hour, women can now make endless long calls between 10:00 am and 5:00 pm to their loved ones on Ufone and PTCL networks without fearing about the bill, alongside they can make calls through the rest of the day to any number any network in Pakistan for just Rs. 1.25 per minute. In addition a beauty tip or recipe will be shared every week with every Lady's Package subscriber free of cost. Most importantly with Ufone women have the control of blocking unwanted calls via Call Block and keep their identity hidden via Smart Code which can be used to recharge your lady's package without sharing your phone number.

Akbar Khan CMO Ufone said "At Ufone we take pride in ensuring that our customers get the value for money that they deserve. Today with the launch of Lady's package we continue to deliver on our promise, to go beyond customer expectations, by giving our female subscribers what they want at a price that they can't refuse. This package is just the beginning; women across the country should look forward to many more exciting discounts and surprises to come their way on a regular basis". ▪

# Blackberry Services of Foreign Diplomats blocked

Islamabad: Pakistan has blocked the Blackberry services for foreign diplomats and other staff working in Pakistan without letting know the exact reason.

This has been learnt from private TV channels where it is told that Pakistan Telecommunication Authority (PTA) has placed this ban.

According to details, PTA has issued notices to all mobile services providers in Pakistan to halt the Blackberry services of all foreign diplomats, missions and workers performing their professional duties from Pakistan.

PTA sources have confirmed this information telling raising the notion that they are facing some problems in Blackberry Enterprise Server.

Sources have also told that this decision is taken in context with firing incident which happened in Lahore where two Pakistani citizen were killed by an American national deployed in US Consulate in Lahore.

"Pakistan has never allowed foreign diplomats and envoys to use the Blackberry



services in Pakistan", sources added.

On the other hand one of the mobile services providers has said that rationale to put ban on the blackberry services for foreigners is to ensure the security of information.

BlackBerry maker Research In Motion has been under pressure from the Pakistan government to provide access to data on its secure networks, as it wants to monitor the company's corporate email and messenger services, sources said.

BlackBerry devices use an advanced encrypted email system and are preferred by business people because of the secure communication they offer.

Several governments, especially in the Middle East and Asia, have been pushing RIM to provide access to data on the secure networks. ▪

# PTA introduces new online complaints system

Lahore: Pakistan Telecommunication Authority (PTA) has introduced a new online complaints system for the consumers of broad band, Internet and all other telecom services.

PTA Zonal office Lahore in a statement said that under the new system PTA and telecom operators have been interlinked through this system and prompt action would be initiated on the online complaints launched by consumers.

The complaint form, available at the official PTA site, has been redesigned keeping in view the form being used by the telecom operators in Canada, Australia and Singapore.

The consumers and PTA would be made part of a single management system under which the complaints after registering at the www.pta.gov.pk would be transferred automatically to the concerned telecom operator.
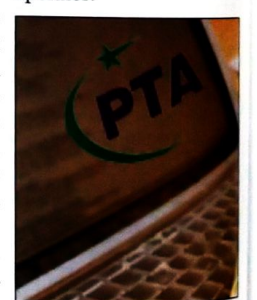


The system will give a reference number to the consumer after registering the complaint who can check its status any time. ▪

# Ministry to submit Facebook slurs report

Lahore: The Lahore High Court Chief Justice Ijaz Ahmad Chaudhry directed the Ministry of Foreign Affairs to submit a report on the progress so far made to move the international forums to check display of blasphemous and profane material on the website 'Facebook'.

The authorities of above said website earlier had also announced to hold a caricatures contest to hurt the religious sentiments of the Muslims.

The court indefinitely adjourned hearing of the petition, filed by Muhammad Azhar Siddique advocate, also directing the ministry to comply with its orders to register protest against Facebook, with the UN as well as at platform of OIC, so that a check could be placed on defiling sanctity of the Holy Prophet (PBUH) and other revered religious personalities in future.

The petitioner prayed for a complete block of the said website in Pakistan and that the federal government be directed to raise the issue at international level.

Deputy Attorney General Naved Inayat Malik assured the court to comply with its orders. He said representative of the foreign office was present in the court and detailed report on the matter would be submitted on the next hearing.

The report submitted to the court by ministry of information and technology said, inter-ministerial committee was working diligently to stop display of objectionable material on internet websites including Facebook. The report said from July last hundreds of websites which contained anti-Islam or blasphemous material had been blocked by the committee. The report said in July 2010 about 171 websites were blocked, 85 in August, 113 in September, 29 in October, 27 in November, 48 in December and 35 in January 2011.

A special crisis cell had also been set up to monitor check on displaying blasphemy and objectionable material on the internet.

Azhar Siddique contradicted the claims of the information and technology ministry saying the blasphemous contents were still present on some websites. He said the government did not raise the issue at the platform of UN general assembly by tabling a resolution as it was directed by the court in its order on May 21, 2010. ▪
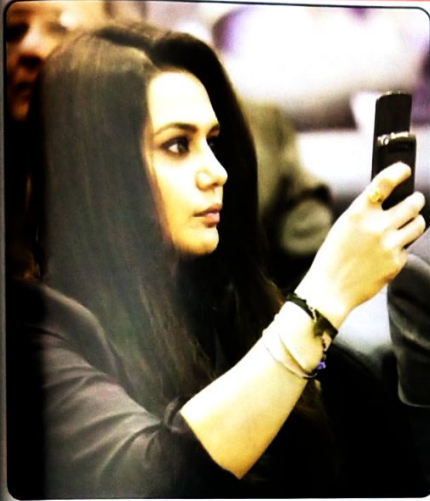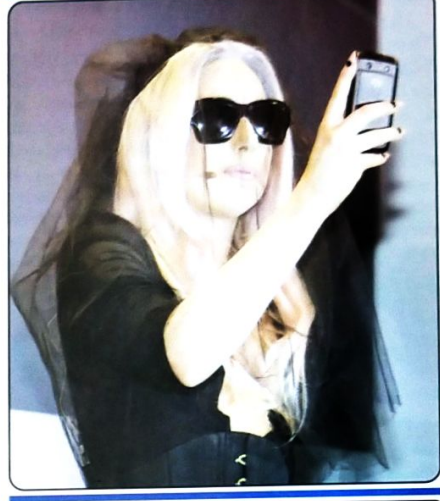
Gandhinagar: Preity Zinta takes pictures with her mobile phone during the Vibrant Gujarat Global Investors' Summit 2011.

London: Santander UK chief executive Ana-Patricia Botin speaks on a mobile phone outside Portcullis House after attending a Treasury Select Committee hearing into UK bank competition.

Las Vegas: Entertainer Lady Gaga takes a photo with her phone while introducing her Grey Label product line.
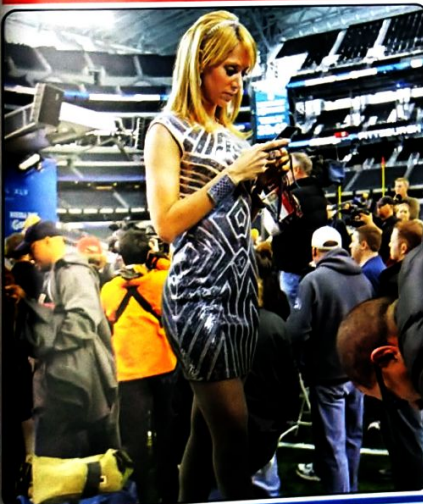
Arlington: Mexican television reporter Ines Sainz texts from her phone as Pittsburgh Steelers quarterback Ben Roethlisberger is interviewed in the background.

Hua Hin: Kim Clijsters of Belgium takes a picture using her mobile phone with Caroline Wozniacki of Denmark.
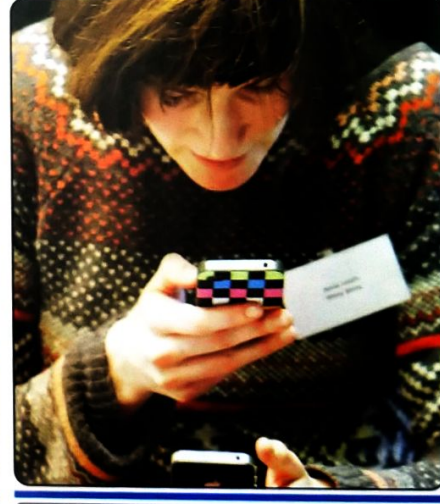
London: A journalist films the new Facebook deals application on a mobile phone at its official launch.

Tokyo: An employee of Japan's Electronic Vehicle maker Yodogawa, poses in its EV (electric vehicle) car "Meguru" at the Electronic Automotive Technology Expo.

Melbourne: Tennis player Andrea Petkovic of Germany takes part in "zorbing" during an event at the Australian Open in Melbourne.

## Google, Twitter launch Speech-to-Tweet

Here's that phrase, "Twitter Revolution" again. Though historians don't much like the term, which is applied to scenarios in which the citizens of a troubled country with a restricted media use Twitter and other online social networking sites to update the rest of the world, via posts and photos, what's going on inside the country, the term seldom gets laid aside for long. It was, of course, only a matter of time until someone began using the term to describe the heavy use of social networking tools such as Twitter, Facebook and YouTube, to communicate the day-to-day happenings in Egypt. This time, however, there may be good reason.

Google, Inc., and Twitter are now actively offering a new method to help Egyptians, who are currently blocked from open Internet access, communicate using a voice connection system. The beleaguered president of Egypt, Hosni Mubarak, has ordered a media blackout, disrupting Internet and even some mobile phone access, in an attempt to disallow protestors from communicating with both each other and the outside world. ▪

## Billionaire explain investments

Mexico City: Mexican billionaire Carlos Slim unveiled plans to invest $8.3 billion this year in 19 countries, most of them in Latin America.

"We're going to invest in all the countries where we are, that's 19 countries," said Slim, considered the world's richest man. "It will be an investment of $8.3 billion," he told a news conference in Mexico City.

He said he aimed to reinforce high speed internet in Mexico "so that two of every three people have access to the network". Most of the investment, some $3.66 billion, would be in Mexico, including more than 40 percent in the telecom industry, as well as road-building, mines, water treatment and a "digital university", Slim said.

A further 2.5 billion would be invested in telecoms in Brazil, which "is a bigger market, a bigger territory", while other countries included Colombia, Peru, Chile and Argentina.

Slim, 71, last year knocked Bill Gates from the top of the Forbes list of the world's billionaires with an estimated fortune of $US53.5 billion. ▪

## Indian police arrests ex-telecom minister

New Delhi: Indian police arrested former telecom minister A. Raja as part of a probe into the sale of mobile phone licences in 2008 that cost the state billions of dollars, reports said.

Local television and press reported that Raja and two aides had been arrested by federal police from the Central Bureau of Investigation (CBI). A spokesman for the CBI confirmed that Raja had been questioned at police headquarters in the capital, but said he had not been formally arrested. "We are questioning Raja. We will continue our interrogation for more hours," spokesman R.K. Gaur told.

Raja was forced out of the government in November over the cut-price sale of second-generation (2G) mobile phone licences that India's government audit watchdog estimates cost the treasury as much as 40 billion dollars.

The licences were sold on a first-come, first-served basis instead of at auction and the telecom ministry is suspected of changing the bidding rules to favour certain companies, many of which were ineligible, according to the auditor.

In November, India's Supreme Court queried why the police had failed to question Raja, a low-caste politician from south India, over what could be India's biggest ever corruption scam. ▪

## Kenya's mobile users rise

Kenya's mobile-phone users rose at the fastest pace in at least four quarters in the three months through September as tariffs in the East African nation fell, the Communications Commission of Kenya said.

The number of users increased 9.5 percent to 22 million in the third quarter of 2010, the Nairobi-based commission said on its website. In the three months through June, user numbers increased 1 percent, and rose 2.6 percent and 8.4 percent in the two preceding quarters, according to data compiled by the commission.

Kenya's telecommunications regulator in August ordered mobile-phone operators to halve the rates they charge each other to transmit calls across networks. That triggered a round of reductions in call costs by companies to as low as 2 shillings (less than 1 cent) per minute.

"Mobile tariffs reduced significantly over the quarter registering an average of 2.65 shillings ($0.03) for on-network calls per minute from 4.78 shillings per minute in the previous period," the commission said. ▪
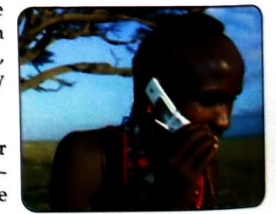
## Dropcam launches app for Android handsets

Dropcam, maker of the Echo network camera system, has a new app for Android handsets. During our review, we were limited to an iPhone app that allowed us to view live and recorded content from the wireless video cameras. Now, the same functionality, including receiving instant activity alerts, is being extended to Android handsets.

Users can view the live feed that includes audio or recorded videos if they sign up for a monthly service plan, from their Android 2.2-equipped smartphones. This includes the Google Nexus One, Samsung Vibrant, Motorola Droid and Droid X, HTC Droid Incredible and EVO 4G, and others. Viewing works over Wi-Fi, 3G or 4G.

A DVR function with the paid service will let users save videos for up to 30 days. Clips can be saved permanently by getting them e-mailed as well. All recordings are saved in the cloud, on Dropcam's servers. As such, they can be shared with friends and family or made entirely public. ▪

## E-Government portals available in 15 Arab countries

Arab countries had electronic government portals, these are; Algeria, Bahrain, Egypt, Jordan, Kuwait, Lebanon, Mauritania, Morocco, Oman, Qatar, Saudi Arabia, Syria, Tunisia, UAE and Yemen. In a new report, the Arab Advisors Group profiled and analyzed the Arab e-Government portals and their varying degree of progress and sophistication.

The report covers 19 countries in the Arab World: Algeria, Bahrain, Egypt, Iraq, Jordan, Kuwait, Lebanon, Libya, Mauritania, Morocco, Oman, Qatar, Palestine, Saudi Arabia, Sudan, Syria, Tunisia, UAE and Yemen.

The Arab Advisors analysis is dedicated to countries that have e-Government portals. In a period spanning one year, from 2009 to 2010, three Arab countries launched e-governmental portals, namely: Algeria, Oman and Yemen.

An investment in the report can also count towards attending Arab Advisors' 8th annual Media and Telecoms Convergence Conference on June 6 & 7, 2011 at the Four Seasons in Amman.

The Arab Advisors Group has compared the main e-Government portals based on the presence of various features dealing with information availability, service delivery and public access. ▪
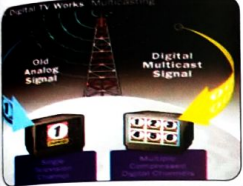
# TV signals to go digital by 2015

New Delhi: The days of wiring your television set for a cable connection could soon be over. The information and broadcasting ministry set a March 31, 2015 deadline for shift from analog to digital systems.

Digital cable TV will ensure better picture quality and services, choice of channels and interactive services. The industry will benefit as the move is expected to bring greater transparency in subscriber base and reduction in carriage fees (paid by channels to cable operators). "This is the way ahead for the industry," a government official said.

The proposal has been sent to the Telecom Regulatory Authority of India and will subsequently be put before the Union Cabinet for approval.

Digitization, where the feed will be received through set-top boxes, is expected to be executed in phases and the four metros of Delhi, Mumbai, Kolkata and Chennai have to shift to digital addressability by March 31, 2012. Phase II will include 35 cities with population of more than one million, such as Patna, Chandigarh, Pune and Bangalore by March 31, 2013. All urban areas are expected to digitize by November 30, 2014 and the remaining areas by March 31, 2015.

"Digitization will help industry grow at an accelerated speed. It is the key to problems like distribution bottlenecks and under-declaration, leading to loss of subscription revenue that broadcasters face today," said Zee News CEO Barun Das. ■

# Mobile telecom station powered via solar

Davos: We don't think about it much in the developed world, but mobile telecommunications require more than the power that's in your phone. Base stations need juice, too – and in many areas, established electricity sources just aren't available. That's the opportunity Vihaan Networks Limited (VNL) and Boston-Power are trying to step into with a newly announced compact solar-power base station.

Key selling points for this enhanced VNL WorldGSM are: the ease with which the base stations can be put in place – in less than half a day, according to VNL; the ability of the Boston-Power lithium-ion battery to function in extreme climates, avoiding the need for air-conditioning or shelter; and three-day energy storage capability to make it through cloudy periods. ■

# tw to provide telecom services to US army

New York: The U.S. Army has awarded a multi-year contract to tw telecom, a provider of managed voice, Internet and data networking solutions for businesses and government entities throughout the U.S., to install and manage data, Internet and voice services at Fort Bliss, located in western Texas and southern New Mexico.

Through a competitive bid process that evaluated technical compliance, past performance and proposed costs, tw telecom won the multi-year contract. By May 2011, installation of the services will be completed.

More commercial buildings are connected by tw telecom to its fiber network than any other competitive communications provider, only exceeded by the large global incumbents. tw telecom has the third highest market share of retail Ethernet ports in service. With its own national fiber network and IP backbone, it has the national capability, robust product portfolio and national/local customer care teams to support mission critical enterprise applications and to deliver a sought-after customer experience. ■

# Corruption a stain on India's global image

New Delhi: Prime Minister Manmohan Singh has said "the menace" of corruption is tarnishing India's image overseas and demeaning it at home. His warning followed the arrest of his former telecom minister over an alleged $40 billion mobile phone licence scam — the latest in a raft of scandals to batter the government.

"Corruption strikes at the roots of good governance," Singh told top state government bureaucrats at a meeting in New Delhi. "It dents our international image and it demeans us before our own people," he said, adding that the problem had "to be faced frontally, boldly and quickly." His speech came as his government struggles to counter opposition charges of inaction over a series of scandals, including last October's hugely over-budget Commonwealth Games, in which investigators found suspect contracts.

They have added to mounting public anger over high food prices, creating a toxic mix for Singh's Congress-led administration less than two years into its second term.

Singh enjoys a reputation for honesty in India's murky political world, but has been criticised for failing to prevent the scandals and for delays in exposing those responsible. Along with legislation, the prime minister said it was necessary to revamp administrative practices and procedures.

"The introduction of competition, greater choice and modern technology can cut down the opportunities for corruption," he said. In the same speech, Singh also warned that high inflation — particularly in food prices — was threatening India's rapid economic growth. ■

# AT&T to unleash Motorola super phone

As the mobile carrier war heats up, AT&T announced what the telecom giant is calling "the world's most powerful smartphone". While the validity of that statement remains to be seen, the new Motorola ATRIX 4G certainly has the numbers to backup the claims.

The new phone, which we unfortunately could not call a "mega phone" for obvious reasons, will run Android 2.2 and feature a 2×1 GHz dual-core processor. AT&T says that adds up to 2 GHz of processing power, but that also remains to be seen. Nevertheless, it will be one of the first dual-core phones to hit U.S. markets and will be better suited to take on 4G download speeds. It also comes with a dual-LED flash, 5 megapixel camera, and a power button that also serves as a fingerprint reader. Add-ons include a HD multimedia dock with a power connector, three USB ports, and an infrared remote, making it a true multimedia player in a tiny handheld device. ■

# Telefonica launches television on mobile

Madrid: Spanish telecom giant Telefonica has launched Imagenio Movil, its television via cell phone service, offering 25 select channels from its digital pay platform Imagenio, the company said.

Fox, Eurosport, AXN, MTV and Cartoon Networks are among the channels clients can see for €5 ($6.83) a month. Additionally, subscribers can rent pay-per-view movies and packages. The service expands on the fledgling Emocion TV service, allowing those clients to migrate to the new service at no additional cost.

Content can be viewed via any 3G terminal through the Emocion website, while smartphones and pads, like Samsung Galaxy S, Tab, Sony Ericsson's Xperia 8, Nokia's C7 and LG's Optimus One will come with it already preinstalled. ■

# Telus to unlock cell phones

Canada's third largest mobile telecom has recently indicated that it will start offering its customers the option of unlocking their cell phones for a fee. The move will give Telus phone owners the option to swap out their SIM card and replace it with something compatible in other countries or, if the hardware is a fit, the possibility of moving to a rival Canadian provider such as Bell Mobility.

The new Telus policy could come because of irate International travellers who, instead of paying exorbitant roaming fees, might prefer to use a local SIM card to cut both data and voice usage charges. ■

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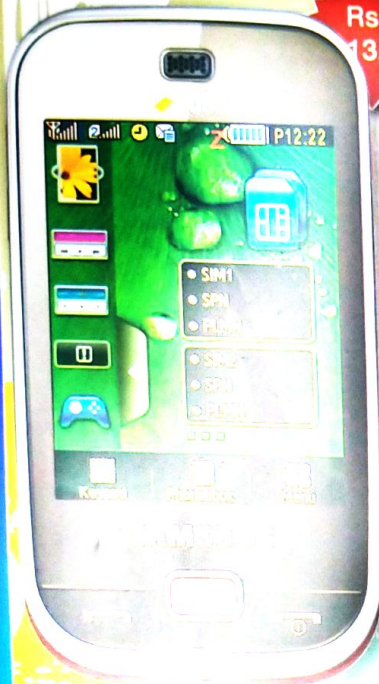
## Samsung B5722
**Rs. 13,300**

**Dimension**
104 x 54.9 x 14.4 mm   Weight 105 g
**Memory**
Built-in 30 MB + microSD Card (supports up to 8GB)
**Connectivity**
Bluetooth v2.1 with A2DP, USB, GPRS Class 10 (48 kbps), EDGE Class 10 (236.8 kbps)   Display Size 240 x 320 pixels, 2.8 inches,
**Features**
Browser WAP 2.0/xHTML, HTML Colors Dark Brown, Elegant Pink Entertainment Stereo FM radio with RDS + FM recording, MP3/WAV/WMA/eAAC+ player, MP4/H.263/H.264 player, Camera 3.15 MP, 2048x1536 pixels, LED flash, Video (QVGA 15fps)   Other Features Dual SIM, Speakerphone, Google Talk, Voice memo
**Battery**
Talk time Up to 4 h 30 min, Stand-by Up to 400 h

## Nokia 5310
**Rs 13,100**

**Dimension**
103.8x44.7x 9.9 mm,   Weight 71 g
**Memory**
30 MB internal memory + Micro SD memory slot up to 4 GB
**Connectivity**
Bluetooth, USB, GPRS Class 32, EDGE Class 32 (177 kbits), HSCSD Display Size 240 x 320 pixels, 31.5 x 41.5 mm
**Features**
Browser WAP 2.0/xHTML, HTML (Opera mini)   Entertainment Stereo FM radio with RDS, MP3/MP4/AAC/eAAc/WMA player, 3.5 mm AV jack, Nokia sensor, Nokia mobile search, Games (Snake II, Music Guess, Towerbloxx + downloadable)   Camera 2 MP, 1600x1200 pixels, video(QCIF)   Ring Tones Polyphonic (64 channels), MP3, MP4, WMA, AAC, video tones
**Battery**
Talk time up to 5h 20 min, Stand-by up to 300 h

## Nokia 7310 Supernova
**Rs 11,000**

**Dimension**
106.5x45.4x12  mm, Weight  83 g
**Memory**
32 MB internal + microSD card (supports up to 4GB)
**Connectivity**
Bluetooth v2.0 with A2DP, USB, GPRS Class 32 (88 kbps), EDGE (296 kbits),
**Features**
Browser WAP 2.0/xHTML   Colors Steel Blue, Wasabi Green, Candy Pink, Mushroom Silver, Plum Jam, Electric Blue, Yellow Mellow   Entertainment Stereo FM radio with RDS, MP3/AAC/AAC+/eAAC+/WMA player, MPEG4 player, TV-out  Camera 2 MP, 1600x1200 pixels, video (QCIF@15fps)   Other Features Xpress-on covers with 3D textured designs, Built-in handsfree, Macromedia Flash Lite 2.1   Ring Tones Polyphonic (64 channels), MP3
**Battery**
Talk time Up to 4 h, Stand-by Up to 300 h

## Sony Ericsson W595
**Rs 14,000**

**Dimension**
100x47x14 mm     Weight   104 g
**Memory**
40 MB shared + Memory Stick Micro M2
**Connectivity**
Bluetooth v2.0 with A2DP, USB, GPRS Class 10 (48 kbps), HSCSD, EDGE Class 10 (236.8 kbps), 3G (HSDPA 3.6 Mbps)
**Features**
Browser WAP 2.0/xHTML, HTML (NetFront )   Colors Jungle Grey, Lava Black, Cosmopolitan White, Active Blue   Entertainment Walkman player, FM radio with RDS, Shake control, TrackID music recognition, SensMe, Camera 3.15 MP, 2048x1536 pixels, video (QVGA 15fps); secondary videocall camera
**Battery**
Talk time Up to 9 h, Stand-by Up to 385 h

*Above prices are subject to change as per market*

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**Rs 19,200**

## Nokia 5530 XpressMusic

**Size**
104x49x13 mm, Weight 107 g
**Display**
Type TFT resistive touchscreen, 16M colors
Size 360x640 pixels, 2.9 inches, **Memory**
Phonebook Practically unlimited entries and fields, Photocall, Call records Detailed, max 30 days,
**Data**
GPRS Class 32 EDGEClass 32, WLAN Wi-Fi 802.11 b/g, Bluetooth Yes, v2.0 with A2DP USB Yes,
**Features**
OS Symbian OS v9.4, Series 60 rel. 5 CPU ARM 11 434 MHz processor, Messaging SMS, MMS, Email, Instant Messaging, Browser WAP 2.0/xHTML, HTML, RSS feeds, Colors Red on black, Blue on white, Grey on black, Pink on white, Yellow on white, Java Yes, MIDP 2.1 WMV/RV/MP4/3GP video player,
**Battery**
Stand-by up to 336h, Talk time up to 5h

**Rs 22,100**

## Samsung S7350 Ultra s

**Size**
109x50.3x12.6 mm, Weight 110 g
**Display**
Type TFT, 16M colors, Size 240 x 400 pixels, 2.6 inches, Sound Alert
**Memory**
Phonebook 1000 contacts, Photo call, Call records 30 dialed, 30 received, 30 missed calls
**Data**
GPRS Class 10 (4+1/3+2 slots), 32 - 48 kbps, EDGE Class 10, 236.8 kbps, 3G HSDPA, 7.2 Mbps Bluetooth Yes,
**Features**
Geotagging, face detection, smile shot, image stabilization, wide dynamic range, Video Yes, 720x480@30fps, QVGA slow-motion and 720x480 fast-motion Secondary Yes, Colors Silver,
**Battery**
Stand-by 350h (2G) / 400 h (3G) Talk time 6h 30 min (2G) / 4h

**Rs 24,500**

## Motorola RAZR2 V9

**Dimension**
103x53x13.3mm      Weight  125 g
**Memory**
45 MB internal memory + Extendable with Memory Card
**Connectivity**
Bluetooth V2.0 with A2DP, USB, GPRS Class 10 (48 kbps), EDGE Class 12, 3G (HSDPA 3.6 Mbps)    Display Size 240 x 320 pixels, 2.2 inches, 2nd external 2 inch-es display (240 x 320 pixels) with contex-tual touch interaction
**Features**
Browser WAP 2.0/xHTML, HTML (Opera 8) Entertainment   Video calling and down-load, MP3/AAC/AAC+ player, Games Camera   2 MP, 1600x1200 pixels, video (QCIF)      Other Features   Built-in handsfree, Voice memo    Ring Tones Polyphonic, MP3, Messaging SMS, EMS, MMS, Instant Messaging
**Battery**
Talk time Up to 3 h 30 min, Stand-by Up to 350 h

**Rs. 39,000**

## HTC 7 Mozart

**Dimension**
119x60.2 x11.9 mm, Weight 130 g
**Memory**
8GB built-in, 512 MB ROM, 576 MB RAM    Processor  1 GHz Scorpion, Qualcomm QSD8250 Snapdragon chipset
**Connectivity**
Bluetooth v2.1 with A2DP, USB, WLAN (Wi-Fi 802.11 b/g/n), GPRS Class 32, EDGE Class 32, 3G (HSDPA 7.2 Mbps, HSUPA 2 Mbps)
**Features**
Browser  HTML           Colors  Black Entertainment   Stereo FM radio with RDS,   3.5mm   audio    jack, MP4/H.263/H.264/WMV9      player, Games (built-in)     Camera  8MP, 3264x2448 pixels, autofocus, Geo-tag-ging, face detection, Xenon flash, Video (720p)
**Battery**
Talk time Up to 6 h 40 min, Stand-by Up to 360

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*Above prices are subject to change as per market*

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## Nokia 2690
### Rs. 5,200

**Dimension**
107.5 x 45.5 x 13.8 mm, Weight 80.7g
**Memory**
microSD Card (supports up to 8GB), 2000 Phonebook entries, 20 dialed/received/missed calls each
**Connectivity**
Bluetooth v2.0 with A2DP, USB, GPRS Class 10 (48 kbps), EDGE Class 10 (236.8 kbps) Display Size 128 x 160 pixels,
**Features**
Browser WAP 2.0/xHTML, HTML Colors Graphite, White silver, Hot pink, Blue Entertainment Stereo FM radio, MP3/eAAC+/WAV/WMA player, 3.5mm audio jack, MP4/H.263 player, Flash Lite 3.0, Games Camera VGA, 640x480 pixels, Video (QCIF @ 15fps) Other Features Speakerphone, Voice memo, Organizer Ring Tones Downloadable,
**Battery**
Talk time Up to 4 h 30 min, Stand-by Up to 312 h

## Samsung M150
### Rs 5,100

**Dimension**
106.5x45.4x12.7 mm Weight 74g
**Memory**
20 MB Built-in (500 PhoneBook entries, 200 sms memory + SIM msg), **Connectivity**
Bluetooth, USB, GPRS Class 10 (48 kbps) Display Size 128 x160 pixels, 1.77 inch
**Features**
Browser WAP 2.0/xHTML Colors Light Gray, Charcoal Gray, Pure White, Lavender Pink, Ice Blue Entertainment FM Radio & recording, MP3/e-AAC+/WMA player. Games Camera VGA, Voice memo, Organizer Ring Tones 64 Polyphonic, MP3 Messaging SMS, MMS, Email
**Battery**
Talk time up to 7 h, Standby up to 400h

## LG KP175
### Rs 5,950

**Dimension**
105.2x45.6x13.9 mm Weight 72 g
**Memory**
4 MB Built-in + microSD Card
**Connectivity**
Bluetooth v2.0, USB, GPRS Class 10 (48 kbps), Display Size 128 x 160 pixels,
**Features**
Browser WAP 2.0/xHTML Colors Silver Entertainment FM Radio, MP3/AAC/AAC+ Player, MPEG4 video player, Games Camera VGA, 640x480 pixels, Video, Ring Tones Downloadable polyphonic, MP3 Messaging SMS, EMS, MMS
**Battery**
Talk time up to 4h, Stand-by up to 100h

## Nokia 5030 XpressRadio
### Rs. 3,200

**Dimension**
108x45x15 mm, Weight 82 g
**Memory**
8 MB Buitlt-in, 1000 Phonebook entries + 250 SMS
**Connectivity**
Display Size 128 x 160 pixels, 1.8 inches Display Colour TFT, 65K colors
**Features**
Colors Red, Graphite Entertainment Stereo FM Radio with built-in antenna, Games Other Features Dedicated radio keys, 5-way navigation key, Flashlight, Speakerphone, Voice memo Ring Tones Downloadable Polyphonic, MP3, video tones
**Battery**
Talk time up to 10h, Stand-by up to 524h, FM radio playback time up to 24h

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## Nokia X2

**Rs. 9,100**

**Dimension**
111 x 47 x 13.3 mm,
Weight 81 g
**Memory**
48 MB built-in + microSD Card (supports up to 16GB)
**Connectivity**
Bluetooth v2.1 with A2DP, USB (on-the-go support), GPRS, EDGE    Display Size    240 x 320 pixels, 2.2 inches    Display Colour  TFT, 256K colors
**Features**
Browser WAP 2.0/xHTML, HTML (Opera Mini)    Colors Red on Black, Blue on Silver Entertainment    Stereo FM radio with RDS (built-in antenna), 3.5 mm audio jack, MP3/WMA/eAAC+ player, MP4/H.263 player, Photo editor, Games (Bounce Tales, City Bloxx, Snake III, Block'd, Diamond Rush, Rally 3D, Brain Champion, Sudoku)    Camera 5 MP, 2592x1944 pixels,
**Battery**
Talk time Up to 13 h 30 min, Stand-by Up to 624 h,

## Samsung L700

**Rs 9,350**

Dimension
109x46x12.8 mm    Weight  107 g
Memory
40 MB shared (30 MB available) + microSD Memory Card (up to 8GB)
Connectivity
Bluetooth v2.0 with A2DP, USB, GPRS Class 10 (48 kbps), EDGE Class 10 (236.8 kbps), 3G (384 kbps)
Features
Browser WAP 2.0/xHTML, HTML Colors Titan Silver, Grayish Brown, Charcoal Gray, Noir Black, Rose Pink, Lilac Violet    Entertainment Mobile Blogging, FM radio with RDS, MP3/AAC/eACC+/WMA/WAV player, MPEG4/3gp player, Games (built-in + downloadable)    Camera 2 MP, 1600x1200 pixels, flash, video (2nd QCIF camera for Videocalls) Ring Tones 64 Polyphonic, Midi, MP3 Messaging SMS, EMS, MMS, Email
Battery
Talk time up to 3.4 hrs, Stand-by up to 307 hr

## Samsung C3053

**Rs 6,600**

**Dimension**
97x47.3x14.9 mm    Weight  86 g
**Memory**
15 MB Built-in + microSD Card (supports up to 8GB)
**Connectivity**
Bluetooth v2.0, USB, GPRS Class 10 (48 kbps), HSCSD, EDGE Class 10 (236.8 kbps)
**Features**
Browser WAP 2.0/xHTML (Openwave 6.2.3)  Colors Black    Entertainment FM radio with RDS, FM recording, MP3 player, Video Player, Games (built-in + downloadable)    Camera VGA, 640x480 pixels, Video (QCIF 15fps, MPEG4 H.263)    Ring Tones Messaging SMS, MMS, Email
**Battery**
Talk time up to 7h, Stand-by up to 340 h

## Sony Ericsson W200i

**Rs 6,800**

**Dimension**
101x44x18 mm    Weight  85 g
**Memory**
27 MB internal memory + Extendable (Memory Stick Micro M2)
**Connectivity**
Infrared, USB, Class 10 (48 kbps), HSCSD,   Display Size 128 x 160 pixels, 1.8 inches    Display Colour UBC, 65K colors
**Features**
Browser    WAP    2.0/xHTML, HTML(NetFront),    RSS    feeds Entertainment    FM radio with RDS, Walkman Media Player 1.0, Picture editor, Games (Builtin + downloadable), Camera    VGA, 640x480 pixels, video Ring Tones  Polyphonic (40 channels), MP3, AAC    Messaging SMS, MMS, Email, Instant Messaging
**Battery**
Talk time up to 7h, Stand-by up to 360 h

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# Mobile Review

**Samsung I9003 Galaxy SL:** Success breeds imitation and we have the next Galaxy S remake to bear witness. But make no mistake about it – the Samsung I9003 Galaxy SL is not just another clone. This time changes aren't just skin deep. We are talking a new screen, a new CPU and a different battery here. Although it's actually hard to notice a difference on the outside, save for a slightly thicker body. Basically most of the internals have been replaced, which may have or may have not resulted in a significant change in the user experience.

The Samsung I9003 Galaxy SL is a victim of timing. It couldn't have been less fortunate to follow in the footsteps of the original Galaxy S – knowing it will never be able to catch up. At least Samsung should know perfectly well what to expect. This is not the first flagship they're forced by circumstances to replace. Much like the S8530 Wave II, the I9003 is more of a substitute, rather than an upgrade. You can think of the I9003 SL as a way to make sure there will be enough AMOLED panels for the Galaxy S2 without the need to discontinue the original Galaxy S altogether.

**BlackBerry Bold 9780:** It's no surprise that the BlackBerry Bold 9780 is the next logical evolutionary step, rather than a complete makeover that will propel it into the same league as the iPhone and Android. RIM has a loyal core of customers whose bond with the brand goes beyond the obvious business benefits. And devices like the Bold 9780 are certainly part of that bond.

From a geek's perspective, a new generation of gadgets should emerge to a new generation of users. Radical, rebellious, with no sense of history and no respect for authorities. In the world of business, every new generation of gadgets has to make generations of users feel at home.

There's no moral dilemma for BlackBerry in this. They know trying to introduce new features and UI tweaks with each new generation involves substantial risk for some of the changes to backfire. But they haven't given up on the Torch and the Storm, have they? Though it's obviously much easier to stick to a tested recipe and only add stuff that's been proved to work. The BlackBerry Bold 9780 upgrades the Bold 9700 by a 5 megapixel shooter and the new 6th version of the BlackBerry OS.

**Nokia X2-01:** Good build, QWERTY keyboard and one-touch access to music: the Nokia X2-01 has the right ingredients to serve and entertain. And if you're looking to buy cheap, it's an offer that's hard to beat. Nokia has long made the low-end their fortress and X2-01 must be following a strategy that's proven to work. The Nokia X2-01 is a music phone for the young with emphasis on Facebook and messaging. With its combination of features and form factor versus price, the Nokia X2-01 has a market segment of its own. It's another foot soldier in Nokia's offensive in becoming the world's number one QWERTY phone manufacturer.

We are ready to turn a blind eye to some of the disadvantages. 3G is not essential in this price range and so is a decent camera. The S40 is not the best-looking feature phone interface but it would've been a lot easier to live with if it had smart dial, some document viewer capabilities or basic multitasking. Cost-cutting is key for the X2-01. Nokia obviously presumes the target audience doesn't really need those things. The X2-01 is all about simplicity and ease of use plus some great build quality.

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## LG Optimus 2X:
Surely 2011 will be remembered as the year that dual-core CPUs made their smartphone breakthrough. Here we have the LG Optimus 2X pioneer and we are rushing to give you a preview of what dual-core CPU has to offer to you today.

It's not one of our typical previews you will be seeing here – we are just going to focus on the performance of the Optimus 2X and hopefully, the Tegra 2 platform it pioneers. Normally, we avoid getting into details about the performance of non-retail units, but this one is so good that it will almost be unfair to save the praise. Of course, that is only valid if the dual-core baby performance cashes all the checks that the LG PR department wrote. Everyone wants to feel a noticeable improvement in performance and unless the Optimus 2X provides, the bubble might burst.

We are pretty pleased with the LG Optimus 2X for the short time we spent with it. The handset proved that it has plenty of oomph under the hood and it should be able to meet the needs of the most demanding software for quite some time to come.

## HTC Gratia:
Compact but capable, subdued but edgy, old but new. That's the HTC Gratia. With Froyo greasing the cogs, the European version of the HTC Aria is more than a name change – this petite droid is getting ready to storm the Old Continent.

The Android world is in a stage where big screens make the grade, which makes it frustratingly hard for people who like their droid in a small package. The compact Gratia comes with a 3.2" screen and is noticeably smaller than competing phones with the same display diagonal.

Despite the clean, simple lines, the Gratia is recognizable enough thanks to the signature screws on the back. Some might confuse it with the HD mini, which originated the look, but Android's explosive popularity means that the Aria/Gratia phones have far surpassed their PocketPC cousin.

HTC have put their magic touch on the HTC Gratia interface – the Sense UI is elegant and highly usable, with special focus on social networking. The speed boost from running Froyo rather than Eclair is a major advantage and Flash support in the browser is relatively rare in the midrange.

## Nokia C7:
CThe Nokia C7 has no intention of breaking the chain of command. It is just a slimmer, simpler and more affordable N8 and comes with more conservative styling. The well-balanced Cseries have received an accomplished leader. The specs are impressive but do well to keep a respectful distance from the Nseries' finest.

The Nokia C7 still gets really close to the N8 in some ways. It's got the same blazing fast penta-band 3G, a 3.5" nHD AMOLED capacitive touchscreen, a 680MHz CPU and 256MB RAM, which are some good figures for the efficient Symbian OS. Understandably, some things have been left out. Getting rid of that bulging camera module has brought down the thickness. But still imaging on the Nokia C7 is down to "just" 8MP and fixed focus. However, 720p video recording is still on – as is Wi-Fi b/g/n and Bluetooth 3.0. The internal memory has been cut in half but 8GB is still plenty, considering there's a microSD slot if you need to expand.

The major advantages of the N8 are the camera and HDMI. An 8MP fixed-focus camera isn't that bad after all and the HD video recording is still there. There's metal on the Nokia C7 case and proper TV-Out – SD resolution and stereo sound.

Dial 4444 & Listen music to your favorite music everywhere!
Download Ring-tones, Record Songs & send to Friends, Create & share Play-lists.

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## Sony Ericsson XPERIA Play

**Display**
Type LED-backlit LCD, capacitive touchscreen, 16M colors, Size 480 x 854 pixels, 4.2 inches, Touch sensitive gaming controls, PSP like gaming buttons, Accelerometer sensor for UI auto-rotate.

**Memory**
Phonebook Practically unlimited entries and fields, PhotocallCall records Practically unlimited, Internal 315 MB, 380 MB RAM user-available, Card slot microSD, up to 32GB,

**Data**
GPRS Yes EDGE Yes 3G HSDPA, HSUPA WLAN Wi-Fi 802.11 b/g/n, DLNA, Bluetooth Yes, v2.1 with A2DP, USB Yes, microUSB v2.0 Camera Primary, 5 MP, 2592x1944 pixels, autofocus, LED flash, Video Yes, WVGA

**Features**
OS Android OS, v2.3 (Gingerbread), CPU 1 GHz processor, Messaging SMS (threaded view), MMS, Email, Push Email, IM, Browser WAP 2.0/xHTML, HTML Games Yes Colors Black GPS Yes, with A-GPS support, Java Via third party application, Active noise cancellation with dedicated mic, Digital compass, MP4/H.263/H.264/WMV player, MP3/eAAC+/WMA/WAV player, Google Search, Maps, Gmail, YouTube, Calendar, Google Talk, Facebook and Twitter integration, Voice memo, Predictive text input

## Nokia E6

**Display**
Type TFT, 16M colors, Size 480 x 640 pixels QWERTY keyboard, Sound Alert types, Vibration, MP3 ringtones, Loudspeaker Yes 3.5mm jack Yes

**Memory**
Phonebook Practically unlimited entries and fields, Photocall Call records Detailed, max 30 days, Card slot microSD, buy memory

**Data**
GPRS Yes, EDGE Yes, 3G Yes, WLAN Wi-Fi 802.11 b/g, Bluetooth Yes, v2.1 with A2DP, USB Yes, v2.0 microUSB Camera Primary, 8 MP, 3264x2448 pixels, autofocus, dual-LED flash Video Yes

**Features**
OS Symbian ^3 OS, Messaging SMS, MMS, Email, Push Email, IM Browser WAP 2.0/xHTML, HTML, Radio Stereo FM radio with RDS, Games Yes + downloadable, Colors Black GPS Java Yes, MIDP 2.0, WMV/RV/MP4/H.264 player, MP3/WMA/WAV/RA/eAAC+ player Document editor (Word, Excel, PowerPoint, PDF), Organizer, Voice command/dial/commands, Predictive text input

## Samsung E3210

**Size**
Dimensions 112.8x46.4x12.9mm, weight79.3 g

**Display**
Type TFT, 256K colors, Size 128 x 160 pixels, 2.0 inches, Sound Alert types, Vibration, MP3 ringtones, Loudspeaker Yes

**Memory**
Phonebook 1000 contacts, Photocall, Call records Yes, Internal 36 MB, Card slot microSD, up to 8GB

**Data**
GPRS Yes, EDGE Yes, 3G HSDPA 3.6 Mbps Bluetooth Yes, v2.1 with A2DP, USB Yes, microUSB v2.0, Camera Primary, VGA, 640x480 pixels, Video Yes,

**Features**
Messaging SMS, MMS, Email, IM, Browser WAP 2.0/xHTML, HTML, Radio Stereo FM radio, FM recording, Games Yes + downloadable, Colors Silver, Java Yes, MIDP 2.0, SNS integration, MP3/WMA/eAAC+ player, MP4/H.263 player, Organizer, Voice memo Predictive text input,

**Battery**
Stand-by up to 550 h (2G) / Up to 330 h (3G) Talk time up to 8 h 30 min (2G) / Up to 3 h 30 min (3G)

## Samsung I9003 Galaxy SL

**Size**
Dimensions 123.7x64.2x10.6mm, Weight 131g

**Display**
Type SC-LCD capacitive touchscreen, 16M colors, Size 480 x 800 pixels, 4.0 inches Gorilla Glass display, TouchWiz 3.0 UI Multitouch input method, Accelerometer sensor for UI auto-rotate

**Memory**
Phonebook Practically unlimited entries and fields, Photocall, Call records Practically unlimited, Internal 16GB storage, 478 MB RAM user available, Card slot microSD, up to 32GB

**Data**
EDGE Class 12, 3G HSDPA, 7.2 Mbps, HSUPA, 5.76 Mbps, WLAN Wi-Fi 802.11 b/g/n, DLNA, v3.0 with A2DP, USB Yes, v2.0 microUSB Camera Primary, 5 MP,

**Features**
OS Android OS, v2.2 (Froyo), CPU 1GHz Cortex A8 CPU, PowerVR SGX530 GPU, TI OMAP 3630 chipset, Messaging SMS(threaded view), MMS, Email, Push Mail, IM Yes Colors Black, white, GPS Yes, with A-GPS support, Java Via third party application, Social networking integration, Digital compass

**Battery**
Stand-by Up to 610 uh (2G) / Up to 550 h (3G) Talk time up to 15 h (2G) / up to 7 h 30 min (3G)

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## LG Optimus 3D

Display
Type 3D LCD capacitive touchscreen, 16M colors Size 480 x 800 pixels, 4.3 inches, Accelerometer sensor for UI auto-rotate, Proximity sensor for auto turn-off, Gyro sensor, Touch-sensitive controls, Sound Alert types, Vibration, MP3 ringtones, Loudspeaker Yes, 3.5mm jack Yes, DNSe
Memory
Phonebook Practically unlimited entries and fields, Photocall, Call records Practically unlimited, Card slot microSD, up to 32GB
Data
GPRS Yes, EDGE Yes, 3G HSDPA, HSUPA, WLAN Wi-Fi 802.11 b/g/n, DLNA, Bluetooth Yes, v3.0 with A2DP, EDR, USB Yes, microUSB v2.0, CameraPrimary Dual 8 MP, 3264x2448 pixels, autofocus
Features
OS Android OS, CPU Dual-core 1GHz ARM Cortex-A9 proccessor, ULP GeForce GPU, Tegra 2 chipset, Messaging SMS (threaded view), MMS, Email, Push Email, IM Browser HTML Radio Stereo FM radio with RDS, Games Yes + downloadable, Colors Black GPS Yes, with A-GPS support Java Yes, MIDP 2.1, SNS integration Digital compass, HDMI port Google

## Motorola ATRIX

Size
Dimensions 117.8x63.5x10.1mm, Weight 135 g
Display
Type TFT capacitive touchscreen, 16M colors, Size 540 x 960 pixels, 4.0 inches Biometric fingerprint reader, Gorilla Glass display, Touch sensitive controls, MOTO-BLUR UI with Live Widgets, Multi-touch input method
Memory
Phonebook Practically unlimited entries and fields, Photo call Call records Practically unlimited, Internal 16 GB storage, 1 GB RAM Card slot microSD, up to 32GB
Data
GPRS Yes, EDGE Yes, 3G HSDPA, 14.4 Mbps; HSUPA, 5.76 Mbps, WLAN Wi-Fi 802.11 b/g/n, DLNA, Bluetooth Yes, v2.1 with A2DP,
Features
OS Android OS, v2.2 (Froyo), CPU Dual-core 1GHz ARM Cortex-A9 proccessor, ULP GeForce GPU, Tegra 2 chipset, Messaging SMS (threaded view), MMS, Email, IM, Push Email Browser HTML, Radio Stereo FM radio with RDS, Games Yes + downloadable Colors Black, GPS Yes, with A-GPS support Java Yes, MIDP 2.0
Battery
Stand-by up to 264 h (2G)/Up to 250 h (3G) Talk time up to 8 h 40 min (2G)/up to 9 h (3G)

## Samsung Galaxy Ace S5830

Size
Dimensions 112.4x59.9x11.5mm Weight 113g
Display
Type TFT capacitive touchscreen, 16M colors Size 320x480 pixels, 3.5 inches, Accelerometer sensor for UI auto-rotate,
Memory
Phonebook Practically unlimited entries and fields, Photocall Call records Practically unlimited Internal 158 MB storage, Card slot microSD, up to 32GB, 2GB included, buy memory
Data
GPRS Yes, EDGE Yes, 3G HSDPA, 7.2 Mbps WLAN Wi-Fi 802.11 b/g/n, DLNA, Bluetooth Yes, v2.1 with A2DP, USB Yes, v2.0 microUSB Camera Primary 5 MP, 2592x1944 pixels, autofocus, LED flash
Features
OS Android OS, v2.2 (Froyo), CPU 800 MHz ARM 11 processor, Adreno 200 GPU, Qualcomm MSM7227 chipset, Messaging SMS(threaded view), MMS, Email, Browser HTML, Radio Stereo FM radio with RDS, Games Yes Colors Black, GPS Yes, with A-GPS support, Java Via third party application, MP4/H.264/H.263 player MP3/WAV/eAAC+ player.
Battery
Stand-by Up to 640 h (2G) / Up to 420 h (3G) Talk time Up to 11 h (2G) / Up to 6 h 30 min (3G)

## Sony Ericsson XPERIA Arc

Size
Dimensions 125 x 63 x 8.7 mm Weight 117 g
Display
Type Capacitive touchscreen, 16M colors, Size 480 x 854 pixels, 4.2 inches, Scratch-resistant surface Accelerometer sensor for auto-rotate, Sony Mobile Bravia Engine, Proximity sensor for auto turn-off Timescape/Mediascape UI, Sound Alert types Vibration, MP3, WAV ringtones, Speakerphone Yes
Memory
Phonebook Practically unlimited entries and fields, Photocall, Call records Practically unlimited Card slot, microSD, up to 32GB, 16 GB included, buy memory
Data
GPRS Yes, EDGE Yes, 3G HSDPA, HSUPA, WLAN Wi-Fi 802.11b/g/n, DLNA, Bluetooth Yes, v2.1 with A2DP, USB Yes, v2.0 microUSB, Camera Primary 8 MP, 3264x2448 pixels, autofocus, LED flash,
Features
OS Android OS, v2.3 (Gingerbread), upgradable to v3.0, CPU Qualcomm MSM8250 Snapdragon 1 GHz processor Messaging SMS (threaded view), MMS, Email, Push email, IM, Browser HTML Radio Games Yes, Colors Black, GPS Yes, with A-GPS support, Java Yes, via third-party application, Digital compass, HDMI port MP4/H.263/H.264/WMV player MP3/eAAC+/WMA/WAV player. Google Search, Maps, Gmail, YouTube, Calendar, Google Talk Facebook and Twitter integration, Document viewer Voice memo/dial/commands, Predictive text input

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## Nokia N8

**Rs. 39,400**

Nokia N8 features a 12 MP camera for capturing stunning photos and 720p HD video. With Carl Zeiss optics & Xenon flash you can take great pictures, even in low-light conditions. Nokia N8 also has a beautiful 3.5 inch OLED display for viewing your masterpieces. You can now shoot 720p HD video on your Nokia N8, with excellent audio quality by 2 recording microphones. Connect HDMI cable with Nokia N8 to your home theatre system & enjoy 5.1 Dolby Surround sound. Apart from 12 MP Camera with HD video the Nokia N8 combines social networking, WebTV, Ovi Maps, & a whole host of personalisation options.

## Samsung S8530 Wave II

**Rs. 34,900**

With 1GHz Processor Samsung S8530 Wave II provides powerfull mobile performance each & every day, Samsung S8530 Wave II provides a mix of powerfull multimedia for a mobile experience that's expansive & fresh, Samsung S8530 Wave II comes with advance feature like T9 which lets u input data by gliding ur finger rather than punching it, Samsung S8530 Wave II over sized super clear LCD display enjoying than ever.

## Samsung Galaxy 551

**Rs. 24,200**

Samsung Galaxy 551 expands the functionality of your mobile with choice of applications, Samsung Galaxy 551 one-stop social hub is the go-to place for all social communications, whether you are emailing, Texting, connecting through SNS or initiating IM, with Samsung Galaxy 551 you can enjoy exploring right from your mobile, Samsung Galaxy 551 has TouchWiz UI 3 the latest UI available, The touch screen of Samsung Galaxy 551 makes it easy to use mobile apps as well as navigate the mobile with intuitive ease.
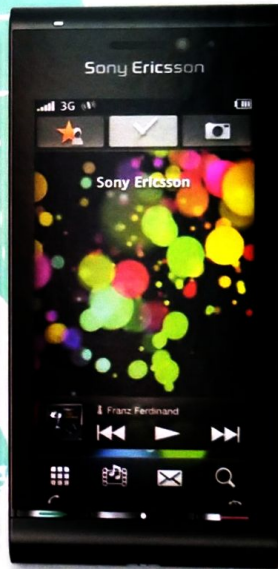
## Sony Ericsson Satio Idou

**Rs. 38,700**

SSony Ericsson Satio Get set for entertainment beyond your most colorful dreams. Sony Ericsson Satio combines incredible technology & style & comes with a 12.1 megapixel camera. Talk with pictures. Tap directly into your favorite music and movies using the unique touch panels of Sony Ericsson Satio. Use the amazing touchscreen camera feature to focus and make every photo first class with Sony Ericsson Satio.

## BlackBerry Curve 8310

**Rs. 29,000**

Featuring a metallic finish, clean lines and soft edges, the BlackBerry Curve 8310 is the smallest & lightest BlackBerry smartphone ever to come with a full QWERTY keyboard. The BlackBerry Curve 8310 is designed to simplify your life in a friendly, personal and easy-to-use package. It's your connection to everything that matters.

## HTC Desire

**Rs 47,990**

**Size:** Dimensions 119x60x11.9 mm, Weight 135 g

**Battery:** Stand-by Up to 340 h (2G) / up to 360h (3G) Talk time up to 6 h 40 min (2G

**Memory:** Phonebook Practically unlimited entries and fields, Photo call Call records Practically unlimited, Card slot up to 32GB, Description 576 MB RAM

**Features:** OS Android OS, v2.1 (Eclair) CPU Qualcomm Snapdragon QSD8250 1 Colors Black Entertainment MP3/AAC+/WAV/WMA9 player - MP4/H.263/H.264/WMV9/DivX player -

**Data:** Bluetooth v2.1 with A2DP, USB microUSB v2.0, GPRS Class 10 (4+1/3+2 slots), 32 - 48 kbps, EDGE Class 10, 236.8 kbps, WLAN Wi-Fi 802.11 b/g, 3G HSDPA, 7.2 Mbps; HSUPA, 2 Mbps, Display Type Touch Screen, Camera Primary 5 MP, 2592 x 194 Video Auto Focus, Video,

Authorized Distributors and Warranty Claim : Brightex Distribution Pakistan

*Above prices are subject to change as per market*

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### Nokia 1800

**Rs. 2,500**

**Dimension**
107x45x15.3 mm    Weight  78.5 g
**Memory**
500 phonebook entries, 20 dialed, 20 received, 20 missed calls
**Connectivity**
None    Display Size  128 x 160 pixels, 1.8 inches
Display Colour  TFT, 65K colors
**Features**
Colors Silver Grey, Black, Orchid Red, Ash Blue
Entertainment  FM radio        Other Features
Flashlight, Exchangeable color covers, Organizer,
Voice memo       Ring Tones  Downloadable,
Polyphonic, MP3 ringtones   Messaging  SMS
**Battery**
Talk time Up to 8 h 30 min, Stand-by Up to 528 h

### Nokia 1280

**Rs. 1,950**

**Dimension**
107.2 x 45.1 x 15.3 mm, Weight  81.9 g
**Memory**
500 Phonebook entries, 20 dialed, 20 received & 20 missed calls
**Connectivity**
None    Display Size  96 x 68 pixels, 1.36 inches    Display Colour  Monochrome
**Features**
Colors    Black,    Gray,    Blue,    Orchid
Entertainment  FM radio, 3.5mm audio jack,
Games,    Flashlight,    Speakerphone,
Exchangeable color covers, Voice memo, calender   Ring Tones  Polyphonic, MP3
**Battery**
Talk time up to 8h 30min, Stand-by up to 528h

### Samsung M150

**Rs. 4,700**

**Dimensions**
106.5 x 45.4 x 12.7 mm,
**Display**
Type TFT, 256K colors, Size 128 x 160 pixels,
1.77 inches, Sound Alert types, Vibration;
Downloadable polyphonic, MP3 ringtones
Speakerphone Yes
**Memory**
Phonebook Yes, Call records 30 dialed, 30 received, 30 missed calls, **Features**
Messaging SMS, Browser WAP 2.0/xHTML,
Radio FM radio; broadcast recording, Games
Yes Colors Light Gray, Charcoal Gray, Pure
White, Lavender Pink, Ice Blue, Organizer,
Voice memo, T9

### Samsung E1160

**Rs. 2,950**

**Dimensions**
105.9 x 45 x 14.8 mm, Weight 79 g
**Display**
Type CSTN, 65K colors, Size 128 x 128 pixels, 1.52
inches, Sound Alert types Vibration; MP3 ringtones,
Speakerphone Yes, with stereo speakers
**Memory**
Phonebook Yes, up to 1000 entries, Call records
20 dialed, 20 received, 20 missed calls
**Features**
Messaging SMS, Radio FM radio, built-in antenna,
Games Yes, Colors Red, Flashlight,   Organizer,
Voice memo, T9
**Battery**
Standard battery, Li-Ion 1000 mAh, Stand-by Up to
654 h, Talk time Up to 14 h 50 min

### LG KP110

**Rs. 3,590**

**Dimensions**
103.1 x 46 x 13.4 mm, Weight 65 g
**Display**
Type CSTN, 65K colors, Size 128 x 128 pixels.
1.5 inches, Sound Alert types Vibration;
**Memory**
Phonebook Yes Call records, 10 dialed, 10
received, 10 missed calls, Internal    1    MB,
**Features**
Messaging SMS, MMS, Browser WAP 2.0/xHTML
Radio FM radio, Colors Black, Cherry, Silver,
White
**Battery**
Stand-by Up to 400 h, Talk time
Up to 4 h

### Motorola C168

**Rs. 3,100**

**Dimension**
104.4 x 46 x 14 mm, 63 cc    Weight  77 g
**Memory**
640 KB shared memory
**Connectivity**
GPRS: Class 8 (4+1 slots), 32 - 40 kbps
Display Size    128 x 128 pixels   Display
**Features**
Colour CSTN, 4096 colors    Browser WAP
2.0/xHTML   Entertainment  FM stereo radio,
iTap, Calendar, Currency converter    Camera
**Battery**
Talk Time: Up to 9 h 30 min, Standby Time: Up to
340 h

*Above prices are subject to change as per market*

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## Dell Vostro V3500

**Rs 58,490**

Featuring next-generation Intel processors, outstanding battery life and a range of mobile-productivity options, the 15.6-inch Vostro V3500 goes the distance without stretching your budget.

Series Vostro Operating System Dos Processor Type Intel Core i3 Processor Speed 2.40 GHz Processor L2 Cache 3 MB Processor Model i3-370M RAM Capacity 2 GB RAM Type DDR3 RAM Slots 2 Hard Disk Capacity 320 GB HDD RPM 7200 HDD Interface SATA Screen Size 15.6 inch Screen Type LED Screen Resolution 1366 x 768 Graphics Built In

## Dell Alienware M15x

**Rs 1,41,990**

The Most Powerful Dell Alienware M15x 15-Inch Gaming Laptop with ATI Graphic Card control your game grab the reins of this 15 inch powerhouse with blazing-fast graphics.

Series Alienware Operating System Windows 7 Home Premium Edition Processor Type Intel Core i7 Processor Speed (1.73GHz Turbo Up To 2.93GHz) Processor L2 Cache 6 MB Processor Model i7-740QM RAM Capacity 4 GB RAM Type DDR3 RAM Slots 2 Hard Disk Capacity 500 GB HDD RPM 7200 HDD Interface SATA Screen Size 15.6 inch Screen Type LED Screen Resolution 1600 x 900 Graphics ATI Mobility Radeon HD5730 Video Memory 1 GB Optical Drive DVD Super Multi

## Sony Vaio VPCEA36FM/W

**Rs 88,490**

VAIO E Series is equipped with a 14-inch, 16:9 Real Wide display that offers ample space for Web surfing and gaming. Wireless connection means you can easily link to the Internet and accessories. Features a Matte finish with a palm rest accented by fine glittering particles.

Series EA Series Operating System Windows 7 Home Premium Edition Processor Type Intel Core i3 Processor Speed 2.40 GHz Processor L2 Cache 3 MB Processor Model i3-370M RAM Capacity 4 GB RAM Type DDR3 RAM Slots 2 Hard Disk Capacity 500 GB HDD RPM 5400 HDD Interface SATA Screen Size 14 inch Screen Type LED Screen Resolution 1366 x 768 Graphics Built In

## Sony Vaio VPCEA36FM/V

**Rs 88,490**

VAIO E Series is equipped with a 14-inch, 16:9 Real Wide display that offers ample space for Web surfing and gaming. Wireless connection means you can easily link to the Internet and accessories. Features a Matte finish with a palm rest accented by fine glittering particles.

Series EA Series Operating System Windows 7 Home Premium Edition Processor Type Intel Core i3 Processor Speed 2.40 GHz Processor L2 Cache 3 MB Processor Model i3-370M RAM Capacity 4 GB RAM Type DDR3 RAM Slots 2 Hard Disk Capacity 500 GB HDD RPM 5400 HDD Interface SATA Screen Size 14 inch Screen Type LED Screen Resolution 1366 x 768 Graphics Built In

## Compaq Presario CQ42-173TX

**Rs 63,990**

Compaq Persario CQ42, is one of the first notebook within the compaq range that is designed with textured imprint

Series Operating System Dos Processor Type Intel Core i5 Processor Speed (2.26GHz Turbo Up To 2.53GHz) Processor L2 Cache 3 MB Processor Model i5-430M RAM Capacity 2 GB RAM Type DDR3 RAM Slots 2 Hard Disk Capacity 500 GB HDD RPM 5400 HDD Interface SATA Screen Size 14 inch Screen Type LED Screen Resolution Graphics ATI Mobility Radeon HD 5430 Video Memory 512 MB Optical Drive DVD Super Multi

## Samsung NP-R540

**Rs 82,490**

Something as powerful, fashionable and reliable as the Samsung R540 shouldn`t be so affordable. But it is. Designed to enhance your unique sense of style with optional patterns and colours to choose as well as comfortably fit your on-the-go lifestyle.

eries Operating System Windows 7 Home Premium Edition Processor Type Intel Core i3 Processor Speed 2.26 GHz Processor L2 Cache 3 MB Processor Model i3-350M RAM Capacity 4 GB RAM Type DDR3 RAM Slots 2 Hard Disk Capacity 500 GB HDD RPM 5400 HDD Interface SATA Screen Size 15.6 inch Screen Type LED Screen Resolution Graphics ATI Mobility Radeon HD 545 Video Memory 512 MB Optical Drive DVD Super Multi
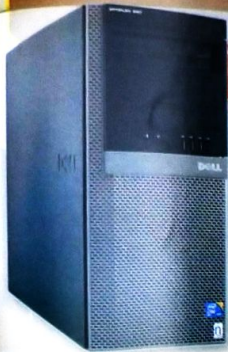
## Dell Optiplex 980

**Rs 63,990**

As the highest-performing Dell OptiPlex desktop ever, the OptiPlex 980 meets the challenges of complex IT environments with a strong combination of secure, enterprise-class performance, energy-conscious design and leading technology for remote systems management.

Monitor No Operating System Dos Processor Type Intel Core i5 Processor Model i5-660 Processor Speed (3.33 GHz Turbo Up To 3.6 GHz) Processor L2 Cache 4 MB RAM Type DDR3 RAM 2 GB Hard Disk Capacity 500GB RPM 7200 Chipset Built In Graphics Built In Video Memory Shared Optical Drive DVD Super Multi

## Dell OptiPlex D380

**Rs 45,990**

With features and form factors that extend well beyond "the basics", the OptiPlex 380 provides a flexible, cost-efficient solution for basic IT infrastructures.

Monitor No Operating System Dos Processor Type Intel Core 2 Duo Processor Model E7500 Processor Speed 2.93 GHz Processor L2 Cache 3 MB RAM Type DDR3 RAM 2 GB Hard Disk Capacity 320 GB RPM 5400 Chipset Intel G41 Express Chipset Graphics Built In Video Memory Shared Optical Drive DVD Super Multi

## Acer Veriton M275

**Rs 33,490**

The Veriton M275 features top-notch technology and resourceful business software to give you the enterprise-level capabilities you need. Encased in a clean, professional-looking black tool-less chassis, the M275 is made to inspire success.

Monitor No Operating System Dos Processor Type Intel Pentium Dual Core Processor Model E5700 Processor Speed 3.0 GHz Processor L2 Cache 2 MB RAM Type DDR3 RAM 1 GB Hard Disk Capacity 320 GB RPM 7200 Chipset Intel G41 Express Chipset Graphics Built In

## HP Pro 2000 Microtower PC

**Rs 38,990**

Everyday Essentials. Let the HP Pro 2000 Business PC take your business to new places with stylish efficiency at a price that won't break your bank. Stimulate your work day with essential technology and expandability designed to suit your needs.

Monitor No Operating System Dos Processor Type Intel Core 2 Duo Processor Model Processor Speed 2.7 GHz Processor L2 Cache 2 MB RAM Type DDR II / 2 RAM 1 GB Hard Disk Capacity 250 GB RPM 7200 Chipset Intel G41 Express Chipset Graphics Built In

## HP Compaq dx2390MT

**Rs 42,990**

Practical and stylish: Newly designed with real metal surfaces and glossy finishes, the HP Compaq dx2390 desktop PC is meant to be shown off, not hidden.

Monitor No Operating System Dos Processor Type Intel Core 2 Duo Processor Model E5400 Processor Speed 2.93 GHz Processor L2 Cache 2 MB RAM Type DDR II / 2 RAM 1 GB Hard Disk Capacity 320 GB RPM 7200 Chipset Intel G31 Graphics Built In

## Apple iMac 21.5-inch

**Rs 1,19,990**

Apple introduced the first iMac more than a decade ago. And the design philosophy remains the same: an all-in-one computer thats as powerful as it is beautiful.

Monitor 21.5 Inch Operating System Mac OS X Leopard Processor Type Intel Core i3 Processor Speed 3.06 GHz Processor L2 Cache 4 MB RAM Type DDR3 RAM 4 GB Hard Disk Capacity 500GB RPM 7200 Chipset Built In Graphics ATI Radeon HD 4670 Video Memory 256 MB Optical Drive DVD Super Multi
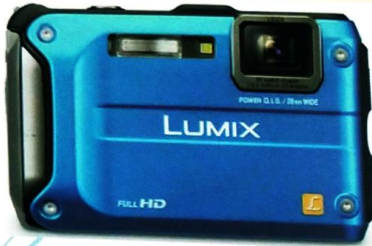
# Accessories the way you live

## The Rugged Cam That's Sensitive on the Inside

"The LUMIX TS3 is Panasonic's 'take anywhere' digital camera whether it is for carefree, everyday shooting with its easy-to-use features, high-quality lens and video capabilities, or for the active user who will appreciate the rugged design in any season for activities such as hiking, skiing, camping, diving, snorkeling," said David Briganti, Senior Product Manager, Imaging, Panasonic Consumer Electronics Company. "Last year's LUMIX TS2 was a highly-regarded rugged camera and with the TS3, we just built on its success with new features, like GPS, a compass, altimeter and barometer, making this the ultimate camera for the outdoor user." The Panasonic LUMIX TS3 features a 28mm wide-angle LEICA DC VARIO-ELMAR lens, complete with a folded optics design.

## Eat Your Sea Bass On Some Drum 'N Bass

Small house? Designers Jérôme Spriet and Wolfgang Bregentzer have converged the coffee table with the sound system in the ultimate space-saver. Just connect an audio source to the Acoustable and put your feet up.

## The Plug Hub Is a Pretty Way to Hide Your Ugly Cables

Hide your cables, hide your plugs! This elegant concept, the Plug Hub, can become real if enough people buy it. Think of the $24 you spend as an investment towards a lifetime of peace, serenity and organization.

For some reason, when I first saw the Plug Hub, it reminded me of a piano (with the power surge being the keys). Not sure if I still think that but I am sure that it'll look good in any home.

## Reviewers Love This Cheap-Ass TV

Let's be frank. The Vizio brand doesn't exactly connote... greatness. You might think it's a bargain-bin TV, or one for your dorm, or one you get because you simply can't afford something better. But this econo-panel apparently kicks ass.

The Vizio XVT3SV series comes in a handful of sizesfrom 42 and to 55-inches. The 42 and 47-inch models can be found on Amazon for a little under $1100 and $1500 respectively. It's time to get over whatever reputational shortcomings Vizio might evoke in your mind. The sets deliver, period. Close your eyes. Pretend that's an A-list logo on the bezel. Open your eyes. The critical consensus is that theyespecially for the priceeasily keep up with the big brands.

## Teen Glued 5,800 Mirrors Onto Satellite Dish

There's something very incongruous about Eric Jacqmain's video where he demonstrates a solar death-ray with the intensity of 5,000 suns (or so he claims)...backed by plip-plop music you'd normally find in a day-spa.

The 19 year old hails from Indiana, where he was hiding this death ray which cost him just $90 to makebefore it was destroyed in a fire. Hmm. Suicide?

As you can see in the video below, he only had to wheel the 5' 9" dish out, align it so it catches a bit of sun, and then whatever met its "heat spot" (which measured just a centimeter or two in size) instantly caught fire. With Jacqmain's original death-ray now destroyed, he's currently building an even larger one with 32,000 mirrors.

## With iFusion, You Can Combine the Worst Aspects

Love having a phone that's more or less stationary? Love shitty reception? Then you will absolutely LOVE the iFusion. This has a FULL DUPLEX and ERGONOMIC HANDSET DESIGN and BLUETOOTH that will supposedly make your iPhone calls BETTER.

Hmmm...
Considering that most issues with call quality on the current iPhone hardware revolve around reception, the iFusion isn't going to make you calls thaaaat much better if you don't have a good signal to begin with. And it doesn't have any meaningful signal boosting technology. It's essentially just a really big bluetooth headset. Fantastic.

# The Future is WATEEN

Telephony

Internet

## This Car DVR Is Worth Ten Traffic Lawyers

Planes have black boxes to record the vitals of an incident. About time cars had something similar, no? Enter the Car DVR, your fool-proof way to put the blame on the other guy. Assuming, you know, it's his fault.

The Car DVR, from China records twenty minute segments of 640x480 video on an onboard SD card, to give you a constantly updated log of what's been going on in front of or behind you. And its motion detector ensures that you only grab footage when you're actively drivingalthough that also means you can't use it to grab the license plate of a hit and run on your parked jalopy.

It's $40 with a 2GB SD card includedway less than what you'd have to shell out after a fender bender

## How Can 3D Artworks Made Only

You can keep your overpriced, eyeball-hurting 3DTVs, Sony, LG and SamsungI'm investing in a couple of David Spriggs' 3D artworks instead. The British-Canadian artist paints using acrylic, layering sheets of glass like Dexter's box of blood slides.

With some of the artworks he appears to have used transparent plastic, almost like shower-curtains hanging from a rod. It's amazing how varied his work is too, from the trippy symbols to his scarier stuff with Chinese artist Xia Xiaowan (like the one shown above).

The best thing is that you don't need 3D glasses. Take a flick through the gallery, and trip out on the third dimension

## Vibram Five Finger Boots for Cold Weather

Those ridiculous-Vibrams shoes are their fanboys like a cold-weather Cervinianow reach for them to create a The boots are $160, Here also some of Do you use alleged comfort for their weird comments.

miraculous-awesome-awful growing up over the bodies of symbiotic organism. Their bootsFiveFingers half up your leg. I can't wait full-body Dune stillsuit. which is not bad for boots. their new models for 2011. FiveFingers shoes? Does the and good effects compensate ridiculousness? Tell us in the

## The Beauty of Tension
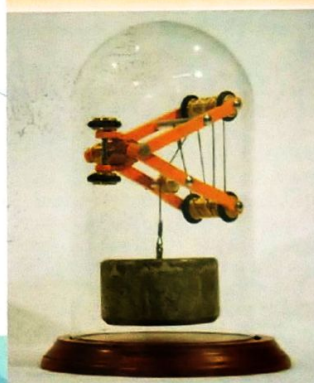
Dan Grayber isolates machinery from its usual role of fulfilling human needs through placing it in an eternal mode of self-perpetuation. His safety-orange powder coated objects endlessly assure their survival through completing the simple and essential task of holding oneself up. These sculptures, which create problems as they solve them, exude a sovereign elegance, the dignity of not having to justify themselves to an outside source.

Piece is a pair of spring loaded mechanisms that wedge themselves into the inside of a cavity (the glass dome in this case), suspending themselves. Cable running between pair maintains tension on both mechanisms. If cable were to fail, both mechanisms would fall.

## Make Your Laptop Fly With USB Wings

If you are an airplane lover, you will like these USB wingsor better said, tail fins. They are made by Bader Models and feature iconic airlines, including old school ones like Pan-Am.

The 4GB version is $53.00, and they go up to 32GB for $120.00. A bit expensive, but I wonder how Joel's MacBook Air would look tossed across the room with one of these at each side.

## The Appgun Turns Your iPhone Into an Augmented

Who's actually using their iPhone to call people? I'm not! And in an effort to help the iPhone better serve its true purposeyou know, a wacky augmented reality gaming machinewe now have the Appgun. Pew pew.

The Appgun, a plastic accessory which uses the iPhone as an augmented reality sight for shooting games, will cost about $30 when it arrives in April, and it'll come with a free alien shooting game out of the gate. Here's what it looks like in action:

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# GAMING ZONE

**MAJESTY 2 monster kingdom**

Maybe it's not so good to be the king. Monster Kingdom, the third expansion for the real-time king simulation Majesty 2, sees your titular character booted off the throne and sent into exile with just his sidekick for company. Scrambling to get back to power requires cozying up to the creatures that you spent most of your time killing in the previous entries in this franchise, which gives this add-on a different vibe from its predecessors. While the gameplay formula remains focused on managing a fantasy kingdom by decree, everything is freshened up because you can boss around creepy ratmen and liches instead of the heroes of the earlier games. This isn't going to turn around non-fans or spark those who have gotten bored with the series, but the inventive premise and somewhat scaled-down difficulty result in a game that's a step above its lackluster and brutally hard predecessors, and also offers a number of core gameplay enhancements that make the campaign more playable.

Everything should be familiar to veterans of Majesty 2 and its Kingmaker and Battles of Ardania expansions. The heart of the gameplay has been carried over intact to Monster Kingdom. You still play as an anonymous monarch being advised by a toady, and control remains one step removed from you. Although you order up buildings and units like in a typical real-time strategy game, you never have direct control over troops. Instead, you place flags offering rewards to units that explore the map, attack enemy lairs, and defend structures.

Like its predecessor, Killzone 3 is immediately striking for its gorgeous landscapes and glowing lighting, which provide a hostile, not-quite-familiar backdrop to the heart-pounding first-person firefights that often occur on the planet of Helghan. But to dismiss this sequel as a mere visual showcase would be a disservice to the core action, which maintains the excellence that distinguished Killzone 2. There's a heft as you move, jump, and shoot that you rarely feel in shooters, but it works for Killzone 3, giving every shot that finds its mark a satisfying sense of impact and keeping you mindful of where you step before you wade into a sea of gunfire. Set-piece battles energize this foundation, mixing up the pace by putting you in a jetpack or inside a lumbering armored suit. It's unfortunate that not every aspect of the game maintains the same high standard of quality. The storytelling is so awful as to be embarrassing, yet there's so much more story than before, and its frequent interruptions injure the flow of the single-player campaign. And the tacked-on local cooperative mode is a missed opportunity, and problematic in its own right. Yet for these few steps back, there are steps forward too, making Killzone 3 an exciting follow-up to one of 2009's best shooters--and one of the most beautiful-looking games to grace consoles yet.

In Killzone 2, it was easy to ignore the story. There wasn't much context for what made the red-eyed Helghast so hated and feared, beyond the fact that they waved fearsome flags.

**KILLZONE® 3**

**x-Men Arcade TWO WORLDS II**

If you played the original Two Worlds, you might not be surprised to learn that its sequel does not represent the role-playing genre at its most refined. What may surprise you, however, is that Two Worlds II's clumsy features don't greatly diminish the impact of its big, busy world. Here is an expansive third-person RPG brimming with fearsome monsters to slay, colorful spells to cast, varied quests to perform, and murky swamps to explore. The game lacks the fine points that adorn the greatest role-playing adventures--distinctive characters, a compelling narrative, and beautiful panoramas. But this is an entertaining journey nonetheless, due in no small part to intriguing but accessible systems that allow you to create your own magic spells, concoct potions, and upgrade your favorite weapons and armor. If you've been looking to lose yourself in a fantastical kingdom, and don't mind some clumsy combat, graphical inconsistencies, and nagging interface issues, Two Worlds II is a fine way to escape the rigors of the real world.

As with its precursor, Two Worlds II takes place in the land of Antaloor, where (once again), your sister is in trouble, and where (once again), the evil wizard Gandohar is up to no good. It's a suitable framework, but the game fails to build on its foundations. Through a series of good-looking flashback sequences, you eventually learn more about Gandohar, but the personal touch is conspicuously absent.

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