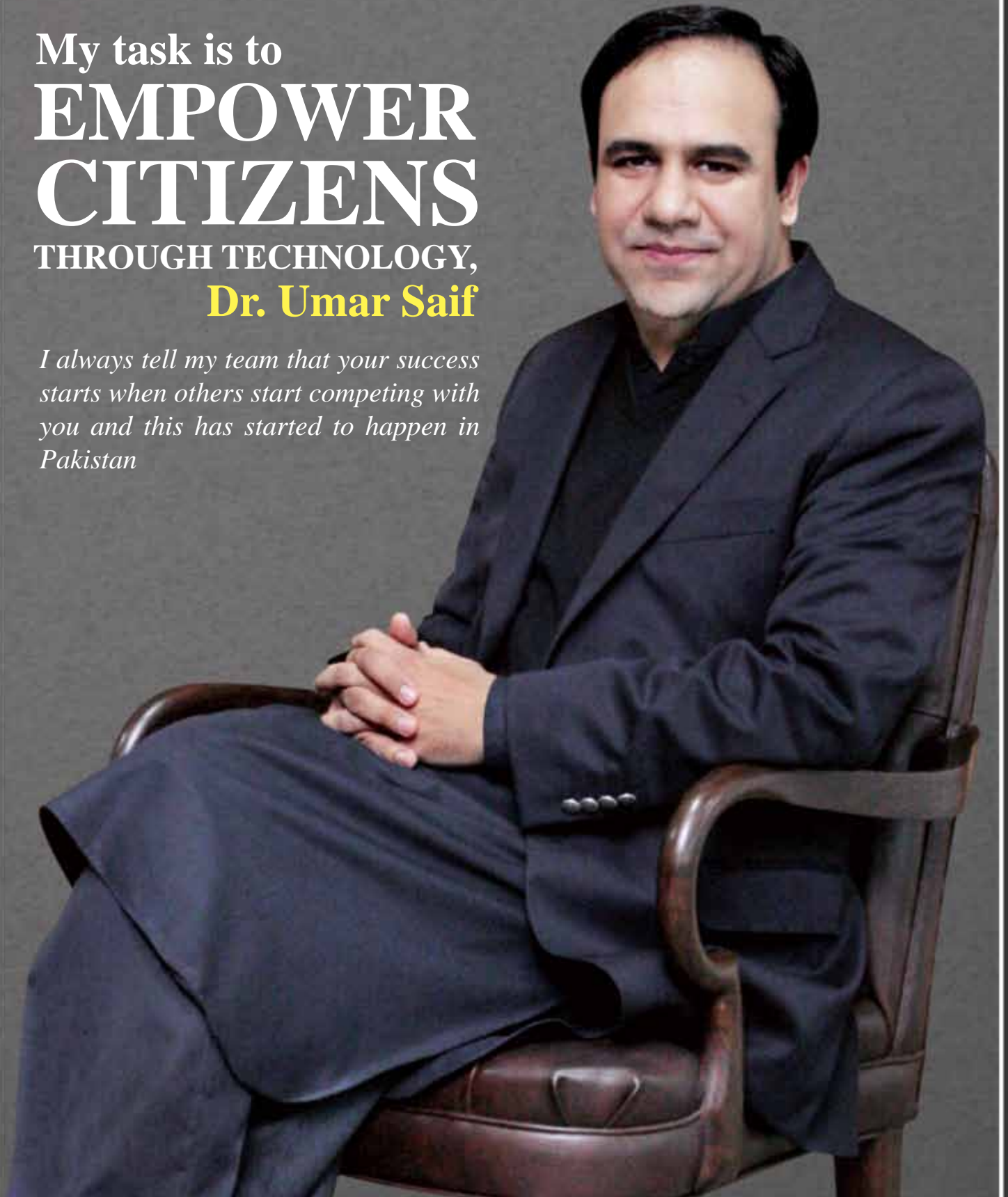


My task is to
**EMPOWER
CITIZENS**
THROUGH TECHNOLOGY,
Dr. Umar Saif

I always tell my team that your success starts when others start competing with you and this has started to happen in Pakistan



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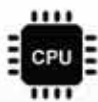
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My task is to

EMPOWER CITIZENS THROUGH TECHNOLOGY, **Dr. Umar Saif**

I always tell my team that your success starts when others start competing with you and this has started to happen in Pakistan

Dr. Umar Saif is the visionary head of Punjab Information Technology Board (PITB). He is putting every effort for a technologically empowered Punjab and Pakistan. He is not only envisioning it but he is making his dreams come true.

He is the brain behind Punjab's e-Learn program, Lahore's Smart Traffic System, M-Governance and many other revolutionary projects.

More Magazine arranged an interview with him to get to know the person, PITB and the future of IT in Punjab and Pakistan. What he said, is presented here for our readers.

What are PITB's achievements so far?

PITB has come a long way in the past 15 years. Our main contribution is institutionalizing IT in the government departments for the smooth running of processes and empowerment of people. Typical categorization of interaction divides PITB's clients into three main groups: the citizens of Pakistan, government and the IT industry & universities.

We need to evolve different enterprises, programs, and projects for all three of them.

Although, the citizens are often ignored by the large-scale organizations in Pakistan but at this stage, we are more focused towards them and using Information Technology as the medium to facilitate their interaction with the government.

We are working in a way to minimize the barriers for accessing service delivery so that citizens can easily do the transactions like applying for a domicile, driving license, birth certificate, marriage. With the help of IT tools, we are also monitoring and minimizing the inherent corruption and inefficiency that is present in some departments of the government.

For monitoring the interaction, one of our larger programs which we are running for last 3 years is the Citizen Feedback Model. Whenever the citizens go to any of the departments of government which is monitored by PITB, they automatically receive a call in the voice of Chief Minister for asking if any official has taken bribe from them.

Till now, we have made calls to around 7 million citizens under this program for knowing their feedback. We receive their data, classify and analyze it and then make a report and forward it to Chief Secretary's office as well as the concerned departments, informing them about the level of corruption in their departments based on the complaints that we have received.

For our second client i.e. the government, we are working to make the back office processes of the different departments automated. We have already automated many departments of Punjab government such as the registration of number plates of vehicles has been computerized and most importantly, the record of the ownership of a vehicle is being recorded digitally. Similarly, birth certificates, death certificates and services alike are getting computerized one by one.

For making this more speedy, we have started monitoring the functions of the government by using smartphones as a tool.

What is the result of 7 million calls that you made under Citizen Monitoring System?

Up till now, around 6000 administrative actions have been taken place that include suspension and termination of officials and their transfers.

Using IT as a tool, how can you maintain check and balance in government departments?

Nearly 60% of the population of Pakistan lives in Punjab. The province is so big that had it been a country, it would be 9th largest country of the world. It employs more than 1 million people in different government departments including the bureaucracy.

For me, the biggest task has been to effectively monitor and quantify that how well the government is doing its basic job of service delivery to the citizens.

One of the weaknesses of every government is that it is always weak in monitoring itself. For example there is no mechanism to watch that how honestly a traffic warden is working, is he issuing Challans on traffic violations or not? What happens when a citizen goes to a police station to register an FIR, how the staff behaves with him/her?



“ Many a times, it happens that a person becomes the head of a department, works days and nights and generates good results but when he leaves the organization, all the efforts, and all the work go in vein. ”

There are so many examples but monitoring them is near to impossible for the government.

Let me elaborate it more, for instance, Dengue epidemic hit us some two years ago effecting 21 thousand people. The most important component for controlling the epidemic was to ensure that there was no water puddles outdoors which could harbor mosquitos and monitoring of timely anti-dengue sprays etc. For controlling so many dengue workers in the field, we designed dedicated mobile applications to monitor their work. We provided the field force with Android smartphones and asked them to take the pictures of their work with the help of applications.

So far, 1.5 million pictures have been uploaded on our servers which has helped us know the actual status of Dengue activity.

So your focus is on smartphone, you don't find computer a better tool for automation?

One thing I have learnt is that whenever I give someone a laptop or PC, I have to provide him the internet connection, an uninterrupted power supply, make him learn how to use it and arrange a dust free room - all of these are non-trivial methods. This is why the adoption of IT in the government has been a challenge.

Then there's a lengthy procedure for getting a licensed software from one of the large enterprise vendors. Even if we do all this, it's hard to imagine that a tehsil officer in the remote southern Punjab will have access to internet and electricity for 24 hour and not only this, but there would hardly be an IT expert nearby to help him if computer needs a little troubleshooting.

On the other hand, smartphones are way cheaper than a PC and there is no issue of expensive licensed software as well. It also has a portable network connection and a battery that ensures its running even if there is no electricity. With 3G and 4G around, things are becoming easier to handle now.

Moreover, it is more intuitive to use and once you tell the staff how to use it, they start using that application without further training and

finally, this device has some social value embedded into it. Your PC or laptop might be used by your assistant but that is not the case with your smartphone.

Smartphones are also helping you in your quest for M-Governance in Punjab?

M-Governance could be incredibly effective due the fact that smartphones are so easy and intuitive to use and there is no need to teach long courses to people for them to learn how to use it.

In rest of the world, why Mobile-governance model has been so successful is because of its simplicity, mobility and connectivity.

We have already started the automation of 7 government departments in partnership with World Bank.

I give you an example of m-governance in education department where MEAs (Monitoring and Evaluation Assistants) visit the government schools in every corner of the province to monitor the presence of teachers, availability of electricity and other basic necessities. Earlier, these officials used to enter this data manually on forms but now they do it through mobile application on their smartphones and we know that they are doing the job on site because their work is GPS tagged. With this valuable data, we are improving things at education department.

We also controlled the working of vaccinators when measles epidemic spread because the field staff did not perform. But now, all the 5000 vaccinators are being tracked via their smartphones.

Is health the only sector taking help from modern technology?

Not at all, law enforcement is where we are emphasizing to prevent crime through IT solutions. For instance, whenever a person reports a crime in Lahore, the investigation officer goes and Geo-tag the place. By using this, we can study the patterns. This way, we can see what places are becoming the hotspots for theft and snatching, hence, law enforcement agencies take appropriate action accordingly. The Geo-tagged data and analysis technique is helping us prevent the crime.

We have made great progress in this area and till date, around 83 thousand cases have been registered within last few months through geo-tagging system. This is making it easier for the government to analyze what type of law and order issues are being faced by people within the boundaries of a police station.

Apart from this, efforts are underway to automate the police stations. Starting from Lahore with 85 police stations where two trained personnel equipped with laptops, will be appointed in each police station. They will interact with the citizens and record all the complaints. The process will help define the crime at its earliest stage. We are separating complaints from the FIRs via complaint management system and record keeping. The system will be integrated with NADRA for verifying the offender's data in minutes.

What PITB is doing for universities and industry?

One of our most successful projects is the incubator which is called Plan-9 and that has now expanded to a great

extent. When we started it 2 years ago, it was heavily criticized but today 66 companies have been graduated from here and out of which 48 are real businesses. They are all making money while some of them are doing fantastically well. Few have even reached Silicon Valley and they have several million dollars evaluations.

A big incubator is being established in Karachi whereas, universities in Lahore have also started making incubators. We have also started a University Incubator Program in which we are making small incubators in collaboration with 19 universities.

Any foreign investment received on account of Plan 9?

Absolutely, I think all these companies are independently raising investments. Our work is to make them grow to a level that they become an enterprise and raise the money. I think, the latest round was about 1.7 million dollars from Kima Ventures for one of the starters.

One of the companies that make handmade leather shoes, Markhor, is very close to our heart. They sell the shoes online. Recently, they started a Kickstarter campaign and raised about 150 thousand dollars in just two weeks ago. Pakistan software exports are around 2 billion dollars out of which 700 million dollars (about 35%) is through freelancers who are bidding for software from their homes and doing a job for even 5 dollars.

At the moment, we are currently the 3rd largest freelancing country in the world, right behind US and India.

So, what PITB is doing for promoting freelancers?

We, at PITB, dedicated an area called tech hub for the freelancers where we put some furniture and computers and asked the freelancers to start working from here. Not only they have the facility of uninterrupted internet and electricity but also we have provided them two business managers who write their bids, if someone finds it difficult to write in English. What else a freelancer needs?

Now, people come here themselves for freelancing jobs as well as incubator services. Currently, 150 people work here out of which 75 are freelancers. From just one room of this building, they do software exports of around 150,000 dollars a month.

Interesting thing is, not everyone is a techie.

I believe the true potential of Pakistan is in freelancing since the government cannot provide employment opportunities to the youth bulge who make around 60 percent of the population. Freelancing makes sure that they are fully employed and become productive contributors to our economy.

Its very heartening to see someone coming in a rickshaw here and going out in a car, that is the real success which keeps me motivated.

Can PITB lead us into the future?

Many a times, it happens that a person becomes the head of a department, works days and nights and generates good results but when he leaves the organization, all the efforts, and all the work go in vein.

I think PITB is beyond that stage now. IT has taken a route where it has become embedded in conducting the

“ Its is very heartening to see someone coming in a rickshaw here and going out in a car, that is the real success which keeps me motivated. ”

businesses of the government. The government is getting used to having an IT department which is delivering very well.

Soon we are coming up with E-Stamping that will ensure the elimination of fake stamp papers. Asaani Markaz is another idea for providing people with one window operation in order to make it easy for them to interact with dozens of government departments for their day to day works. Then there is e-Learning project which will revolutionize the education in Punjab in just few years time. In short, I can tell you, yes PITB is all about future of this country.

Do you face bureaucratic hurdles?

Obviously, we are changing the entire system and there is a cost to disrupt the old system and a push back and friction is natural. Overall, my experience with the government is positive and most of the people have been accepting our new interventions.

It is requisite for the government to make sure institutionalization by constantly working on the data and information which is being generated all the time. This is something that we need to keep reinforcing. This is why when we collect data from the health sector, crime or education, we publish bulletins to keep the government informed.

Once you make familiarize the people with information, they would

also demand it next time. I always tell my team members that your success is when other people start competing with you and this has started to happen now since federal government is also replicating the Citizen Feedback Model and some of our other projects.

Does PITB have a solution for traffic in Lahore?

Actually, traffic is now the renewed focus of PITB. We have done traffic related projects from time to time but now we are concentrating on it.

Firstly, we are making the traffic signals work all the time. There are 194 traffic signals in Lahore which do not work continuously due to which the enforcement capability of the traffic wardens becomes very challenging and limited. If a single road leads to five different directions then it is obviously difficult for the warden to manage the traffic which mostly cause traffic jams. It is easy for the traffic signals to handle this. So we are connecting the signals with the solar panels to make sure they operate continuously.

Secondly, there is a need to monitor the density of the traffic through which the intervals of the signals can be made orderly, this is called Adaptive Signaling and it can be done easily. Most of the signals placed in Lahore have the capability of balancing and they can be used for Adaptive Signaling.

With all these technological solutions in your hands, can't you monitor the street crimes?

Yes, we can! The biggest project to fight crime in Punjab which is in progress is Integrated Command Controlling Communication System (IC3) under which thousands of CCTV cameras will be installed in Lahore to monitor things. Just like developed countries where you will never find Police on the roads, but they still monitor people all the time, we are making similar system in which an Integrated Command Control Center will be made in Qurban Lines.

Overall, it is a great IT dimension in Punjab which will monitor everything on the roads through cameras. We are the first to execute this system and you will see its results shortly within 6 to 8 months.

The plan is to install around 6000 CCTV cameras in Lahore which will take place in different phases depending on the areas and requirements. Unfortunately, we have gone through a tragic incident of APS Peshawar which has shaken everyone in the government as well so there is also a renewed focus and there is also a renewed push to overcome the flaws.

| By Mudassar Jehangir & Sumaira Mudassar

David Miliband visited PITB recently. He applauded the work of entire PITB team. In the picture he is seen along with Umar Saif and other PITB officials





RECEIVED VERY FEW COMPLAINTS

against telecom sector relative to the number of SUBSCRIBERS

To protect the consumers from regular and unusual glitches, PTA has devised an automated telecom complaint management system which not only records customer's complaints against the respective operator but also solves them. Consumers can register their complaints via email, SMS or via conventional mail.

Relentless growth in the subscriber base though proved to be lucrative for the national exchequer but on the parallel, the rise of illicit elements also caused intense headache for the respective authorities which obliged the authority to introduce a complaint registration system.

But, if we evaluate the overall complaints of last four fiscal years, it will be revealed that the total number of complaints PTA has received are significantly low, as compared to the total subscriber base that belongs to all telecom segments in the country.

According to PTA's recently published annual 2013-14 report, it received only 36,092 complaints from all the telecom segments of the country. Out of 137 million mobile, 5.71 million local loop (including FLL & WLL) and 3.7 million broadband subscribers, 36,092 complaints look like negligible. And this appears to be the primary reason for achieving 98% redressal rate by PTA.

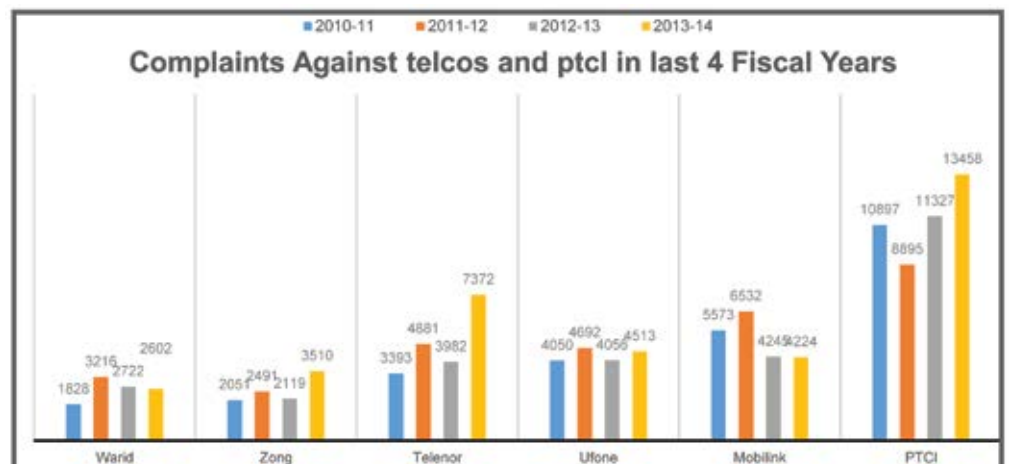
The number of complaints against all the telecom segments should be significant in numbers and keeping in view the total subscriber base, If not in millions, the number of complaints would definitely be in lacks.

This is because of the fact that there is a less awareness among the citizens regarding the complex complaint system formulated by PTA. Only those consumers are able to land on PTA's complaint page who have the knowledge about this service and the patience to wait for few days or even weeks before someone could attend them.

According to a recent survey conducted by More Magazine, a big chunk of annoyed customers only reach to the customer care centers of the respective service providers. On daily basis, thousands of complaints are being directed to customer care centers of the telecom companies along with the physical appearance of the customers.

There could be many other approaches that PTA can introduce for such customers who are unable to open its website and fill the form. Only then regulatory body can come up with actual number of complaints and the redressal rate. This also indicates that PTA needs a system which can synchronize and integrate all the complaints directed towards an operator and PTA's own complaint cell.

Lets have a look what the officially released statistics show. The graph below is showing the number of complaints against the cellular mobile operators and PTCL in last four years.



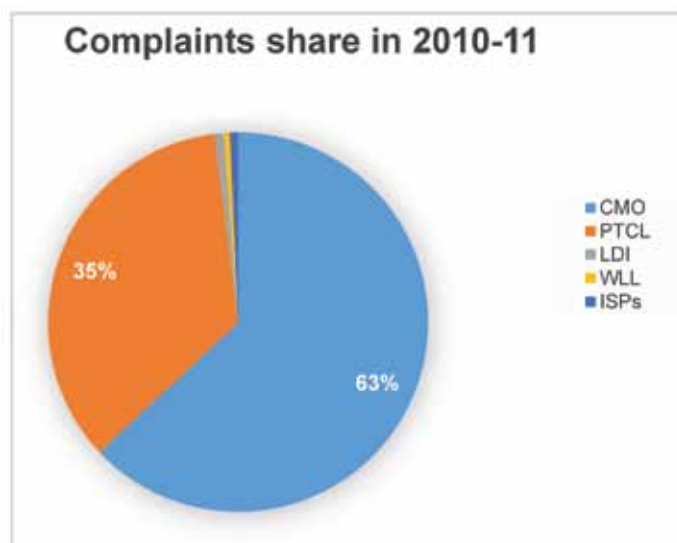
The graph clearly shows that the number of complaints against PTCL throughout the course of past four years remained high. Not only this, complaints against PTCL have been increasing constantly for three years, as shown by the graph. If we discuss the Telco's while observing the graph, it can be analyzed that Warid had least number of complaints and the rate of complaints against it has been dropping down since three years. But in this regard, one fact shouldn't be ruled out that the company has the least number of subscriber base so it would mathematically generate relatively low complaints. As far as Chinese cellular operator Zong is concerned, the company has somehow maintained a balanced decorum of complaints against it during first three years. But, the recent figure goes against it as the number of complaints slightly increased in 2013-14.

The cellular operators which faced highest number of complaints is Telenor and during the period of 2013-14, around 7,372 complaints were registered against it. Ufone complaints were also increased slightly. Mobilink, which had the biggest share in complaints during the last few years, dropped to third spot in 2013-14 with only 4,224 complaints.

Let's have a look at the overall complaints PTA received in last 4 years.

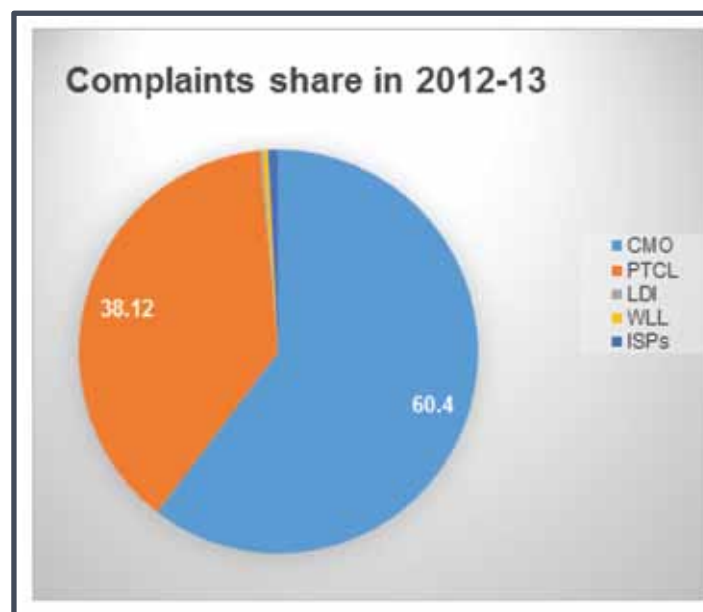
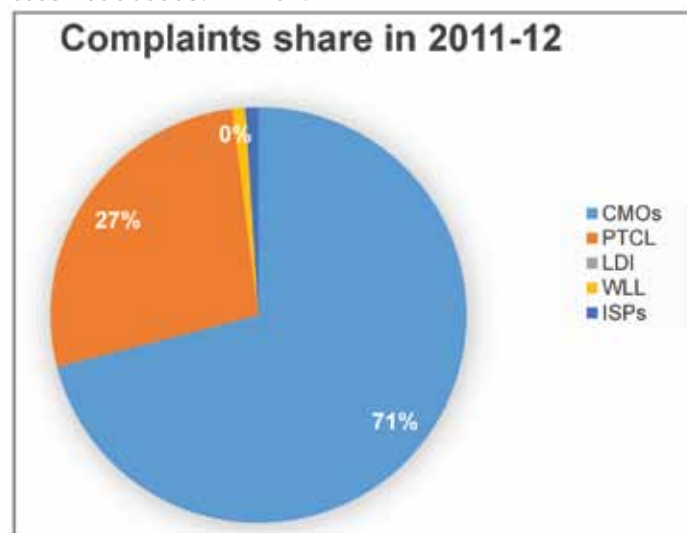
2010-11:

During the reported period, the Authority received 31,338 consumer complaints against mobile operators, PTCL, LDIs, WLL and ISPs. Since mobile services entails the largest number of subscribers, almost 63% of total complaints are related to mobile services, followed by PTCL with 35% of total complaints. Other segments like ISPs including Wateen, Qubee etc. and LDIs, having less customers, faced less complaints against them accordingly.



2011-12:

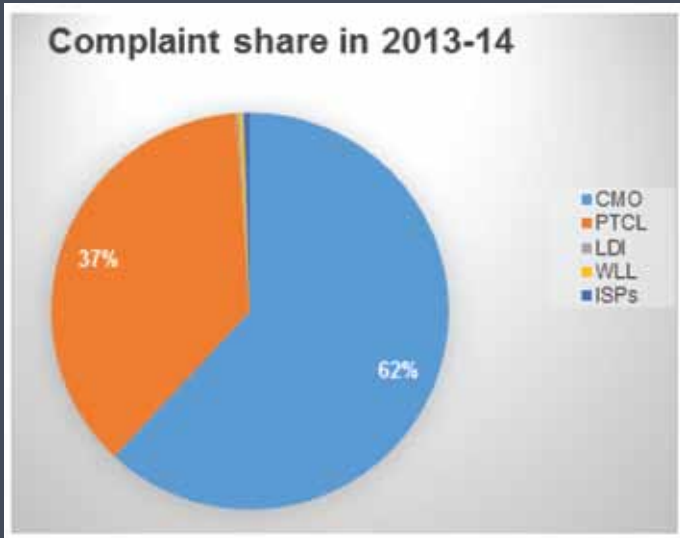
During the reported period, the authority received 33,310 consumer complaints against mobile operators such as PTCL, LDIs, WLL and ISPs. Figure shows the percentage of total complaints during FY2012 against each technology. Since mobile subscribers made up most of the total telecom subscriber base of that time which was 120 million, 71% of the received complaints were related to the CMOs. PTCL constituted 27% of the total complaints while its total subscriber base was about 3.7 million.



2012-13:

During the FY2012-13, PTA received 29,714 complaints against telecom operators including CMOs, PTCL, LLs, LDIs, WLL and ISPs as compared to 33,310 complaints during the previous year. The number of complaints against CMOs has the highest 60% share in total complaints followed by 38% of PTCL with respect to 128.93 million cellular subscribers. Interestingly, the number of complaints against CMOs during FY2012-13 dropped by 3% compared to FY2011-12, whereas complaints against PTCL increased by 11% during the same period.

The sudden decline in complaint rate despite increasing subscriber base was mainly due to the utter negligence of the then chairman PTA. The complaint record system was not proper either. Usually the telecom report is released in the initial months of the fresh fiscal year by PTA but 2012-13 report was published very late and released in the mid of the next fiscal year of 2012-13.



2013-14:

During FY2014, a total of 36,092 complaints were received against telecom service providers including CMOs, PTCL, LDIs, WLL operators and ISPs as compared to 29,714 complaints during the corresponding period in previous year. This year remained quite identical to its previous FY with respect to the share of complaints against each segment.

From the graph, we can estimate that the complaint trend has seen an inclination except in FY 2012-13. This rising trend shows that with the mounting number of telecom subscriber and with the overall growth in the sector, the complaints, on the parallel also rose up.

by: Jehad Zafar



Traditional SMS service become obsolete in Pakistan

According to the latest statistics revealed by Pakistan Telecommunication Authority (PTA), the SMS service remained less popular among cellular subscribers in 2014 as compared to the previous year. On average, a cellular subscriber sent 180 SMSes in a month during the year 2014, as compared to the 214 SMSes of last year. Likewise, the total number of SMSes exchanged over cellular mobile networks has also declined to 4% in 2014.

This is probably due to the fact that social networking sites like Facebook, Twitter, Instagram and

applications i.e. Viber, WhatsApp and many more have played a great role in changing the communication patterns of the people and therefore mobile SMS service is becoming less popular in the country.

Read Also: Free Facebook, Twitter & WhatsApp offers by Telcos in Pakistan

On the other hand, a trend of making calls to the cellular mobile networks has increased to 40% in Pakistan owing to the numerous voice packages provided by cellular operators. During the year 2014, cellular to cellular mobile network calls reached to a

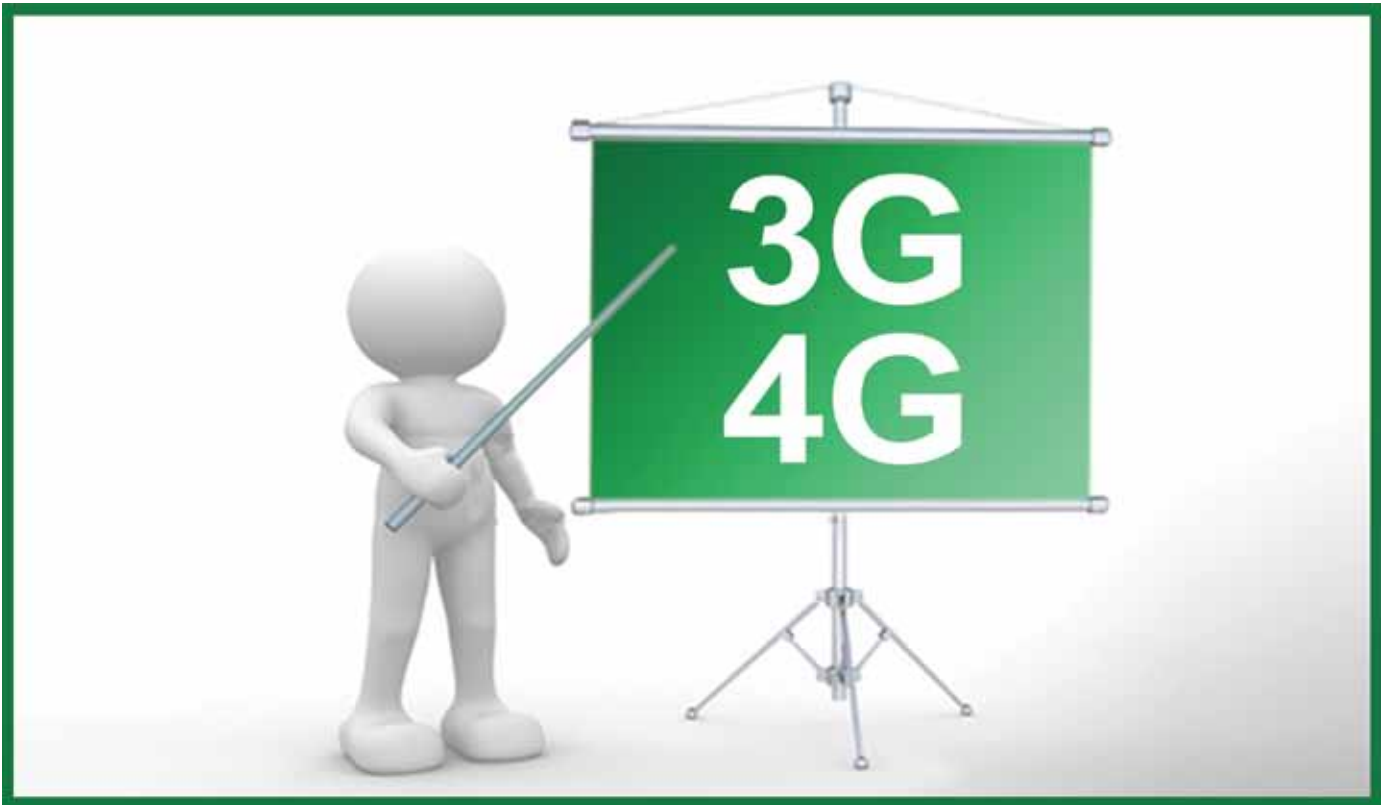
highest mark of 345.7 billion minutes.

As said by PTA, the traffic for making international calls from the cellular mobile network has also increased to 47% however, international incoming traffic on cellular mobile networks dropped to 42% during 2014.

As the mobile subscribers are increasing day by day, we see majority of the people around us possessing a cell phone. And since 3G and 4G have already made entry in Pakistan so as soon as these services will become ubiquitous among the masses, the cellular industry will see a shift in the revenues from voice and SMS to 3G and 4G internet services.

Government on course to auction more 3G and 4G license in 2015

After getting a less expected amount of revenue from the Auction of 3G and 4G licensing in April 2014, Pakistan Telecommunication Authority (PTA) seems dedicated once again to auction more licenses of Next generation Mobile services (NGMS).



For this, the regulatory authority PTA has thrown out an advertisement for obtaining expression of interest (EOI) in order to hire consultants for auctioning to unsold slots, 850 Mhz (defunct) and 1800 MHz spectrum, in the year 2015 as a part of its efforts to introduce Next Generation Mobile Services in the country.

According to advertisement, the consultant is supposed to assess the market for the auction as well as attract new investors from outside Pakistan.

Just like the previous exercise of April 2014, PTA has been asked to sell these two slots for the highest possible value.

The April 2014 auction generated \$ 1.112 billion for the national exchequer but government could only collect \$ 965 million in the

FY 2013-14. The two cellular operators, Telenor and Ufone, have yet to pay \$ 147 million under an installment payment program that was designed by government itself in order to make things easier for cellular operators.

Not only these two cellular operators enjoyed the partial payment plan but also they were seen cautious at the time of buying spectrum when both bought only 5 MHz each.

A senior Telenor official called the decision "rational" by saying that 3G adoption rate in Pakistan would be slow and 5MHz has enough room to serve the needs in the coming years.

Another official of a telecom company said, "it is too early for the government to think about making more money from the spectrum auction. The entire industry is stuck and planning to deal with re-verification of mobile

SIMs that would cause loss of revenue and customer eventually".

"Instead of putting more pressure on the industry, government should support the industry at this moment in such a way that existing cellular operators could contribute more in the national exchequer through selling more services", the official added.

Recently, PTA displayed on its website some 5 million 3G subscribers in just 7 months after the launch of 3G services in Pakistan.

There are currently 4 3G and 2 4G cellular operators working in Pakistan who are madly fighting over subscribers by indulging into heavy price war. The PML (N) government still finds the market lucrative enough for another foreign investor.

by: Saleha Khan

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Can Wi-Fi Gen bring a **Wi-Fi** Hotspot revolution in Pakistan?



With more smart devices penetration, the data consumption is going up all over the world. Despite the availability of number of technologies and affordable packages, people still prefer to enter into a Wi-Fi hotspot for free internet experience.

Wi-Fi hotspot is any place that is covered via open Wi-Fi. This could be a café, a restaurant, a shopping malls and so on.

Establishment of Wi-Fi hotspots is the need of the hour. This can be done via partnerships among various stakeholders including Internet Service Providers, Telco's, business community and government in setting up. For that, we'll need new companies that can provide related services.

More Magazine met Bilal Athar, founder of a similar new service provider called Wi-Fi Gen. Bilal is a former corporate trainer, high school dropout and young entrepreneur.

We asked Bilal about Wi-Fi Gen's service, its works and dimension. He believes that every single customer needs Wi-Fi in affordable cost. He believes his product can provide such a service where cost will be saved by creating a win-win situation between users and internet providers.

Here's how the system works, Wi-Fi Gen simply picks a conventional Wi-Fi access point from the market, integrates it with a smart software and install the network in public places.

Normally, people ask for a network ID and password for experiencing Wi-Fi but this system will provide an alternate and easier way.

With Wi-Fi Gen, when a user clicks on the free Wi-Fi connection, he/she will not be asked for a password, rather a new page will be loaded with three options for logging in; through Facebook, Twitter or an email account.

The system provides a dashboard to the client business. With it, they will get useful analytics about the customers, such as how frequently a particular customer return to the cafe, percentage of the new customers, the ratio between the male and female customers etc.

All in all, customers will get free internet and businesses will get brand recognition. It's a win-win situation for everyone.

How secure this Wi-Fi Gen is since customers will be logging in through their social media info. Bilal explained, "Facebook and Twitter

provide their API's so user's passwords can never reach the business owner".

"Log-in interface will work in the same way as anyone logs into a Facebook game", he further added. Bilal believes that travelers usually don't know about the local data plans. They only want free Wi-Fi hotspots in cafes and restaurants and shops everywhere else. Wi-Fi Gen's main focus is to help travelers provide free internet. In return, they would be asked to watch a short advertisement on their device. May be a 10 seconds ad.

As a part of their future plan, they are planning to install free Wi-Fi hotspots in New Zealand in three places. There, Wi-Fi Gen will be using FTTH and in further future, they might have to use the 3G and 4G connectivity.

He does believe that more companies similar to that of Wi-Fi Gen would be created as soon as his company sets a model. He also gave the example of the internet.org that how Facebook and other tech giants intends to empower the world with the internet. He added that no one is going to provide absolutely free internet to everyone.

Bilal is going to test the Beta not in Pakistan! They are going to do it

in New Zealand. He does immediately add that Wi-Fi Gen will come to Pakistan as soon as it is out of the beta version. Islamabad is the first city they plan to roll out Wi-Fi Gen in the initial phase.

Such projects cost money, so we asked about their investment. They have already spent more than 14K USD in the development and reached the beta stage of the product. Now, they are in search of someone who would give them 7 thousand USD before March this year. They are all set to enter the market in March.

Returns over the investment can be huge here. Bilal says that they have already signed with a New Zealand based reseller on a deal of covering 500 customers within six months. If they would manage to grab these 500 customers in 6 months, they would go to Australia as well.

He still hasn't found a reseller for Pakistan, therefore, planning to take on marketing himself. He says this is the reason they skipped Pakistan initially because people don't invest on technological projects. He is disheartened by the IT-literacy level in Pakistan as people sometimes panic on the Facebook login screen. He does however, has found admirers such as Serena Hotel Islamabad. The five star hotel has shown huge interest in their project. He believed that Pakistani market will get ready for this service by 2018.

by: MORE Staff



Khalid Bajwa

Humayun Haroon

“ Patari will be a Spotify for Pakistan. Khalid Bajwa, the co-founder of this music app described that Patari will be the music streaming application for Pakistani audiences. ”

“Patari”, a treat for Pakistani music lovers

Pakistani music and the artists are getting immense popularity not only within the confines of our country, but are also greatly appreciated and adored throughout the world, all thanks to the brilliant artists working here.

However, Pakistani music is difficult to catch for the audiences as there is no way to find all the songs of an artist in one place, and most of the artists don't even maintain their fan pages.

To solve this problem, a startup team finally took a step under Plan9 by PITB. It put a lot of efforts, collected all the Pakistani music, organized it and has finally made a mobile application that assembles it all in one place.

The name of this revolutionary platform for discovering and streaming Pakistani music is 'Pata-ri'. While talking about the name of the application, the startup team told More Magazine that Pa-tari is basically a snake charmer's basket so the idea is that Patari will be people's container of entertainment. They will be able to derive all the Pakistani songs out of it. It has an element of mystery and you never know what is going to come out of Patari.

Patari will be a Spotify for Pakistan. Khalid Bajwa, the co-founder of this music app described that Patari will be the music streaming application for Pakistani audiences. He also bragged that it contains the biggest collection of Pakistani music ever assembled.

People download hundreds of songs today from torrent sites which is illegal and the artists who put countless efforts in producing a song, doesn't make money out of it. So the idea behind this project is to make a legal platform and enable the artists to make money and also promote their produced music.

The team of Patari consists of journalists and musicians and they are putting up playlists in Pa-tari application according to moods, occasions, gener, rock and stuff like that, so that if one doesn't have much knowledge of Pakistani music, this is where he could go to keep up with.

There are so many artists who are making amazing music but public don't get to hear their songs and this is also common for established musicians because their music is buried deep in sound cloud.

The team was of the view that if we owe a platform like Patari, musicians can push their music to the users and the users can access that music very easily.

Patari is an app for the web, iPad as well as mobile and will be available for free soon. Though it will offer premium subscriptions as well as freemium subscriptions. If the users don't want to pay, they will still be able to play media but they will hear ads.

The artists will get to make money with this because a portion of the revenue will go to them. Some share will go to the labors off course.

The team of Patari has assembled a lot of the data from the labors and some from the artists and they are also asking the musicians that we have got your music and ask their permissions to put it up. Initially, the app is for streaming only but it will be offering downloads later on.

The beta version of Patari will be rolling out in few days and will be publicly launched within 1 to 2 months.

The team was of the view that they have made this application in an interesting way and this has never happened before in Pakistan. And, if a user follows a playlist or artist in the app, he will be getting a notification whenever a new song will be uploaded in that category.

Patari will also be a good platform for the new artists and will allow them to upload their songs on this platform that will be featured in the playlist. Patari will also contain a sponsored playlists as well.

The new songs will be selected by the editorial team and then according to the public feedback, if the public will be liking a song of a new artist and the singer, the song will be able to get more prominence in the app.

The team of Patari seemed fully confident regarding this new project and is hoping that Patari will be a game changer for the Pakistani music industry.

by: MORE Team



Pakistani startup SMAC Factory

**can address modern education
challenges worldwide**

Education is the foundation of any generation's future to grow financially and in all other aspects as well. Unfortunately, the education system, not only in Pakistan but all over the world is designed in such a way that it only focuses on few exceptional students of a class. Naturally, the school and the teachers only put efforts to make these few students grow exponentially.

What about the other students? They study in the same class, same books and with same teachers. If a student is weak in a particular subject, he stays weak in the same subject throughout his life because schools cannot teach the students individually as they do not have the required infrastructure. On the other hand, the parents don't have the appropriate knowledge regarding what to do when their children get poor marks. They just rather ground the poor children and restrict their playful activities.

One of the major reason behind this is the huge communication gap between parents, teachers and students which creates hurdles in the progress of an average and below average student.

Looking at the significance of the matter, Arusha Imtiaz and her team consisting of two other members, decided to work on a project 'SMAC Factory' under Plan9 incubator by PITB, in order to cover this gap through a mobile based solution. SMAC factory is basically a mobile application and is acronym of all four SMAC Technologies i.e. Social, Mobility, Analytics and Cloud to target the education sector.

The team of SMAC Factory is making efforts to bring parents and teachers on the same platform so that they can gather and share the real time information of the educational activities of students and it will be equally helpful for the teachers and management.

Through this application, the parents would be able to see the ranking of their children not only in their class but also throughout all branches of school and would be informed with advice to help their children in learning the content so as to improve their ratings even further. Moreover, recommended learning content would also be suggested which is already available online. Briefing about the bonus point of this application, Arusha told that it is very social and interactive. The parents and teachers will be able to see the schedule home works, events, news, attendance, results, books and bus tracking etc.

Besides, the app allows parents and teachers to comment on posts, set reminders and mark digital signatures.

Since SMAC factory is a cloud based application so Microsoft's cloud storage will be used to store the database which will be entered manually. The parents and teachers would have the username and password to login to the application.

Arusha and her team have also articulated that this product is not only focused for Pakistani market as the flaw in the education system is a worldwide phenomenon so they are targeting international markets as well. Yet, since smartphone penetration is rapidly increasing in Pakistan, it is high chance that in couple of years down the lane, even the government schools will be able to adopt this method to improve their educational standards.

Using this application, the level of education can be improved to a great extent, and by using analytics Arusha and her team is trying to provide every student a personalized, individualized and focused learning experience according to their needs and requirements.

The thing that makes SMAC Factory unique is that it is a complete integrated solution for management of education and covers each aspect of the education system. This is something not found in other applications. Arusha was of the view that it doesn't matter which learning management system or school management system, such as SAP or Oracle, an educational institute uses, this app will integrate with all of them. Maybe, not initially, but ultimately.

According to the team, the alpha of SMAC Factory will be marketed by the end of this month which probably does not have all the features but it will be their minimum viable product to show the clients how SMAC Factory works.

by: MORE Team

Why Pakistani Freelancers are losing international clients?

How to Rectify the Errors?



Freelance industry has promoted the culture of self-employment by enabling professionals to become solopreneur. People with professional and sellable skills market their services sitting in their home/office to the global market. In the past decade, platforms like Elance, oDesk, Guru, Freelancer and PeoplePerHour have brought millions of clients and service providers together at achieve their respective goals.

A joint study by Elance and oDesk concluded that about \$900 million was earned by some 9.4 million registered freelancers who come from more than 180 countries. These two portals have over 3.7 million registered businesses that posted over 2.7 million jobs in 2014 alone. If we explore the hubs of freelance work, Pakistan stands in the list of top 5.

With a self-employment boom, consistent growth in the internet subscriptions and auction of next generation spectrum technologies, Pakistan has become the third highest user of freelancer.com. The world's leading freelance portal (Freelancer.com) has recently launched its local domain for the Pakistani professionals. The same platform has released a report that states self-employed Pakistanis surged from 33.3% to 39.9% between 2009 and 2012.

According to Freelancer, this surge in subscriptions is a result of rise in internet use in Pakistan. When compared to the SAARC region, Pakistan had the second fastest internet growth in the past 5 years. The website has over seven million users globally and the portal facilitated over 4.2 million projects were in the year 2013.

But if we look at the list of fastest growing freelance economies and list of growth markets, Pakistan misses the place. Study by oDesk and Elance pointed out at 10 next hottest destinations of freelance work where Pakistan has no presence. Why? Why Pakistani freelancers are unable to make their ways to the list of hottest destinations for freelance work in 2015? In the following, I am going to highlight the key factors behind this problem and how we can improve our ranking in the list of global freelance economies. The sole purpose of this article is to help freelancers improve their ability to market themselves successfully in the international market, earn for them, satisfy their clients, and bring valuable foreign reserves to the national economy.

#1: Poor Marketing

Your skills, talent, education and experience are all necessary for success but you also need to learn the one crucial skill for successful freelancing; it is marketing.

The previously cited Elance/oDesk report suggests that successful freelancers are the ones who have a business mindset. If your goal is to use freelance platforms as a hobby, then don't expect to make serious money. But if your goal is to run a professional freelance business, earn consistent cash, and build business, then you must market yourself as an expert.

Here, the marketing has to be focused on effective proposal writing. Keep in mind that the purpose of your proposal or bid is not to win the project; instead, it is just to build trust. If you are able to convey yourself as a 'trustworthy professional', you are sure of winning the project.

#2: Sole Competition on Price:

It is a very notorious practice and doesn't help in building trust. Freelancers think that they can win projects by pricing themselves low. People think if they are from third world country, they need to price low. Remember, price has to do everything with your skills and experience not with the place you live. The only factor to consider should be the quality of work you're providing.

Instead of undercutting; successful freelancers price themselves according to the value they can deliver to a client. They need to have a fair understanding of their skills, experience, and ability to add value to clients' business. In addition, a regular look at the global average can also help in pricing. The simplest advice is 'don't compete on price only, compete on value'. If you just focus on price and under-rate yourself, it sends the wrong message to client.

#3: Ambiguous Understanding of Value:

Mostly freelancers take freelancing as hobby and do not understand the impact of their work on the client's business. You have to look at the bigger picture and understand why the client is going to hire you.

If you are an SEO professional, or a content writer; understand your value proposition. Being SEO or writer/blogger, you will be the reputation manager of the client. Therefore, if you market yourself as amateur, it will not work in the best interest of the client. If you are a website developer; your value is not that you can build a responsive website, there are many others too. Instead, your value is how well you understand the client's challenges, needs, specifications, and develop a site that helps in attracting more leads and converts them into customers.

#4: Working Everywhere and Losing Everyone:

A vast majority of freelancers place bids on every project in their work category or go for bidding in more than one category. The famous jargon of "jack of all trade and master of none" has failed in freelance economy. If you have a diversified set of skills, you are good. However, despite being jack of all trades, you must be master of something. You have to become valuable to one kind of client first and prove yourself, before diversifying and trying to work for everyone.

Go and dig deeper; finding the specifics in terms of project skills, temperament, business culture, ability to pay and then make a decision to bid. There are many types of industries, organizations and time-zones that may attract you more than others. Follow that attraction in calculated way and success will be yours.

#5: Poor Communication Skills:

English is the global lingua franca and also the business language. One key hindrance is communication that even expert freelancers are facing. We are very good in terms of technical skills but in terms of communication, we face a challenge. This is a key reason why freelancers are unable to write effective proposals and win bids. Understanding project specifications and writing the perfect bid is the starting point of winning the bids. If you make the tiniest effort to actually read the project description and respond to the buyer's specific questions, that alone will get you miles ahead of the competition.

So what's the solution?

As Stephen R. Covey says; sharpen your saw. Learn effective communication and constantly upgrade your skill-sets. Follow the trends and earn certifications in the particular category. Specialization and certifications give your image a sense of trustworthiness. In addition, stop writing generic proposals and learn best practices of writing a proposal and follow the platform's guidelines.

Finally, if you aspire to attract global businesses and retain international client, develop the right skills-set, understand value-proposition, set right price, and learn to deliver the best results.

by: Tahir Akbar



Avoiding Online Money Making Scams and Earning Legitimately

people can't earn via internet from their homes? People can, many are already doing it!

This article is divided into two parts. Firstly, we'll discuss common online earning scams in Pakistan, and secondly we will cover the legitimate ways that can make you a millionaire.

Scams

The first and most common type of online earning scam in Pakistan is Get Paid to Click/Fill Forms.

Have you seen those online money making ads where somebody is claiming that they have earned hundreds of dollars in just one day while sitting comfortably in their cozy home? We have seen them too. Such ads are just one method of tricking innocent people. Actually, there are many ways crooks put in practice in order to trick common people into giving them their hard-fought earnings. So, does that mean online earning is only a myth and average

This is where the crook will tell the victim, i.e. you, to visit certain websites and click on certain advertisements, and you will earn. Then, he will tell you that you need to pay him a certain amount of money in order to get registered. In form filling, they will ask you to fill X number of forms daily and they will pay you the money. Usually, they will ask you to fill the forms with untrue data.

Second most common type of fraudulent scams are Pyramid and MLM Schemes. In here, you will be asked to buy a piece of paper. That piece of paper can be called "shares", "product", "merchandise" or anything other good calling name. On the core, it's just a piece of paper. If you buy it for, let's say, Rs. 10,000/- then out of those ten thousands, Rs. 5000/- will go to the person who sold you that paper, and Rs. 3000/- will go to the person from whom your seller bought it from, and then remaining two dollars will go further up the stream, so the money flows upwards in pyramid style.

How do you make money? Of course, by selling those papers in the very same way you bought them. The scam organizer will tell you to sell it to your friends and family so that if you sell papers/products worth 100K, you will get 50K. You'll be rich!

In economic terms, this plan is impractical because real money is not being generated. No service is being done, no product is being sold. Consequently, what would happen if the whole world buys an MLM scheme?

Phishing is third, and probably the deadliest type of internet scam. Here, the victim receives an email from a seemingly legitimate sender, such as his/her bank. That email will tell the victim that the bank account has been frozen because of "suspicious activity". It will ask the victim to click a URL that will seem like a legitimate URL of the official website, but actually that URL will take you to the scam website. There, the victim will be asked to verify the credentials. On that verification process, the crook actually acquires all the important info, including account passwords. There are other scams as well, lottery scams and Nigerian email scams and so on, if we go into those details, we won't be able to define legitimate earning methods. Let's just cover tips to avoid these scams and go straight to online earning methods.

How to avoid these scams

- Never pay in front. When somebody gives you a job, they don't ask for money, they only pay.
- Never take part in a chain-based program where you sell practically worthless products.
- Never ever share your important account info, such as passwords or secret codes with anyone.
- Never be lured if you receive an email telling you that you've won a lottery, grand prize or anything such.

If you'd like us to define any topic with further details, please do send us your wishes. Your wish is our command.

Earning Online

Working online is a dream of many of us. Working from home allows us to be truly free. No alarm clocks, no

traffic jams, no need to look busy all the time.

There are mainly four methods of working online and earning a good amount of money legally and respectably.

A Proper Long-Distance Job

In 21st century, you can have a regular home based job. Many Pakistanis are working online from their homes who have full-time jobs. In fact, we, at More Magazine, have a few regular writers and employees who work from their homes. Such jobs allow freedom to both parties. For us employers, the advantage is that we can get the best writers, they don't have to be located in the same city... or even country. For writers, it gives them freedom from coming to office each day. Eventually, we both win.

Freelancing

Freelancing is when you earn on a day-to-day basis, or should I say project-to-project basis.

What happens is that you create a portfolio, containing information about you and your work and display it on freelancing websites such as elance.com. When an employer needs your skills, he will hire you for the project.

There are hundreds of thousands of projects being posted each day on freelancing websites and hundreds of thousands of people are earning through them. You could be one of those people.

Freelancing requires excellent communication and documentation skills so that you can attract the potential clients.

Blogging and Digital Journalism

A blog is exactly like a magazine, the only difference is that this magazine doesn't get printed in a press, rather it is published online.

And the good thing about blogging is that it doesn't have to be written or text-based, as in print magazines. You can write, make an audio/visual blog, you can make comics and there are so many other possibilities.

You can only make money here if you really love blogging and you have spare time. If you keep blogging for 3-4 years, your website will go up higher in Google rankings and avid social media users will also start to share your content because by then you will have gained credibility. Then, you will start to get lots of readers which will translate into lots of income.

E-Commerce and Service Selling

The Internet has become the world's largest marketplace. You can open your shop in this marketplace!

Let's say you have a shop where you sell sports goods. You can continue with your shop, but you make an official website of your shop so that people can buy your products online. Many people want to do their shopping while sitting in their comfortable homes.

This E-Commerce formula applies not only to shops but nearly everything. If you are an author who has written a book, you can sell that book. If produce something, for instance, you have a bakery and you make cookies and cakes, you can sell them online.

You can even sell your services, for instance, many lawyers, doctors and teachers are providing their services online.

Conclusion

We have barely scratched the surface in this article. We only wanted to give you a taste of the subject. If you'd like, we can write in-depth articles related to any of the topics briefly covered in this article. To send us your suggestion, please use our website MoreMag.pk

by: Tayyub Ibrahim

MAKE it
POSSIBLE | 4G LTE





EXPERIENCE THE THRILL OF LTE
HUAWEI **Ascend Y550**



The most economical
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Rs. 17,499

-  **Instantly faster**
Upgrade to the blazing speeds of 4G LTE networks.
-  **Instantly better**
Share it all with a powerful quad-core 1.2GHz processor.
-  **Instantly sharper**
Show your smile with a brilliant 4.5-inch FWVGA screen.
-  **Instantly longer**
Stay out late with a generous 2000mAh battery.
-  **Instantly easier**
Zip through tasks with Android™ 4.4 and Huawei's intuitive EMUI.





Pepsi gives farewell to Pakistan Cricket Team for World Cup 2015 in style



CC Cricket World Cup 2015 is just around the corner and its fever is already at peak since Pakistani nation is a cricket freak.

To support national cricket team which set off for the World Cup 2015, Pepsi organized an event in Royal Palm.

All players of Pakistan Cricket team, popular celebrities, PCB and PepsiCo officials attended the grand event and made the event even more mesmerizing with their presence.

The event was hosted by famous icon Ahmad Ali Butt who made the occasion even humorous and full of entertainment. Several other celebrities also took part in the event to encourage the national team.





The performances of Qutab ul ain Baloch (QB) and Ali Azmat and Amanat Ali made the atmosphere even festive.

Nabeel Shaukat Ali who was also there at the event sung his song 'Jeet lo' and dedicated it to the team Pakistan.

15 players of the team who have been selected for the World Cup tournament also wore and displayed the new cricket jersey and kit. Pakistan Cricket Board (PCB) Governing committee chairman Najam Sethi was also present there and while addressing the audiences in the event, said that this is the best possible Pakistan Cricket team that PCB, selectors, coach and the captain could put together.

Najam Sethi also tried to throw a taunt at Imran Khan but as he did that, crowd booed at him and then he decided to go on back foot and smartly changed the topic upon realizing his mistake.

The popular celebrity Fawad Khan was also there at the event and while conveying his best wishes to the team Pakistan, he said that one of the things which makes the Pakistani's proud is the victory in cricket match and Pakistani cricket players are leading the game among actors, musicians and hockey players of the country.

The hosts also called on stage all the players individually and asked them some interesting questions and the crowd enjoyed a lot while listening to the answers.

The host Ahmad Butt called Misbah Ul Haq on the stage and also the media icons present at the event. All of them asked questions to Misbah regarding the World Cup and the preparations and Bilal Lashari even offered him to work in his movie but Misbah nodded saying it is a difficult job.

One of the very interesting things observed during the event was the selfie obsession which was not only among the crowd but also in the national players and especially Shahid Afridi who is fond of taking group selfies every now and then.

While talking about the new players in the team, Younas Khan in a comical way advised new players not to marry before making their career and the crowd laughed wholeheartedly on this.

The popular question and request for the Pakistani team during the event was to defeat India in the World Cup 2015 and the Captain Misbah and the whole team showed the spirit and seemed motivated to defeat their arch-rival.

Overall, the whole event served as a source of motivation and encouragement for the national team and everyone out there was wishing them luck with lots of prayers which encouraged the team even more. The coach Waqar Younus also showed a great confidence in the players.

The Team at More Magazine also wishes Green shirts good luck for the ICC Cricket World Cup 2015 and prays that they can recreate the magic by defeating other teams and winning the World Cup once again after 1992 so let's cross the fingers and hope this World Cup 2015 will be ours.

by: MORE Staff

Samsung

gave me free Galaxy Note 4
so I joined them,
Fawad Khan



Samsung held an event at Pearl Continental Hotel Lahore and officially announced to include Fawad Khan and Farhan Humayun to intensify their marketing bandwagon.

It was a fun filled event that mesmerized the audience with the ultimate spin of humor. The host asked Fawad Khan that whether he had decided at the Note 4 launch event to become the brand ambassador of Samsung?

Fawad replied in a jolly mood "I decided to join Samsung when they gave me the brand new Galaxy Note 4 at the launch event". They did a follow-up after it and I accepted the offer, he added.

A few days ago, we broke the news about Fawad Khan's entrance in the Samsung as the brand ambassador. The company held an event at Pearl Continental Hotel Lahore to include powerful celebrities of Pakistan i.e. Fawad Khan and Farhan Humayun.

In this mega event, Fawad Khan and Farhad Humayun were signed as the future Brand Ambassadors for Samsung's mobiles under the Galaxy flagship.

Fawad Khan needs no introduction as he has become a super actor in Pakistan and in neighboring India as well while Farhan Humayun is also a giant in Pakistan industry as he is the lead member of the band Overload and works in it as a drummer.

Samsung has also announced to continue to work with Josh band, and they are already enriching company's marketing campaign specifically with Galaxy Core 2.

Fareed ullah Jan, the Head of Samsung's Hand-Held Products (HHP) division said, "Samsung has had successful journeys with all its brand ambassadors and now the addition of Fawad Khan and Farhad Humayun in the Samsung Family, as the new Brand Ambassadors is also a very promising initiative for the company and the celebs."

The high profiled event was attended by the celebrities, company's officials, bloggers and media personnel.

Fawad is currently featuring in Galaxy Grand Prime's TVC, a handset which is selfie focused. Smartphone brands in Pakistan are in full swing to carry the marketing campaign to next level as QMobile has already brought Priyanka in their new Linq lineup of smartphones while Huawei opted to go with Humaima Mallick.

The event went even more cheerful when at the moment, as guests had to say the things written on the cards while entering through the fun gate, Rup Magon, Josh band member sparked a humor and threw a banter saying "Samsung has promised to give me all the products for free", while pampering the audience in the laughter.

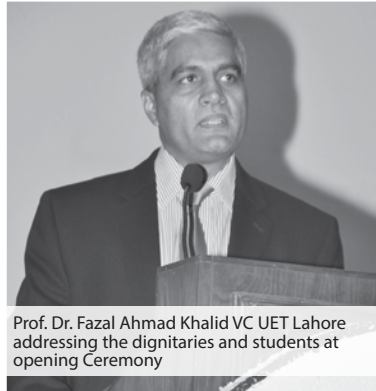




Prof. Dr. Umer Saif VC ITU



Prof. Dr. Waqar Mahmood Director KICS addressing the dignitaries and students at opening Ceremony



Prof. Dr. Fazal Ahmad Khalid VC UET Lahore addressing the dignitaries and students at opening Ceremony



KICS UET Lahore organized the IEEE 8th International Conference on Open Source Systems and Technologies (ICOSST-2014)

Al-Khwarizmi Institute of Computer Science (KICS), University of Engineering and Technology (UET) Lahore, organized the IEEE 8th International Conference on Open Source Systems and Technologies (ICOSST-2014), associated workshops and competition i.e. Open Source Series Workshops (OSSW-2014), BRAINIAC 2014 with technical sponsorship from IEEE UET-ACM Student Chapter, UET-IET chapter and in collaboration with Higher Education Commission, National ICT R&D Fund.

Vice Chancellor UET Prof. Dr. Fazal Ahmad Khalid, Mr. Waqar Ahmad Head Corporate Sales PTCL, Jahanzeb Sarfraz, CEO, Komkonsult, Mr. Nasir Hameed GM Business Zone Central and Prof. Dr. Waqar Mahmood Director KICS attended the conference with the other distinguished guests.

Dr. Waqar Mahmood welcomed the honorable guests and presented the brief introduction of ICOSST 2014 and KICS. After that, VC UET Prof. Dr. Fazal Ahmad Khalid regretted about Peshawar massacre and started his speech with a prayer. He appreciated the efforts of KICS and showed willingness for science and education without borders, commercialization of products, campus management system, e-governance, and paperless automation. He recommended organizing such events in other departments of UET which are related to their respective disciplines of study.

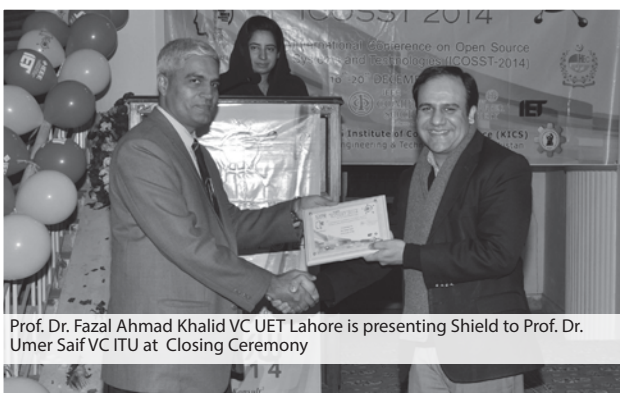
Mr. Jahanzeb Sarfraz, CEO, Komkonsult, raised a question that why do the business, staff excel in the Pakistani environment that is not like the other developed countries, and concluded with a statement that "open source, open mind, an open heart for others and let go the fears".

Mr. Waqar Ahmad Head Corporate Sales PTCL, highlighted that PTCL is also using few open source software for business and products. He also distributed shields, certificates and cash prizes among the winners of BRAINIAC 2014. Finally, Dr. Waqar Mahmood thanked the honorable dignitaries and presented shields as a token of appreciation.

The closing ceremony was held in UET Auditorium Complex. The Chief Guest of closing ceremony was Prof. Dr. Umer Saif Chairman PITB & Vice-Chancellor ITU. In his brief speech he described the two most important inventions of World War II i.e. Radar (Cavity Magnetron) and Enigma Machine (Encryption of message and breaking of codes) and was pleased with the growing IT industry in Pakistan. He also admired the efforts and team work in successfully hosting the event. Dr. Umer Saif, presented the shields to the winners, presenters, speakers & organizers of ICOSST. Dr. Waqar Mahmood, Director, KICS, UET, presented the achievements of the conference along with suggestions. At the end, The VC of UET Lahore Prof. Dr. Fazal Ahmad Khalid also presented the shield to the Chief Guest Dr. Umer Saif on this occasion.



Prof. Dr. Umer Saif is presenting shield to Dr Waqar Mahmood Director- KICS at Closing Ceremony



Prof. Dr. Fazal Ahmad Khalid VC UET Lahore is presenting Shield to Prof. Dr. Umer Saif VC ITU at Closing Ceremony



An aerial view of a city, likely New York City, with a dense grid of skyscrapers. Overlaid on the image is a stream of binary code (0s and 1s) that appears to be falling or flowing from the top right towards the bottom left, creating a sense of digital data being processed or transmitted. The text 'BIG Data and IOT in Manufacturing' is prominently displayed in large, bold, black letters with white outlines, and 'The New Industrial Revolution' is in a white box with a black background at the bottom of the header area.

BIG Data and IOT in Manufacturing

The New Industrial Revolution

Big Data and the Internet of Things (IoT) is revolutionizing the world around us – from the medical care we receive to the way retailers market to us – but how is the manufacturing industry benefitting from it?

Large manufacturers have been analysing data to optimize production and processes for many years to drive performance. However, the sheer volume, variety and velocity of data being generated today – along with the new business intelligence tools available – has the potential to deliver even bigger financial and productivity gains in Asia Pacific and across the globe.

When combined with the opportunities are being generated by increasing trade between emerging markets in Asia-Pacific, it is an exciting time to be a manufacturer, and those in the region are expected to lead the global charge. According to IDC, the manufacturers in Asia-Pacific, especially in Japan will be among the first to develop new low-cost manufacturing centers using new technologies to drive connectivity and visibility across the entire value chain.

This sentiment is echoed by manufacturers, with many already acknowledging the value improved data analysis can unlock within their organisations, especially in supply chain processes. For instance, research from the Manufacturing Enterprise Solutions Association found that 46 percent of manufacturers believe big data analysis will allow them to better forecast products, while four in ten felt it would allow them to service and support customers faster. Additional benefits of enhanced data analysis recognized by manufacturers include receiving real-time alerts (38 percent), correlating performance data to drive efficiencies (36 percent),

and improving interactions with outside suppliers (31 percent).

However, while manufacturers realize the value of Big Data and the Internet of Things, only 10 percent of manufacturers – according to Rockwell Automation – are using the connected enterprise to enhance operations.

Therefore, what IT changes should manufacturers look to make so they can realize the gains available, specifically when it comes to driving efficiencies on the factory floor?

A Virtual Factory

Manufacturers need to implement technologies capable of bringing together multiple data sets from their various sensors and machines into a single stream, such as Intel® Industrial Solutions System Consolidation Series. Integrating and virtualizing intelligence across the factory – including real-time and archived data – will empower manufacturers to extract new insights through a 360 degree view of performance, enabling them to optimise and secure operations, and unleash transformative services.

Baosight, one of the largest system integrators in China, used the Intel Industrial Solutions System Consolidation Series to create a secure data collection and communication product that merged the tasks of two separate devices into one platform. By making this simple change, the company reported saving an estimated 60 percent of development time and 50 percent of development costs, a huge technical, financial, and competitive advantage.

Victory Through Harmony

Predictive analytic solutions should also be implemented by manufacturers – and integrated with existing systems – to enhance factory output and performance and longevity of existing assets. For instance, Intel's predictive maintenance solution uses data insights to identify degradation on hardware components so that parts can be replaced before breaking, helping to avoid unexpected downtime and the associated costs. Additionally, predictive analytics ensures machines are programmed to collectively work together. For instance, running one machine at full power could have a detrimental effect on a nearby machine, such as by creating too much heat. Yet, implementing predictive analytics solutions empowers manufacturers to set parameters that can be managed in real-time to ensure each cog on the factory floor works together in harmony.



by *Naveed Siraj*
Country Manager
Intel Pakistan

A great example of the value of predictive analytic solutions in the manufacturing process is occurring right here at Intel. Every chip we produce undergoes a thorough quality check, which involves a complex series of tests. Our solution uses historical information gathered during the manufacturing process to reduce the number of tests required, therefore reducing the time needed to conduct them. In 2012 alone, this solution avoided USD\$3million on the testing of one line of our Core processors, and extending this solution moving forward we expect to achieve financial savings of USD\$30million.

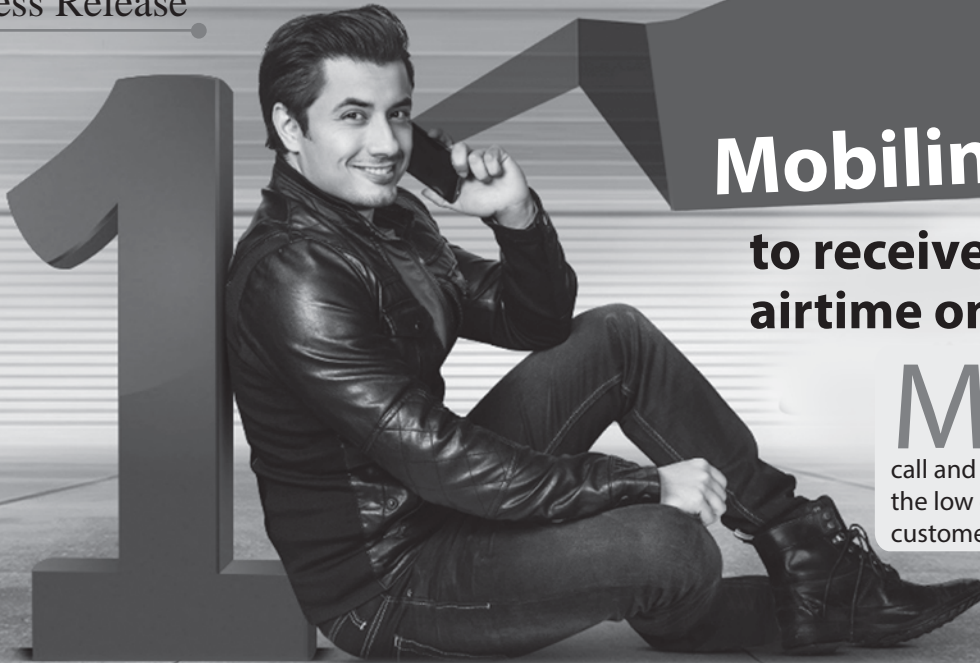
Optimize Existing Assets

You might be thinking these new intelligent and integrated platforms will require a complete refresh of hardware on the factory floor and the IT systems being used. However, this isn't the case, and manufacturers can realise these gains by implementing one simple solution extending existing legacy systems and connecting them to next-generation intelligent infrastructures i.e. Intelligent Gateways.

Providing pre-integrated, pre-validated hardware and software building blocks, Intelligent Gateways connect legacy and new systems, and enable seamless and secure data flow between edge devices and the cloud. Delivering this simple ability ensures the gains from big data and IoT can be achieved without a complete rip and replace of existing systems, which would usually require significant investments while also impacting factory output.

Hand in Hand

Today's fiercely competitive manufacturing environment is driving companies to constantly sharpen their operational efficiencies and lower costs without compromising quality, employee safety, or performance. At Intel, we're working hard to extend our relationships with manufacturers as they look to consolidate and take full advantage of the data at their fingertips, which is being created by the various connected sensors across the factory floor. The Internet of Things and big data go hand in hand, and with access to more information and the ability to rapidly analyse it, manufacturers will be able to develop new tools improving quality, increase throughput, and reduce machine failure and downtime, to achieve a leading competitive advantage.



Mobilink customers to receive 1 minute **free** airtime on every CALL DROP

Mobilink has launched "Minute Back on Call-Drop" offer as a means to compensate its customers for dropped call and enhance customer experience. Despite the low call drop rate on its network, Mobilink customers will now receive 1 minute of talk time for each drop which will be available to the customer within 4-5 hours of the incident.

Service has been activated free-of-cost for all Mobilink customers and comes without any subscription or services charges.

Wasif Mustafa, Head of Marketing Mobilink expressing his views on the offer said, "The launch of Minute Back on Call Drop service clearly differentiates Mobilink as the most caring telecom among its competitors. The outstanding customer experience we offer on our robust voice and data network is now coupled with the promise of enhanced connectivity across the country. The offer of returning air time to our customers for

each call drop further highlights our philosophy of keeping the customer first in our business priorities."

The "Minute Back on Call Drop" offer will be available for both prepaid and postpaid subscribers. Prepaid customers can conveniently dial *567*2# free of charge, to see details about winning their minutes back after a dropped call. Once the additional minute is received, the customer can utilize this extra minute within the next 24 hours. A maximum of 10 minutes can be received by an individual customer within a single day.

Dell showcases the next level of IT Transformation at Dell Solutions Tour 2015

Dell recently introduced its latest products at Dell Solutions Tour 2015 in Lahore. The event brings together IT professionals and seeks to help them address key issues in the industry.

The annual event hinges on the key theme "Share ideas, discuss trends and discover IT solutions of tomorrow" which is built around the four primary pillars of "Transform", "Connect", "Inform", and "Protect" (TCIP).

Mr. Shahzad Aslam Khan – GM for Dell South Asia presented the keynote address:

"Our end-to-end portfolio, strategic alliances, and hardware expertise propel us to offer world class solutions for large and small businesses, and also consumers. By maintaining our focus on end customer demands especially in our developing markets we are continuously innovating with new high quality, low cost products."



Mr. Khan introduced new products, including Dell PowerEdge 13G and the Dell Inspiron 3043 All in One Desktop.

Inspiron 3043 All-In-One (AIO) Desktop is The world's slimmest AIO. It is equipped with Intel Quad Core processors, integrated Intel HD Graphics card and screen size that go up to 23"

Also introduced was Dell's PowerEdge FX, the IT architecture bridge. The next-generation PowerEdge FX

converges infrastructure with one common modular and scalable platform with servers, storage and networking integrated to help customers manage infrastructure according to their needs. FX architecture enables customers to easily configure and manage workload-specific blocks of IT resources.

Dell also introduced Dell Storage SC4000 Series, mid-tier storage arrays as an enterprise solution.

Huawei Certifies Airlink Communication with Gold Partner Award at International CES 2015 Las Vegas



Huawei has given 'Gold Partner' award to only 8 enterprises in the world in CES at Las Vegas this year, Is one of the most prestigious event in the world and Airlink Communication is one of those privileged entities. Huawei being one of the world's largest smartphone providers has certified Airlink communications as their 'Gold Partner' to acknowledge and fortify their ground-breaking partnership.

Since inception, Huawei appointed Airlink to work as the distributor of Huawei GSM handsets/tablets in Pakistan and has seen tremendous growth in the industry with mutual support. Huawei is committed to continue its partnership with Airlink by inspiring more active participation by the distributor, to achieve ambitious business targets and to expand its customer base by developing and winning new clients. This involves; identification of opportunities, while enabling admittance of Huawei's products and wining key projects.

The relationship between Huawei and Airlink Communication will further envisage enhanced customer relationship in the industry and will provide pre and post-technical solutions for better customer experience.

The consistent growth of Airlink Communication has allowed it to enter into newer technology areas. The advantages and outcome of this partnership will be seen by both the companies for at least another generation, helping build long term sustainable revenue streams for stakeholders.

ZONG 3G/4G compatible phone, a great gift for Customers



Following 4G LTE, Zong has launched 3G/4G compatible devices in Pakistan. Zong has also appointed Muller and Phipps (M&P) as its devices distributor & after-sales services partner for Smartphones. The first product of 4G LTE Smartphone series, Zong M811, is now already in the market and is also being advertised heavily.

This is a superb gift from Zong for those who are looking to purchase a smart-phone for the first time. This device is an integrated camera, media player, and Internet browser all in a single phone. Just like any other smart-phone this device will allow you to check email and share photos with friends and family but to do it faster than ever.

Zong is only 3G and 4G Operator of Pakistan. An extensive platform in affordable price was required to enjoy the speed and features of 3G and 4G, therefore Zong has taken the initiative to launch Hi-tech devices of 3G and 4G at affordable prices and with state of the Art technology.

While talking about the launch of 3G/4G compatible handsets Muzzamil Athar, Head of Sales Terminal Zong said that Zong always takes lead in introducing new technologies in telecom sector for its valued subscribers like 4G LTE and now 4G enabled devices. These devices are of best quality to enjoy 3G/4G features. Zong has history of providing best services to its customers that are economic to their pockets.

Mr. Abdul Wahid, Director Business development M&P also expressed his views, "People who are looking for a mini-computer with high speed internet, which they can put into their pockets, should consider getting Zong M811. Phones like these allow a person to work on things that often require a laptop or a desktop computer. For instance, one can check stock quotes, game scores, and be informed of the latest news. While it is true that any Smartphone can do this but only Zong 3G/4G-capable devices provide high internet speeds that reach up to 1 Gbit/s. For those who upload and download a lot of information, getting these devices is a sensible decision."

Lenovo A606

a decent affordable 4G COMPENDIUM

Lenovo is the robust name in making PCs and laptops but the company intends to earn the same name in the smartphone arena. Lenovo has paid special attention to its smartphone division throughout the course of 2014 and currently embarking upon intensifying its smartphone segment. It has released A606 recently in Pakistan that was announced globally, only a couple of months ago.

The handset comes up with Quad-Core 1.3 GHz Cortex-A7 Mediatek MT6582M processor with 1 GB RAM. As far as camera is concerned, there is an 8 megapixels camera at the rear while 2 megapixels for the selfies, which is exactly what you can expect from a mid-ranged handset. Additionally, there are few things in its design and interface that give the phone a little edge over its rivals having similar prices.

Design:

The design of the handset is simple and elegant, and there are no extra things on the rear or front that can possibly annoy a normal person. The dimensions are measured at 141.5mm x 73.2 x 9.1mm which are customary for a handset like this.

The weight is 170 grams which is slightly heavy but considering it is a 5 inches 4G enabled handset, it's acceptable. Also you can carry it easily on the go and it can be well placed in your jeans pocket.

There are sufficient portion that has been accommodated for the bezels and this approach can be observed mostly in the mid-ranged smartphones. At the bottom bezel, there are three capacitive buttons which don't lit up which is a negative aspect for the handset.

Around the bezels, there is a beautiful metal stripe surrounding the border. Another plus thing in design is its less-rounded corners which enhance the elegance of the handset. Otherwise it looks awkward to see a handset with more curved corners, for example the corners of Galaxy Core are kept slightly curved which kills the beauty of the handset. At least for us.

The rear panel is also sleek and very simple. Lenovo has used good quality plastic at the back which provides enough grip while handling it. On top, there is camera with flash, and right below it is Lenovo's tag is positioned which is sufficiently larger than the tag that is present on the front side.



Performance (Processing, LTE, Battery):

The overall performance of the phone went satisfactorily well. We give handset 6.9 marks out of 10, keeping in mind its affordable price. It scored 19206 on Antutu benchmark which is better than its Quad-Core counterparts Honor 3C and QMobile i12, but slightly less than its 4G enabled rival Huawei Ascend Y550.

We checked LTE services through Warid network. The downloading speed remained around 800 kbps at different times and different places.

We went through some social media surfing, downloaded things from torrents, and watched HD videos on Vimeo. We didn't feel any hitch in the connectivity. It does, however, largely depends on your network as signal strength can alter internet speed depending on your area.

Before reviewing the phone, we predicted that we'd see roughly the same battery life on this model as we saw on Lenovo S850 as both possess congruent 2000 mAh batteries. The battery drop went smooth till we remained merciful with the handset. Even pushing it towards extensive usage like watching HD videos, web browsing, playing games etc. didn't bother the phone much. But as we started to test 4G in it, the charge drop was sharper than earlier and drained like there's a leakage hole in it.

User Interface:

Lenovo's interface is appreciated by most of the Android geeks due to its sharp icons and high level customization. The model is equipped with Lenovo's built-in launcher which encompasses a catchy design, accommodates a wide range of applications and features which we'll discuss later on. It has been integrated with the KitKat operating system nicely.

In case you need a separate interface with a home screen, you can install Google Now, Nova or any other popular launcher from the Play Store. With the Play Store, it supports all core Google Android services such as Maps, Drive, Newsfeed, Photos, Play Music, and YouTube and so on.

There is enough room for customization as you press the menu button which is on the left side from where you can add ultra-screens, change themes and wallpapers and can alter the settings of the interface of the phone. Plus you can customize the notification bar settings with dragging and replacing them according to your own taste.



Display:

The handset has a 5.0-inch IPS LCD display with a resolution of 480 x 854 pixels, which is somewhat low. As this phone is 4G-enabled and designed for people who love scrolling through the internet, the resolution could have been enhanced.

But considering the price range, 4G connectivity, and a 5-inch screen, these are the other plus factors that the company has

compensated against the display, and it's totally fine. The display quality is not bad either as it catches wonderful glances on the go. And it can be a perfect choice for watching movies. We found the viewing angles to be totally fine.

As far as normal social media consumption is concerned, there's no issue regarding its low resolution, but there are users who like to spend maximum time on video platforms like YouTube, and scroll through various sites plus playing games with full graphics.



Security Features of Lenovo A606:

There is a robust security panel in the Lenovo A606. Other than normal pattern, PIN, and slide, there is a separate security-related app which enables and ensures a safer journey.

First, you'll find Safe Browsing utility which keeps malicious apps away from your software.

Privacy Guard restricts several apps from accessing personal information, location, camera, calls, and messages. In the age where Facebook and Google have entered our SD cards, this feature ensures your personal data security, as claimed by the company.

Anti-Spam service enables the phone to auto-block spam SMS and calls. You can create a blacklist for spammers. Not only this, you can also apply night call block and filter the contacts you want to receive the calls from. Also, you can adjust a time period in which no call can be directed to you.

Privacy Space gives users a freedom to gain complete control over the phone from some specific areas such as contacts, messaging by filtering out contacts you want other not to see them.

Anti-Theft is meant to discourage mobile phone snatchers. By entering a safe mobile number, you can now get a message when the thief happens to change the SIM of the mobile phone and you also receive an SMS alert on your safe number.

Parental Control feature empowers you to limit the access of any app for children's usage. There is also a Voice and Face Lock option in the handset.

Multimedia:

You can't expect something extraordinary from a mid-ranged handset, and the same is the case with the multimedia portion of this handset. Though, it has come up with custom features, but the presentation is something that creates a wow factor.

With its 5.0-inch larger display, you must choose this handset as a cool option to see the latest seasons of your favorite show, and whatever the stuff you want to see. We didn't feel any hitch while watching videos, but disappointed to observe there was no option of maneuvering sounds and brightness through gentle swipes. You have to download MX Player for this.

But we have got a surprise here. The company has introduced buttons for forward and rewind which can take the video forward or backward to three seconds. Accommodating these buttons instead of swiping, forwarding is not a bad offering too.



Verdict:

Keeping in view the current 4G craze, the handset can be a perfect choice for those who are thinking to jump to an affordable 4G handset.

The things we like the most about it obviously the 4G option in such a low price, then comes its 5-inch screen which doesn't make it feel that you are seeing videos on a low-resolution smartphone. That's a good thing, isn't it?

With so many features in such an affordable price, it will more likely become the top handset in the market where its direct competition will be with Huawei Ascend Y550, which has just been released. That is also a 4G handset with a similar price but that only has a 4.5-inch screen. In size department, Lenovo takes the lead.

Huawei Ascend Y550

Meet the cheapest 4G handset in the market

Huawei smartphones are infiltrating in Pakistani market in a relentless manner thanks to the decent budget offerings incorporated with multidimensional marketing. The company is expanding its share in the arcade with low to mid ranged smartphones and creating strenuous situation for the competitors.

While continuing the similar momentum, Chinese manufacturer Huawei just launched the most inexpensive 4G handset in the market, Huawei Ascend Y550 costs just Rs. 17,499.

When 4G LTE first made its way to phones, it was a feature found only in the most high-end devices, packed with top-end technology and with a sky-high price to match. Things have changed in the last 12 months a lot.

The handset has come up with 1.2 GHz quad core processor with the support of 1 GB RAM. There's KitKat operating system under the hood while 4 GB internal memory on the go.

It has 5 megapixels camera on the back while 2 megapixels on the front, which is what you can expect from a handset in this price. It is energized by Li-Ion 2000 mAh battery and there's no Dual SIM advantage this time.

Fitting 4G chips in the handsets takes sufficient resources and Huawei has presented 4G compatible phone in such affordable price so keeping the screen resolution below parity is totally fine and acceptable.



Design:

Eliminating the bezels around a smartphone's display may sound like the next big thing in handset design, but it may turn out to be a not so good idea. Huawei therefore has again upheld its trade mark for accommodating sufficient bezels around. The plastic rear makes it comfortable to hold the phone in comfort and to carry on the go.

There are three capacitive buttons and again Huawei placed the back button on the left side which can be irksome for the users who would have switched from LG, Samsung and HTC. Its Huawei's emblem just like Apple's standalone physical home button so there's no issue in that.

The cable slot is right at the center of the bottom bar and the headphones jack is at the right side of the top bar. The volume and power buttons are on the right side as usual and easy to reach thanks to the modest size of the Y550. The camera is placed at the rear along with flash while corners are kept slightly curved.

Coming back to the rear, which is removable so that you can insert the microSD and SIM card in it. The Huawei's logo is right below the camera and under it, speakers are placed. There are no additional things on the side bars rather the designer has elongated the plain rear cover to the side bars that eventually kisses the bezels at partition border.

Performance:

The handset has Quad-Core 1.2 Ghz processor with the support of 1 GB RAM. During our 4 hours extensive usage, we didn't experience any glitch in the processing. It is largely due to the 1 GB RAM but as the user will install more and more apps into the handset and squeezing the space with additional things, the speed certainly will get affected. For this, user have to clean its RAM usage on consistent bases. It does largely depend on the usage patterns too. Since it's a 4G enabled handset, it is meant to provide users an option to download more things from the app store such as downloading heavy games and bulky apps, so we can't predict the average usage patterns. But we can confidently say that it can handle above average usage.

Same goes with the battery. Although the battery is standard at 2000 mAh but more data consumption will affect the battery timing with time. If tweaked properly, i.e. restraining the app usage, shutting down and removing extra apps can keep the performance of the handset smooth.

The battery is pretty generous though, given the undemanding low-resolution screen and low-powered processor. After 4 hours of video streaming and playing heavy games like Gunship Battle, Subway Surfers and Stick Cricket, the battery level dropped from full to 45 percent, which is average. You could probably get a day of use out of it, but you'll need to keep the brightness level down.



4G Test:

We checked mobile internet on Ascend through Zong 4G network and our experience went great, except the abrupt charge drop that was detected while testing.

We went through different websites, scrolled pages around social media, watched HD videos on YouTube and Vimeo and downloaded a movie via torrents. The downloading speed went gradually up, but we were amazed to see when it climbed up to 1.2 mbps (1200 kbps) which was a non-mainstream experience for us. We also checked the 4G on Lenovo A606 with Warid LTE and it gave us 800 kbps downloading speed at that time.

User Interface:

Huawei has continued the trend of not coming up with stand-alone button on the home screen but don't worry, we have Google Now, Nova and many other awesome launchers that can satisfy the interface conscious users.

There are 4 home screens on the original interface and the icons have just got a little crispier courtesy KitKat which has added some sharp color details.

The thing which disappointed us the most is that despite having KitKat, the notification panel is extremely boring and similar to that of Jellybean with whitish interface. Because we haven't seen much difference between its notification interface and the jellybean supported notification panel.

From lock screen, you can select four options from 4 directions. You can allow notification panel to be opened from the home screen too. Other than Huawei Pin and Pattern lock, there's a Face Lock option which the company usually offers in its mid ranged handsets.

Multimedia:

Huawei has given away the same old styled black handsfree which has decent sounds, but we believe there is much room for bass as the sounds may feel flat sometimes. We often suggest our readers that downloading third party apps for equalizer is always a handy option for enhancing bass. DSP Manager can be a perfect choice for this.

It has a simple video player with no such feature that can turn people's heads. Also, there are no perks of forwarding/rewinding and sounds up/down by a mere swipe on the screen. Again you have to go to Play Store to



download some other media players out there. For this, we recommend you MX Player or VLC. If you are thinking of a video trimmer in video player, then you are not guessing it right because once again, Huawei has refused to provide trimmer in the budget offering.

It has a sound recorder and a voice recorder in it. Also, there's a remote camera which allows the other users to control camera through Wi-Fi or Hotspot.

Verdict:

Other than 4G, the phone has nothing new to offer for the potential buyers but it's still a nice blend of optimum specs and a decent price. If you are a potential buyer having Rs. 20,000/- or less, then this could be a perfect option for you. Since 4G has been landed in Pakistan by couple of operators, we are anticipating a bright future for this phone and it will definitely experience strong sales in upcoming months.

What's Good?

We liked a few things about the phone and first of all it is available in extremely reasonable price as it is equipped with Quad-Core processor and 4G connectivity. It is easy to carry and the back cover is also good looking. However, the cover can potentially blemish if exposed off to oily touches.

What's bad?

The screen size could have been at least 5.0 inches keeping in view the 4G option. Also the front camera is not pleasant as Instagram and Snapchat lovers will apparently upload terrible selfies using high speed data. But don't forget the affordable price and 4G factor.



What do the WORLD'S MOST POWERFUL People drive?

They reek of power and riches. And they have no qualms in boasting that with their muscle rides. Be it a car tantamount to a jetliner or a car brand that shows pure patriotism, you cannot afford to miss what the top 5 most powerful people in this world ride. And while we are at it, why not take a little detour into their humble beginnings too. Carmudi, the fastest way to buy and sell your car online, has created bite-sized automotive CVs of the world's most influential people in the field of business, politics, finance and even religion today.

Here's the lowdown:



Vladimir Putin

His first car was a Zaporozhets, cheapest car in the market!

Owns a fleet of Russian cars now: Lada Kalina priced between \$4,972 and \$5,000, the Niva priced at \$4,200, and the 1956 ivory-coloured Volga GAZ-21 with price ranging from \$4,500 up to \$10,000 depending on its condition.

His non-Russian-made car collection consists of a stretched armored Mercedes-Benz S 600 Guard Pullman priced at \$1.62 million along with his Mercedes-Benz Gelandewagen that comes with a \$434,000 price tag.

Xi Jinping

Often referred to as the paramount leader of China, Xi Jinping in a way endorses Hongqi, China's only domestically manufactured luxury car used as the official government state car (and also open for sale to the people of the Republic).

Hongqi L5 limousine priced at a jaw-dropping \$800,000 and filled with all the goodies a communist leader would love, hit headlines during Jinping's state visit to New Zealand, where the car apparently showed up before the Presidential crew landed.

Weighing around 6950 kg, the Hongqi L5 limousine comes loaded with oriental history visible in its jaded door handles, fine leather interior and hand-carved wood trims.





Barack Obama

Prior to becoming the President, Obama owned a 2005 Chrysler 300C V8 engine that received loads of criticism due to the lack of fuel efficiency.

Switched to the more environmentally friendly 2007 Ford Escape Hybrid that was later on auctioned off.

His state car, nicknamed "The Beast", is an 8 ton monster with an estimated price of \$1.5 million. With doors weighing as those on a Boeing 757 jetliner, it is equipped with night vision, blood bank, a gas tank that won't explode upon direct hits and is said to be bulletproof and bomb resistant!



Pope Francis

Auctioned his Fiat Panda 4x4 late last year to raise money for the poor, right around the time he was building bathrooms for the homeless in the shadows of St. Peter's Basilica. While the previous Pope's car was auctioned off at a princely sum of \$244,000, the buckets of money the new one drew were never made public.

His daily operational car is a 1984 Renault 4 Hatchback that already has 300,000 KMs on it. Has also been seen in a blue-coloured Ford Focus 2nd Gen, priced just above \$16,000 at an informal gathering located at Castel Gandolfo, a small town outside of Rome.



Angela Merkel

Known to alternate between brands to use as her state car. Reason? To show neutrality and full support to all German car manufacturers in general.

Her 1990 Volkswagen Golf was auctioned off on Ebay back in 2012 and almost reached a bid of €130,000, where the auction was later dropped as "none of the bidders had serious interest". However, it finally went to the highest bidder for €10,165.

Merkel arrived at the EU summit in Brussels late last year with a '007' number plate on her Audi A8 at a time when speculations were circulating that the US were spying on her.

So if you are in search of your own epic 'statecar' or just want to find the most suitable vehicle at an attractive price, get it on www.carmudi.com or simply download the Carmudi app to find it on the go.



What kind of gadgets

CES 2015 brought this time?

International Consumer Electronics Show CES 2015 held in Las Vegas in style where tech companies from all around the globe came up with jaw-dropping gadgets. Other than hot new topics like Internet of Things and the charming smartwatches, companies seemed to improve existing platforms and services such as cars, smartphones, 3D printers, drones and many other products in world's biggest consumer electronic convention.

Its good thing that other than embarking upon hardware and software enhancements in the existing products, a few companies paid special attention towards innovation and demonstrated fresh products in CES that are not mainstream and have the capacity to change the winds of tech industry.

Cars: Smarter and More Connected

This year in CES 2015, companies relentlessly focused on making cars smarter and connected than ever before and many big players from the auto industry seemed to carry what we call a smart car idea. Mercedes, Audi, BMW, Hyundai and all other players have shown their interest to plunge into the deep ocean of smart connected cars. One cannot simply deny the anticipation that our cars are going to be smarter just like our smartphones in near future.



fenders offered a 140-degree field of view each, with the others giving the car a 360-degree picture of its environment. The input from these sensors was wired into the i3's brain, which used an algorithm telling it when to hit the brakes.

BMW i3 and its Active Assist:

This crazy car from the crazy company is the proof of company's ultimate commitment to rule as a standalone champ in the car industry. It has introduced the active assist which prevent the car to collide if the break fails. And It's really quick and picks up pace in no time. It takes only 7.9 seconds to jump from Zero to 62 mph and have the range-extended version. That's hot-hatch quick. Speed aside, the i3's real party piece is its lightweight construction which is made of Carbon Fiber Reinforced Plastic -- an easy-to-produce type of carbon fiber that's super strong and super light.

This i3 saw the world around it using four laser scanners. Two of them, visibly embedded in the front



2015 Jeep Wrangler

We found this car entirely rugged in the whole event. Wrangler's premium audio system, robustness and clunky design has the full ability to turn the people heads away from many other top tier cars of other companies. It is not specifically designed for the tech savvies but the premium audio utilities have provided an ultra-spice to this ruthless looking jeep. The floor-mounted subwoofer has been designed to work in such a way that it can completely be submerged in water without being damaged.

While making Wrangler's premium audio system, the automaker worked with Alpine to build a stereo that can survive almost anything the rugged SUV can.

The Alpine nine-speaker system is an optional upgrade to all 2015 Jeep Wrangler models that adds a 500-watt amplifier to the audio system. The system features a 12-channel DSP that features different audio profiles for top on and top off driving. Tunes are pumped through eight speakers around the cabin including four tweeters and four 6.5-inch full-range drivers.



Mercedes-Benz F015

This car is spectacle of the fact that CES 2015 was not just about startling wearables and mischievous drones but also about mind blowing cars that were presented in the show. Mercedes-Benz F015 shunned everyone with super Driver-less capability having tremendous features under the hood and have challenged the most hyped Google Self Driving Car.

This shows it doesn't require to be a full-fledged technology company to come up with driver less car in the market. People will now have high hopes from this beautiful looking car as the expectation level increased manifold after it was showed up in the event.

There are LED displays both at the front and at the back and there is also laser projection system on the front which allows the car to sense traffic and other obstacles around it. The display glows white when the car is on manual mode and blue when it is without driver.

There are four chairs with two front ones with revolving option, probably aimed for flawless gossip sessions. Six displays at different positions creates a "techy" environment and allows the passengers to interact with car through gestures or by touch.

The car is powered by a fuel cell hybrid powertrain that energizes the car up to 684 zero-emission miles that makes almost 900 km of these on fuel cell generated electricity and 200 km on battery power.

Smartphones of CES 2015

Many companies displayed their already released handsets in the event like Huawei showed up Huawei Honor 6 Plus and Oppo also re-introduced the world's slimmest smartphone Oppo R5 along with rotatory camera enabled Oppo N3, but there were some new announcements too like curved body LG G Flex 2, Saygus V2 and many more.

But what has been the most disappointing thing that we couldn't find the extraordinary devices from the smartphone manufacturers unlike cars and wearables that amazed the audience of the CES. Other than hardware enhancements, smartphones shown in CES were quite boring and customary.



HTC Desire 826:

Making a quiet appearance at CES is the Desire 826. Available in Asia, the handset features a front-facing "ultrapixel" camera right on the top center of its face. The 5.5-inch phone has an octa-core processor and it is eyeing to battle Nexus 6, iPhone 6 and Note 4.

There's a Quad-core 1.7 GHz Cortex-A53 & quad-core 1.0 GHz Qualcomm MSM8939 Snapdragon 615 ultra-powerful processor with the support of 2 GB RAM making it one of the fastest handsets on paper.

It has 13 megapixels camera on the back while 4 megapixels on the front with 16 GB internal memory which can be enhanced up to 128 GB. The screen has 1080 x 1920 pixels resolution. There's Li-Po 2600 mAh battery on the go.

The best thing is that it is having an LTE support and people are hoping that its popularity will go sky high similar to that of HTC One M8.



Saygus V2:

Ever heard of the name Saygus Smartphone Company? If not then brace yourselves as the company showed a smartphone having whopping specifications that can actually rock the market with its feature filled device Saygus V2 that it had shown at CES 2015.

Keeping in view the selfie and photo capturing craze, the company included a 21 megapixels rear camera with dual LED flash and 13 megapixels high level front camera for selfies, which is so far the only model after Oppo N3 that has come with such massive front camera. It has 3 GB RAM and a whopping 64 GB internal memory. The memory can be expanded to massive 256GB total with two microSD slots, both containing 128 GB capacity. It means you can have a sum of 320 GB memory on board. Above all, there's an IPx7 certification for protection against water submersion and wireless charging capacities with 3100 mAh powerful battery.



Huawei Honor 4X:

In CES 2015, we have seen the company has showed up a number of charming devices but Huawei Honor 4X was the thing which turned most people's heads. A budget handset with LTE support combined with decent specs is testament to that commitment. Honor 4X will be company's one of the very first devices powered by super-fast 64 bit Octa Core 1.2GHz with Qualcomm MSM8916 Snapdragon 410 chipset. The device features 5.5 inches ISP HD display with 720x1280 pixels resolution.

The operating system of the smartphone is Android 4.4 KitKat having latest and new Emotion UI 3.0. Additionally, it possesses 2GB RAM with an internal storage of 8GB which is expandable up to 32GB using external memory card. The device sports 13 megapixels rear camera with LED flash and 5 megapixels secondary camera for the selfies.



Lenovo P90:

P90 will be first smartphone that runs on Intel's 64 Bit Atom 1.8 GHz quad core processor. Intel Atom processors are known to be notorious but hopefully with 64 bit this time, it will work fine. It is having a 13 megapixels camera on the back while front one is 5 megapixels.

It sports a 5.5 inches display having pixel resolution equal to that of iPhone 6 which is 1920x1080p. Having 32 GB storage on board with 2 GB RAM jointly make overall decent pair of specs. There's KitKat under the hood so it means no sweetness of Lollipop's juice even this time too. But of course the OTA update can surely be expected in near future any time.

With advanced LTE, the chipset supports theoretical download speeds of 150 mbps. As 2015 is said to be the year of smartphones with powerful batteries, Lenovo has installed 4000 mAh powerful battery keeping in view the increasing demands of a heavy battery smartphones.

Smartwatches

Last year in CEC, the companies escalated the trend to plunge into smartwatches and wearable devices and that craze sparked big time initially but small hitches in those wearables such as feeble battery and poor connectivity halted these wearables' popularity to reach at premier level.

But in CES 2015, companies have come back and they've come back strongly by displayed devices with wide range of improved features. What amazed us the most is some new non tech players also showed world their potential in this domain.



LG G Flex 2:

The handset is said to be the most high profile smartphone of the event and without a doubt, Flex 2 stole the whole show with its curved body, heavy specs and protective coating. With unique bendness, LG has proven itself one of the most courageous competitor out there which produced enough guts to come up with a curved product like this.

There's 16 GB internal memory and 3 GB RAM on-the-go and the most startling thing about the handset is that it has an octa-core processor. Under the hood, there's Lollipop support for operating system.

It has 5.5 inches screen with 1080 x 1920 pixels screen resolution. There's 13 megapixels camera on the back while 2.1 megapixels camera on the front. The battery is also very powerful at 3000 mAh.



Garmin Smartwatches:

If you are hearing Garmin's name very first time, let us tell that the company is famous for producing the navigational equipment and GPS services and this time the company has integrated its GPS services into its wearables and has designed athlete oriented smartwatches.

Garmin has brought three smartwatches including the Fenix 3, the Epix and the Vivoactive, with Fenix 3 is meant for outdoor, heavy athletes who like to do activities like running, hiking etc. There's recovery time estimate along with the GPS. The Epix, meanwhile, is basically GPS on your wrist, handy for hikers and bikers. Vivoactive can calculate your activity in various type of sports such as swimming, gym, football etc. It will work with Android and iOS devices and uses Bluetooth with Garmin Mobile connectivity app costing \$249.99.



Swarovski Shine Smartwatch:

Who says the wearable gadgets can't be fashionable. We found Swarovski Shine smartwatch the hottest among all the wearables that has so far been launched in the event. The brand largely designed these smartwatches that can attract women. It has a sleep tracker enclosed in a beautiful crystal that is at the center of the watch and is compatible with nine pieces of jewelry including pendants, watch bands and bracelets.

Swarovski Shine is integrated with several activity trackers including step count, calories consumed, distance covered, sleep quality and that all will be tracked wirelessly through Mistfit App installed in smartphone, It will be available as single products starting at \$69.99 or in three sets starting at \$169.99.



Lenovo VB10 smartwatch:

We all know that Lenovo is known to have expertise in PCs and now heading towards becoming a top global player in the smartphone arena. The company has decided not to stay behind in the infinite world of innovation and just like Samsung, Apple and LG, the company brings smartwatch utility with smartphone.

Lenovo announced a new fitness band at CES 2015 called the Vibe Band VB10, which is a latest Bluetooth 4.0 LE connected device that has an E Ink display. It will display notifications for calls, texts, social media and other alerts and will run on Android and iOS operating systems. Lenovo claims that its battery can last for week and offering water resistance. The Vibe Band will come in black, silver and gold, with various straps available and you'll be able to buy it from April for \$89.



Guess smartwatch:

First by tech giants, then by sports companies and now by the fashion companies, smartwatches are being processed by every kind of brand out there. And seriously nobody was hoping a fashion brand like Guess to dive into electronics generally and specifically wearable fad.

It will run on Android and iOS and there is a notification panel at the bottom of the face. It is having a mic and a speaker that means user will be able to use the watch to direct voice commands and practice calls. Thanks to partnership with Martian Watches.



LG Audi Smartwatch:

This is said to be the most resourceful smartwatch of CES 2015 and comes with staggering features. It works as a prototype for the Audi Car but still LG factor adds extra flavor into it. There's an Audi button which allows the user to control various parts of paired vehicle. Besides vehicle connectivity, it will have a smartphone connectivity as well but the astounding thing here is that despite being LG watch, it will not run on Android rather is using an open WebOS in it.

The top most button brings up a settings wheel showing cellular signal strength, battery percentage and other details at the center, with settings toggles on the outside of the screen.

Wearables other than Smartwatches

Wearable technology is changing the world trends in fashion, fitness and cars. And one thing which should be noted that wearables have not just confined to wrist watches and bands rather branching out more far beyond this. Wearable for legs, wearable for dogs, in short, we found astounding wearables in the event. Google Glass, Oculus Virtual Reality Headset and many other things are changing the overall phenomena of the fascination world of wearables.



Melomind:

The helmet like wearable has been created by myBrain made its debut at CES 15, having the capability to measure your brain waves and uses music and meditation to help making you feel comfortable.

Melomind has electrodes on each of the four corners that appears from the core of the design. These electrodes measure brain waves like a standard electroencephalogram would transmit data on your brain activity to the connected apps. That compatible app will be available for Android, iOS and Windows platform when the device launch this year.



Wearable for Pets:

The Motorola Scout 5000 from Binatone is a connected dog collar for your canine family members. Using the Hubble service for cellular connectivity, the Scout not only works as GPS tracker and geo-fencer, it can also stream 720p video from the in-built camera. Even more amazingly, it allows you to speak to your dog from a pair of speakers.



Sensoria Fitness Sock:

Yes, you are reading it right, it's a sock. Sensoria have come up with something that is not mainstream in the wearable arena with a smart fitness sock that guides users on their running dimensions in real time analytics along with a support of heart rate monitor built into a t-shirt or a bra. The application alerts users about the right foot and wrong foot technique. Sensoria has made it with the help of Heapsylon.

The user can also connect it with Google Glass and compatible operating system that integrates nicely with the Sensoria smartphone app. Sensoria says that utilizing it with an app can have a massive impact on our health and with the gradual usage, it will get improved.

The marathon runners can have a huge benefit in tracking their understandings about mileage and running techniques. The anklet gets about six hours of battery life and it doesn't actually store any data you'll need to have your phone to get feedback and records.

Products we like most in CES 2015



Drones:

Drones, mini drones, quad copters, whatever you say, the craze has spread all over the world just like selfie craze in 2014. Thus creating a massive room for the companies to come up with more innovation in the upcoming days. That is why companies demonstrated new ideas related to drones with better joysticks from which you can handle your drones in CES 2015.



LG New Twin Wash:

LG Twin Wash is latest washing machine system that lets users do two loads of washing at the same time. It is a spate drawer that can be fit under any of LG's front load washers and can handle smaller loads while the mainstream part of the machine acts separately through an entirely different cycle.

When not in use, the mini washer serves as the pedestal for the main machine and will be compatible with LG's TurboWash, which sprays concentrated detergent directly onto clothes for supposedly faster cycle times.



Intel Curie:

Intel Curie is a tiny processor and is even smaller than the Intel Edison, which was revealed by the company in the Consumer Electronic Show 2014. Intel Curie can be integrated in numerous small gadgets and is specially designed to speed up wearable technology, having a special Quark SE system-on-chip (SoC). Curie contains Bluetooth low-energy radio, a few sensors along with the battery charging technologies.



Sony Walkman:

Sony left speechless everyone by releasing Sony Walkman that is reminiscence of old styled Sony Walkman back in 2003 and 04. But it's not that cheap!! At over \$1,000, the Sony Walkman ZX2 is a premium-level product with little competition from the "big name" consumer electronics manufacturers. Despite its financial woes, Sony is still reckless enough to make niche products.

The Walkman uses Android 4.2 it means you can load streaming apps into the device and enjoy them in higher quality than you'd expect from your typical phone. As the ZX2 is dual-band Wi-Fi, you'll need to be connected to a hotspot or use offline mode to stream music on the go.



Air 2:

Who says speakers can't float on air? Meet the crazy Air2 — pronounced Air Squared that has two distinct parts. The floating speaker is a metallic island that fits easily in your palm. It has a mic, for making conference calls, and a micro-USB port, which connects to the USB slot on the slightly larger circular base for charging.

The levitation effect is created by strong magnets hidden inside the two pieces. Finding the magnetic sweet spot necessary to start the levitation is a little tough by hand, the device comes with a plastic placement tool which is less glamorous, but easier to use.

*Image source: cnet
by: MORE Team*

Latest Smartphones



Huawei Mate 7 Gold

General 3G, 4G
Display IPS LCD, 6.0 Inches
RAM 3 GB
ROM 32 GB
OS Android, v4.4.2 (KitKat)
CPU Quad-core 1.8 GHz Cortex-A15 & quad-core 1.3 GHz Cortex-A7
Camera 13 MP
Battery 4100 mAh
microSD up to 128 GB
Price 57,000/-



Huawei Honor 3C Lite

General 3G
Display IPS LCD, 5.0 Inches
RAM 1 GB
ROM 16 GB
OS Android, v4.4.2 (KitKat)
CPU 1.3 GHz Quad-Core
Camera 8 MP
Battery 2000 mAh
microSD up to 32 GB
Price 18,000/-



Huawei Mate 7 Silver

General 3G, 4G
Display IPS LCD, 6.0 Inches
RAM 2 GB
ROM 16 GB
OS Android, v4.4.2 (KitKat)
CPU Quad-core 1.8 GHz Cortex-A15 & quad-core 1.3 GHz Cortex-A7
Camera 13 MP
Battery 4100 mAh
microSD up to 128 GB
Price 50,000/-



Samsung A3F

General 3G, 4G
Display Super AMOLED, 4.5 Inches
RAM 1 GB
ROM 16 GB
OS Android OS, v4.4.4 (KitKat)
CPU 1.2 GHz Quad-Core Cortex-A53, Qualcomm MSM8916 Snapdragon 410, GPU: Adreno 306
Camera 8 MP
Battery 1900 mAh
microSD up to 64GB
Price 36,000/-



Huawei Honor 6

General 3G, 4G
Display IPS LCD, 5.0 Inches
RAM 3 GB
ROM 16/32 GB
OS Android, v4.4.2 (KitKat)
CPU Quad-core 1.7 GHz Cortex-A15 & quad-core 1.3 GHz Cortex-A7
Camera 13 MP
Battery 3100 mAh
microSD up to 64 GB
Price 42,500/-

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X300 (3G)	12990
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X500 (3G)	14900
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Samsung Galaxy Grand Prime

General 3G
Display TFT capacitive touchscreen, 5.0 Inches
RAM 1 GB
ROM 8 GB
OS Android, v4.4.2 (KitKat)
CPU 1.2 GHz Quad-core Cortex-A53, Qualcomm MSM8916 Snapdragon 410, GPU: Adreno 306
Camera 8 MP
Battery 2600 mAh
microSD up to 64GB
Price 21,000/-

Samsung A5F

General 3G, 4G
Display 5.0 inches
RAM 2 GB
ROM 16 GB
OS Android, v4.4.4 (KitKat)
CPU 1.2 GHz Quad-Core Cortex-A53, Qualcomm MSM8916 Snapdragon 410, GPU: Adreno 306

Camera 13 MP
Battery 2300 mAh
microSD up to 64GB
Price 45,000/-



Samsung Galaxy Core 2



General 3G
Display TFT 4.5 Inches
RAM 768 MB
ROM 4 GB
OS Android, v4.4.2 (KitKat)
CPU 1.2 GHz Quad-Core
Camera 5 MP
Battery 2000mAh
microSD up to 64GB
Price 14,500/-

Nokia Lumia 535



General 3G
Display IPS LCD, 5.0 Inches
RAM 1 GB
ROM 8 GB
OS Windows 8.1
CPU 1.2 GHz Quad-core Cortex-A7, Qualcomm Snapdragon 200, GPU: Adreno 302

Camera 5 MP
Battery 1905 mAh
microSD up to 128 GB
Price 14,500/-

QMobile X60



General 3G
Display IPS WVGA, 4.0 Inches
RAM 512 MB
ROM 4 GB
OS Android 4.4 (Kit Kat)
CPU 1.3GHz Quad core
Camera 5 MP
Battery 1500 mAh
microSD upto 32GB
Price 9,500/-

QMobile X800



General 3G
Display 4.7 Inches
RAM 1 GB
ROM 8 GB
OS Android 4.4 (Kit Kat)
CPU 1.4GHz Octa core
Camera 8 MP
Battery 2000 mAh
microSD up to 32GB
Price 18,500/-

QMobile X70



General 3G
Display 4.0 Inches
RAM 512 MB
ROM 4 GB
OS Android 4.4 (Kit Kat)
CPU 1.3GHz Quad-Core
Camera 5 MP
Battery 1500 mAh
microSD upto 32GB
Price 9,650/-

QMobile X90



General 3G
Display TFT-OGS FWVGA, 5.0 Inches
RAM 512 MB
ROM 4 GB
OS Android 4.4 (Kit Kat)
CPU 1.3GHz Dual-Core
Camera 5 MP
Battery 1800 mAh
microSD up to 32GB
Price 9,350/-

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V185	2950
V190	3300
V395	2450
V400	2975
V440 FM	2150
V460	2500
V470	2600
V520	2550
V530	2550
V540	2800
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Xtreme V22 3G	8300
Xtreme V25 3G	8900
Xtreme V30 3G	10200
Xtreme V35 3G	11500
Xtreme V40 3G	11500
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Nokia Lumia 625



General	3G,4G
Display	IPS LCD, 4.7 Inches
RAM	512 MB
ROM	8 GB
OS	Windows 8
CPU	Dual-core 1.2 GHz Krait
Camera	5 MP
Battery	2000 mAh
microSD	up to 64GB
Price	22,500/-

Nokia Lumia 630 Dual



General	3G
Display	IPS LCD, 4.5 Inches
RAM	512 MB
ROM	8 GB
OS	Windows 8.1
CPU	1.2 GHz Quad-core Cortex-A7
Camera	5 MP
Battery	1830 mAh
microSD	up to 128GB
Price	15,950/-

Sony Xperia M2



General	3G,4G
Display	TFT, 4.8 Inches
RAM	1 GB
ROM	8 GB
OS	Android, v4.3 (Jelly Bean)
CPU	Quad-core 1.2 GHz Cortex-A7
Camera	8 MP
Battery	2300 mAh
microSD	up to 32GB
Price	25,000/-

Nokia Lumia 1020

General	3G,4G
Display	AMOLED, 4.5 Inches
RAM	2 GB
ROM	32 GB
OS	Microsoft Windows Phone 8
CPU	Dual-core 1.5 GHz Krait, Qualcomm MSM8960 Snapdragon Chipset, GPU
Camera	41 MP
Battery	2000 mAh
Price	48,900/-



Sony Xperia Z3 Compact



General	3G,4G
Display	IPS LCD 4.6 Inches
RAM	2 GB
ROM	16 GB
OS	Android, v4.4.4 (KitKat)
CPU	Quad-core 2.5 GHz Krait 400
Camera	20.7 MP
Battery	2600 mAh
microSD	up to 128GB
Price	53,000/-

Sony Xperia M2 Aqua



General	3G,4G
Display	IPS LCD, 4.8 Inches
RAM	1 GB
ROM	8 GB
OS	Android, v4.4.2 (KitKat)
CPU	Quad-core 1.2 GHz Cortex-A7
Camera	8 MP
Battery	2300 mAh
microSD	up to 32 GB
Price	27,500/-

Sony Xperia Z1 Compact



General	3G,4G
Display	IPS LCD, 4.3 Inches
RAM	2 GB
ROM	16 GB
OS	Android, v4.3 (Jelly Bean)
CPU	Quad-core 2.2 GHz Krait 400
Camera	20.7 MP
Battery	2300 mAh
microSD	up to 64 GB
Price	51,500/-

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Viper Tablets powered by Intel

From classrooms to playgrounds,
students can take it anywhere

Viper Educational Tablets, powered by Intel, are designed specifically for education and built to meet students' needs. Ultra-portability allows them to take the device to the field to capture data with the built-in camera and analyze it with Intel® Education Software. They can also collaborate with classmates, while comparing their findings to others on the web.

Viper Tablets, both Windows 8.1 and Android based, come with an active or capacitive stylus and are more rugged with 70 cm drop resistance and IP52 water and dust resistance. Battery life has been extended to, on average, 12 hours, and the tablets have innovative features such as front and rear-facing cameras, a snap-on magnification lens, and a plug-in thermal probe.

Viper Tablets give students access to a whole new view of their world right at their fingertips.

Innovative features

- Built-in tools support project-based inquiry such as a snap-on magnification lens and plug-in thermal probe.
- Multi-touch display and e-Reader software to access online content.
- Front and rear-facing cameras bringing scientific inquiry to life.
- Integrated stereo speakers and microphone enable rich multi-media content creation and viewing.



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Snap-on magnification lens supports inquiry-based learning with close up views.



Tethered active or capacitive stylus and plug-in temperature probe