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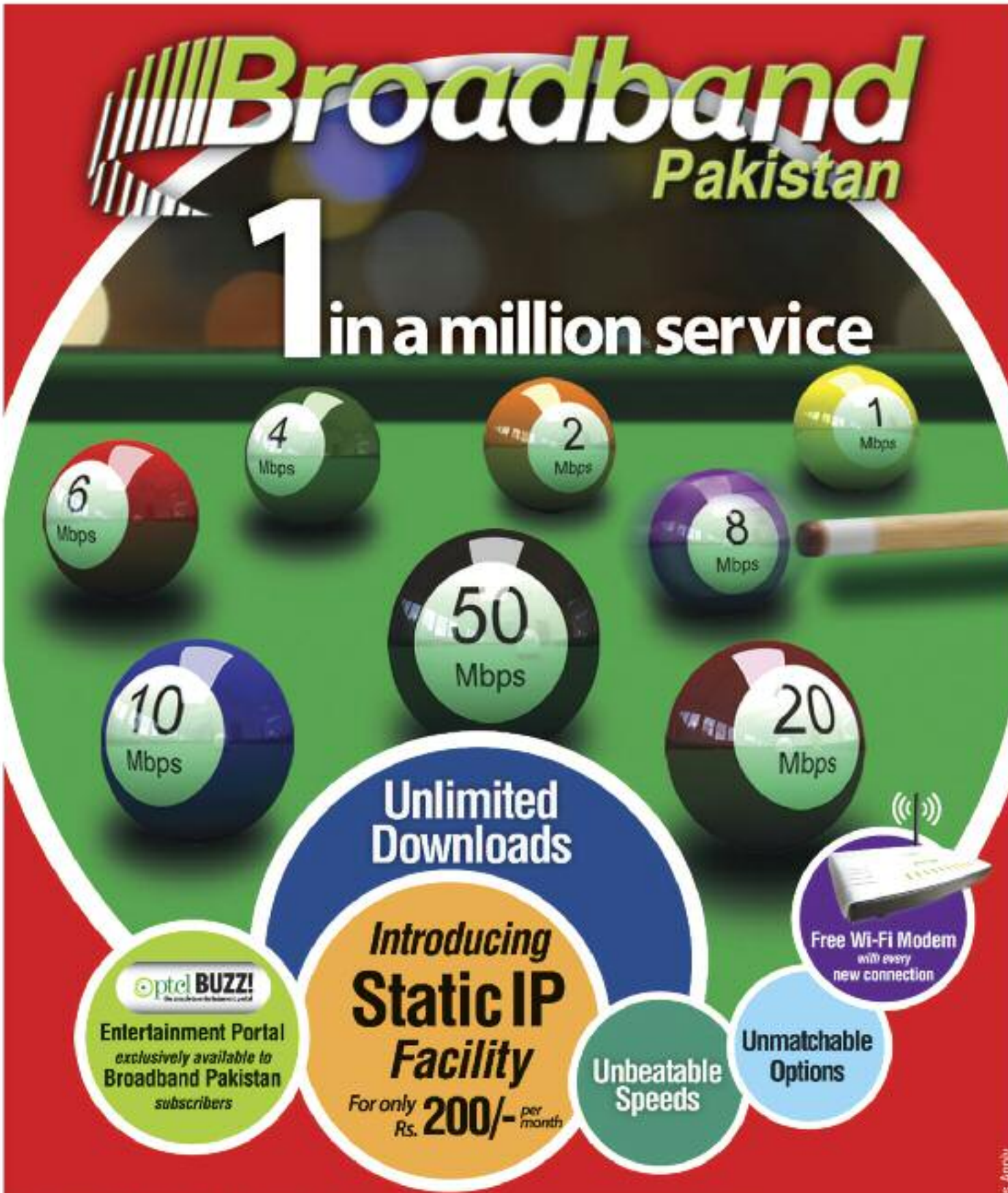

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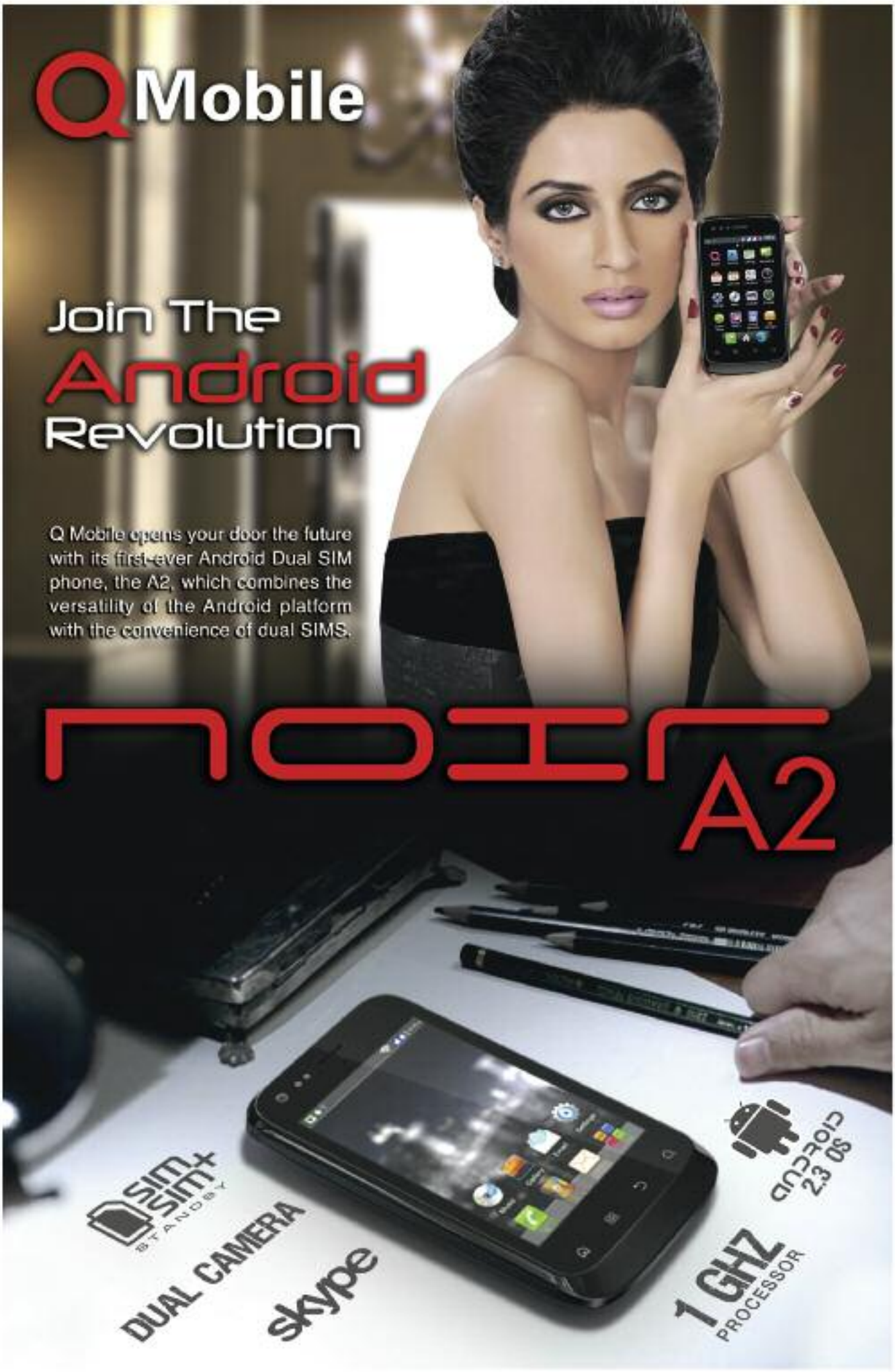
24 **QMobile launches the Noir A2, Pakistan's first smart phone**

QMobile has launched its latest device, the Noir A2 Smartphone. The A2 was revealed to the media and public in a press conference which was attended by key members of the QMobile team, including CEO Zeeshan Akhtar as well as their brand ambassador, model and actress Iman Ali.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CSR

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Look at what we have here, that too, a Pakistani venture! It sure came as a surprise that people who aren't just looking forward to filling up their cash tills like the brains behind this venture still do exist in what the west has already labeled as a failed state of ours.

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Cellular industry in Pakistan is the only sector that is contributing huge tax money , it is therefore, unnecessary to go into details of the potential that this country offers to telecom companies.
Earnings are high, so are the benefits to the society.

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30 **Microsoft Revamps Hotmail to Outlook.com Is it the real deal?**

If you are from early adopters of internet in Pakistan, then there is a huge chance that you made your account at hotmail.com, and if you were a grown up by then, there is a bigger chance that you have not changed your account till now.

32 **Govt. of Punjab takes commendable steps to promote innovation & technology in Punjab**

Government of Punjab officially introduced Punjab Innovation Policy in collaboration with Google Inc. Punjab Information Technology Board (PITB) is responsible for managing this IT based campaign. The purpose of this campaign is to promote innovation and information technology in Punjab.

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HTC ONE S
A hidden Jewel

HTC One S lies in the middle of the One series as HTC One X has better and HTC One V has inferior specs. The sleek and stylish member of the One family can be dubbed as the most cherished due to its sleek design and ultra-thin waistline. So let's start with the review and see what is on offer in HTC One S.

> *HTC One S is one of the best Android devices available in the market. Its dual-core 1.5 GHz Krait processor outperforms its quad-core sibling HTC One X and is expected to outperform all quad-core devices based on Tegra 3. The slim metal body and its excellent finish adds to the class of One S which is a complete Android device in every aspect*

Unboxing

The Beats Audio logo at the back of One S might mislead you to the assumption that you will find Beats Audio headset in the box, but you won't, all you will find is standard HTC headset. This can be a genuine reason for disappointment as the Beats Audio headset costs a lot and there is no point in packing up a device with a technology which is not supported by out-of-the-box accessories. Here's a list of accessories we found when opening the box for the first time:

- Device
- Standard HTC handsfree
- Data cable
- Charger

Build & Design

HTC One S is a masterpiece as far as its build and design are concerned; we don't think a device pleased us more than this and we were genuinely impressed by the top quality finish of the phone. The main focus of the device is a Super AMOLED 4.3" capacitive touch screen with the resolution of 540x960 pixels. The screen is pretty reflective and one can have difficulty in viewing the screen directly under the sun. A couple of sensors are hidden above the screen along with a minute LED which rests under the earpiece grill and a front-facing VGA camera to the right of the earpiece.

Three touch based keys are present under the screen supporting haptic feedback, these are extremely responsive and nicely spaced; these keys are Back, Home and Task switcher respectively. Power/ lock key and a 3.5 mm jack are present on the top along with a small notch to help you pop open the cover. A mouthpiece is the only item present at the bottom side of One S. On the right side is the volume rocker which is easy to use and on the left side of the device you will find a microUSB port serving multiple purposes like charging, data transfer etc. The finish on the back side of the phone is absolutely top quality; the 8 MP protruded sharp shooter with LED flash lies at the back which can get some scratches if you are not careful in placing the device on rough surfaces. HTC One S supports microSIM card and the storage capacity cannot be enhanced due to lack of a memory card slot, so internal memory limits the storage.

User Interface

The best Android User Interface in the world just got better with HTC Sense 4.0. HTC takes a lot of pain to customize Android deeply and skin all possible parts of the UI, thus making Sense as the best UI available on Android. With HTC Sense 4.0, the bar has been set to an all time high as many productive features have been added to the Sense arsenal along with the obvious edition of some eye-candy. The lock screen has been improved once again which places it as the most customizable, useful and beautiful lock screen on a smartphone. You get four shortcuts on the lock screen by default along with a ring at the centre. The ring can be pulled up to unlock or the four shortcuts can be dragged to the ring to unlock and go straight to that application, the interesting part is that you can assign any four apps of your choice to the lock screen. The new Sense has lots of lock screens which can be chosen with a few taps and offers a couple of new screens which are productivity and people and show missed calls, emails, texts and favorite contacts respectively.

You get up to seven screens to place your widgets and shortcuts. The central screen contains the trademark weather-clock widget which shows weather and time in great harmony as the name suggests. There are four shortcuts on the bottom of the home screen which are customizable and the central shortcut represents app drawer which, understandably, cannot be changed. Helicopter view can be used to have a birds-eye view of the available screens, re-arrange them and even to add and remove screens. You can customize the seven (maximum) screens as per your taste or chose from the five preinstalled custom home screen arrangements called scenes. You can change skins to change the look and feel of a lot of icons and other elements.

The app drawer or menu, as you may call it has been divided into three tabs namely, all, frequent and downloads. The task manager has been revamped in line with the improvements in stock ICS. You can view the programs running currently by tapping the app switcher icon and swipe to view open apps, a gentle swipe upwards can remove them from the currently running apps hence closing the apps from background which are not needed, this is as good as the best task manager we have seen i.e. in Meego.

Multimedia & Connectivity

The Gallery onboard HTC One S reminds of the stock Android Gallery as it stacks the images in the same manner as in the latter; it finds images from the memory without being needed to ask to do so and arranges them in folders. A folder can be opened to view thumbnails of all the pics in it and pics can be opened, zoomed and shared from the viewer. The video player included in One S is reasonable but you will be better off installing a third party app from the market. Beats Audio logo on the back of the device resulted in an expectation of a Beats Audio handsfree which was not fulfilled, however the sound enhancement options are available in the device to enhance your sound experience and can be used with any handsfree you want, but you'd need to get a branded handsfree, if not Beats Audio to enjoy the feature to its fullest.

The slim waistline of HTC One S encompasses an array of connectivity options including Wi-Fi b/ g/ n, DLNA and Wi-Fi hotspot. Bluetooth 4.0 with A2DP is a welcome addition while microUSB 2.0 ensures fast data transfer. One S features an 8 MP sharp shooter with LED flash, the camera supports features like Simultaneous HD video and image recording, geo-tagging, face and smile detection. The camera onboard can record 1080p video @ 30 fps and can take images of up to 3264x2448 pixels. There is no hardware camera button and you might feel a little awkward taking snaps if you are used to a hardware button, the camera interface is nice and clean and you will not have an ounce of difficulty even when using it for the first time. A few images taken from the camera have been included in the review for your convenience.

Call &Messaging

The stock messaging app is nice but switching to an alternate solution like Handcent SMS or Go SMS Pro is recommended because features like pop-up incoming messages and blocking messages from unwanted numbers/ contacts is once again missing from HTC's default messaging app. The keyboard is one of the best in any touch screen device as it is nice and smooth and you can type quite accurately if you are used to typing on touch screen phones with capacitive screens.

The call quality is one of the best we have experiences, the dialer is nice and smart search enables you to search contact names as well as numbers without having to go to the main contacts app.

Likes

- Excellent build and top-notch design
- Slim waistline – 7.8mm
- 4.3" capacitive Super AMOLED touch screen with Gorilla Glass protection
- Beats Audio
- Android 4.0 (Ice Cream Sandwich) with HTC Sense 4.0
- 1.5 GHz Dual-Core Krait processor
- 1 GB RAM, 16 GB internal storage
- 8 MP camera with LED flash
- 1080p recording @ 30fps
- Excellent audio quality

There is no hardware camera button and you might feel a little awkward taking snaps if you are used to a hardware button, the camera interface is nice and clean and you will not have an ounce of difficulty even when using it for the first time. A few images taken from the camera have been included in the review for your convenience.

Contacts & SNS Integration

A deeply integrated contact book is one of the hallmarks of HTC devices. The phone book on HTC one S manages to sync data from different social networks at one place and brings contacts from SIM, phone memory, mail services like Google, Hotmail and social networks like Facebook & Twitter at one place. The phone book searches within contacts and finds matching numbers, names and email addresses and suggests 'matching' contacts. A person usually has accounts on various social networks as well as various mail ids and his/ her contact may be stored in more than one contact books. By syncing these together and 'matching' contacts from different (and same) services enables you to cut out repetitive contacts and view a person's unified identity which included updates from all the social networks on which you have added him/ her and other contact information.

Conclusion

HTC One S is one of the best Android devices available in the market. Its dual-core 1.5 GHz Krait processor outperforms its quad-core sibling HTC One X and is expected to outperform all quad-core devices based on Tegra 3. The slim metal body and its excellent finish adds to the class of One S which is a complete Android device in every aspect. The absence of a Beats Audio handsfree is not fair, however One S is the device of choice if you are planning to buy a premium Android device. ◂

By **MoreTeam**

Dislikes

- microSIM card slot
- No microSD card slot
- Questionable sunlight legibility
- No dedicated camera key
- Non user-replaceable battery

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QMobile has recently entered the smartphone market by announcing a couple of Android devices. These devices are shrewdly priced keeping in mind the mass market and are being advertised aggressively to further strengthen the brand and appeal of QMobile keeping in view the entry of the Chinese heavy weight, Huawei.

We got hold of the dual-SIM Android smartphone, QMobile Noir A2 before its official release on August 17, the phone is available for just Rs. 8,900. Let's take a look on specs before embarking on a detailed review:

- Android 2.3 Gingerbread
- 3.5" HVGA capacitive touch screen
- 3.2 MP camera
- VGA Front Camera
- 1 GHz processor
- Wi-Fi b/g/n
- MicroSD card support up to 32 GB

Unboxing

QMobile Noir A2 is packed in the standard rectangular box, it contains the usual contents, which are:

- Device
- Hands free
- Data cable
- Charger

Build & Design

QMobile Noir A2 has a pretty reasonable built, Qmobile has done a wonderful job with the finish keeping in view its price range. The device looks really shiny and solid which is, really cool while the rounded edges and beautiful lines are almost non-existent in a device costing in four figures. Having looked at the positives, it must be mentioned that the device is extremely slippery and thus very prone to slip from your hands.

The device has earpiece slit on the top of the front side of the phone with a couple of sensors and a front VGA camera to its left, a tiny notification LED is situated above one of the sensors. At the bottom of the screen are four customary Android touch-sensitive buttons i.e. Home, Settings, Back & Search. A tiny hole for mouth-piece lies at the bottom of the glassed part of the front side. The top of the phone features a 3.5mm audio slot and power button on the top-right, microUSB port

for charging and data transfer lies between the two. The bottom and sides have been nicely curved while the front and back sides of the phone are separated by a silver strip. Volume rocker is present on the right side of the phone just below the silver strip.

The real estate at the back is occupied by the back cover which has an interesting pattern printed on it. On the top-centre of the cover is the 3.2 MP camera under which "3.2 MP" is written to make the fact clear. Three slits are present at the bottom-centre which work as speaker which are right under a QMobile logo with an Android symbol. As said earlier, the back side is pretty shiny and slippery which mean that the phone is slippery and an intentional effort is needed at times to prevent the device from slipping from one's hands.

QMobile Noir A2 has all the connectivity options a user in Pakistan needs. Wi-Fi (b/g/n), Bluetooth and GPRS are all there. Bluetooth performs perfectly, GPRS connects without any issue and the speed totally depends on the operator being used but the Wi-Fi reception is not up to the high standards set by other features of the phone.

User Interface

The user interface featured in Noir A2 is just fine; the lock screen features a lock icon at the centre of the screen which when tapped activates three options in a circle; hence the lock can be dragged in three directions to unlock the phone. Dragging to left unlocks the phone and takes you straight to the messaging app, dragging the lock icon to the right unlocks the phone and takes you straight to the phone app for quick dialing and dragging it upwards unlocks the phone and takes you to the app being used or the home screen being viewed when the phone was locked. A sleek widget at the top of the lock screen shows date, time and battery status and the status bar also appears on top of everything else which is helpful in case of various notifications. The lock and three options related thereto, however, have a distinct low-quality feeling and it would have been better if default (Android) swipe to unlock had been used.

The UI on Noir A2 consists of five home screens which can be swiped sideways to be viewed. The central home screen has a date-time widget and eight icons by default. These icons are divided in two rows, the bottom row contains four shortcuts i.e. Phone, Contacts, Messages and Menu (app tray) and the upper row contains Music, Gallery, Email and Skype shortcuts. The shortcuts in the bottom row cannot be edited and is displayed on all five home screens.

Connectivity

QMobile Noir A2 has all the connectivity options a user in Pakistan needs. Wi-Fi (b/g/n), Bluetooth and GPRS are all there. Bluetooth performs perfectly, GPRS connects without any issue and the speed totally depends on the operator being

used but the Wi-Fi reception is not up to the high standards set by other features of the phone. When comparing the Wi-Fi signals being picked by the phone with the signals being received by HTC Explorer and a Windows Phone device by Nokia by laying all three side-by-side, the signals beings picked by Noir were lower than those being picked by other devices. The built-in browsers are just fine and can be counted on to browse the internet.

Multimedia

Noir A2 features a 3.2 megapixel camera with no flash, snaps are taken by tapping the on-screen button as there is no hardware camera button. The pictures taken during the day are pretty good but those taken in dim light are below par as expected. Noir has stock Android Gallery which offers features like sharing via Facebook, Messaging, Twitter, Mail, Bluetooth etc. and setting a picture as wallpaper or a contact picture. A hardware camera button would have been a nice addition.

> *The call quality is very good, QMobile Noir A2 offers a crisp and clear sound when performing the most basic function of the phone i.e. call which is altogether forgotten in some of the devices available n the market today. The stock dialer is nice and the soft keys well-spaced*

The device performs reasonably well as far as sound quality is concerned, the sound is loud and clear and the hands free included in the package performs reasonably, hence listening to songs can be fun and you can get a branded hands free if you really love to listen songs on your phone.

Call &Messaging

The stock messaging app is nice but switching to an alternate solution like Handcent SMS or Go SMS Pro is recommended because features like pop-up incoming messages and blocking messages from unwanted numbers/ contacts are missing. The keyboard is nice and smooth and you can type quite accurately if you are used to typing on touch screen phones with capacitive screens.

The call quality is very good, QMobile Noir A2 offers a crisp and clear sound when performing the most basic function of the phone i.e. call which is altogether forgotten in some of the devices available n the market today. The stock dialer is nice and the soft keys well-spaced. You can dial a number or start punching keys as the phone automatically searches for contact names and numbers as you are punching the keys.

Apps

QMobile Noir A2 supports the Google Play Store completely and every app supported by its specifications can be installed. Fifteen apps have been pre-installed under QApps in the app drawer which is quite bizarre as none of the apps is a branded or special application limited to QMobile only, even the stock Android apps like Gmail, Maps, Talk, Local, Latitude & Play Store are included in this list. Other apps are:

- Facebook
- Opera Mini
- Skype
- Twitter
- Yahoo! Messenger
- Yahoo! Mail
- Documents To Go
- MSN Talk Pro
- YouTube

Only the presence of Skype and Opera Mini makes sense in this list of extra apps as these have been used as in marketing the phone, but these too, including others (except Documents To Go) are free and in apps like Yahoo! are redundant. The users could have installed them easily if wanted. Other apps preinstalled in Noir are:

- Angry Birds
- Saavn
- File Manager
- Talking Tom
- Task Manager

Although these applications look fascinating to have been preinstalled in your phone but the internal memory should have matched the resource required. We are told by QMobile people that they are dealing with it in the upcoming models by increasing the memory size as well as giving an option to the user through a built-in software to install further applications on external memory card, this will save memory as well.

The device did not disappoint as far as the battery is concerned and provided around two days of uptime when used with 5-6 hours of Wi-Fi connectivity per day. This is a real plus as other devices in the same price range fail to last longer than a day.

Conclusion

QMobile Noir A2 adds to the competition in the mass market Android smartphones range available in the Pakistani market as it is the cheapest smart phone being offered by a recognized brand in the local market. The build and design of the device is better to that provided by other Chinese-handset based companies but the low internal storage is the area where QMobile needs to work on emergency basis. ◂

By **MoreTeam**

LG launches game world for Smart TV Games

LG Electronics (LG) has just announced the launch of its new Smart TV game portal, Game World. Anticipating a new era of downloadable casual 3D games, LG developed Game World exclusively for its CINEMA 3D Smart TV lineup. The portal provides a user-friendly way to search, purchase, and play game apps – in both 2D and 3D – through an intuitive interface. Many of the games can be played with LG's Magic Remote or with any third-party game pad.

"Game World is a wonderful source of games – especially 3D games – which are suitable for everyone," said Havis Kwon, President and CEO of LG Home Entertainment Company.

"Many popular titles will be available along with games developed exclusively for LG CINEMA 3D Smart TVs. By making the most of the capabilities of LG 3D TVs, Game World will allow us to push the boundaries of 3D gaming and expand the market."

A simplified user experience begins with the main menu, which prominently displays a menu bar listing four categories – Featured, Top Chart, New and Genre – for quick access to the contents. The Featured category comprises some of the hottest games available, including games recommended by LG. Top Chart offers the most popular paid as well as freeware games. The New link lists the most recent games available in Game World while the Genre option gives access to game titles in the following categories: action, adventure, arcade, puzzle, RPG, shooter, simulation, sports, and strategy.

The main menu of Game World also provides a tutorial, with manuals and instructions for playing with a Magic Remote or a game pad. The My Games section links users to all previously purchased games and displays a list of the most frequently played games, making it easy to find the next big hit. The titles available on Game World will consist mainly of family-friendly titles, with most titles being compatible with LG Magic Remote's gestures and movement capabilities and many also playable in 3D.

Game World will be launched globally in the second half of this year.

Apple Seeks Ban on Samsung Galaxy S III, Note 10.1

The jury might have handed Apple a win in the U.S.-based intellectual property trial, but the Apple v. Samsung battle is far from over.

Early last week Apple requested an injunction on eight of the Samsung phones that were at the center of its intellectual property trial with Samsung, including the Galaxy S 2. But because the law moves slowly many of those phones are no longer on the market.

Apple's on it though. Late on Friday, Apple requested that Samsung's latest Galaxy S III, Galaxy Note, Galaxy Note 10.1 and others be banned. The Galaxy S III was released in the U.S. in June and the Galaxy Note 10.1 just a few weeks ago. The complaint filed by Apple actually comes in a separate case from the one that was just ruled on a few weeks ago; this suit deals with different utility patents, including ones that over slide to unlock and universal search.

"Since then, Samsung has continued to release new infringing products, including its current flagship device, the Galaxy S III," Apple wrote in the amended complaint. "While Samsung's new products infringe many of the same design patents, utility patents, trademarks, and trade dress rights that are at issue in the earlier case, Samsung's new products also infringe additional utility patents, some of which issued after Apple filed the Earlier Case."

On Aug. 24, a California jury found that the majority of Samsung smartphones and tablets violated patents held by Apple and recommend Apple be awarded $1.05 billion. Other courts around the world haven't been as certain of Samsung's willful patent infringement: respective courts in Japan and South Korean recently rejected Apple's claims against Samsung.

Last week, Bloomberg reported that Apple and Google, maker of the Android software used in these Samsung phones, have been meeting to discuss an end to the ongoing disputes.

By **Joanna Stern**
Source: abcnews.go.com

SHOWDOWN

Huawei Ascend Y200 takes on QMobile Noir A2

Comparing two of the cheapest branded Android devices in the world is never easy, because you are required to compare the features at one hand and keep focus on the fact that the devices being compared are targeting the mass market, hence premium features are not what the devices are aiming at. As the title suggests, we are embarking on a journey to compare QMobile Noir A2 with Huawei Ascend Y200, both of which target the mass market as two Chinese products based companies gear-up to battle each other to capture the mass market by churning out smartphones at the price of dumb-phones. A reasonable difference in the price of these two devices makes the comparison a bit more difficult as Huawei Y200 is 35% dearer than Noir A2, nevertheless, I will try to balance the act and present a comparison which will provide you a true and fair view of the devices to help you choose your next bargain purchase.

Build & Design

On opening the boxes of both these devices, you will find the same contents viz. device, hands free, data cable and charger. There is nothing extraordinary with the packing and accessories as expected but the user manual available with QMobile Noir A2 is in color and has a better look and feel to it than that of Y200. The overall build of both the devices is great while considering their respective prices but there is a striking difference between the two, Noir A2 is shiny and (sort of) slippery while Ascend Y200 has a subdued aura to it and has a better back cover which ensures better grip. Noir A2 has all the four capacitive keys present usually in Gingerbread devices while Huawei Y200 has no search key. The device by Huawei got us by surprise as both the power button and volume rocker were on the left side. Despite being naturally left-handed, I find it quite difficult to deal with a power button and a volume rocker on the left side as due to years of training while using various devices I am now accustomed to using these with my right hand holding the device and hence using these keys with the same hand as well. It might not seem to be a big issue when you test drive the phone at a shop, but you will find it very difficult to come to terms with a displaced button in the long run. The volume rocker, moreover, is a bit harder and hence requires a real effort to press.

Touch Screen & User Interface

Both the devices have a 3.5" HVGA touch screen which performs really well as far as the touch-sensitivity is

concerned. You won't get the distinct Chinese below-par performance with these two and I can confidently put them with the likes of HTC and Samsung as these devices perform similar to those of big guns in the market. The only thing which disappoints is the lack of Gorilla Glass protection which will render these susceptible to more wear and tear as compared to high-end devices but this is expected due to the low cost of both devices, hence getting a screen protector on your device straight after you buy it isn't a bad idea. There is only one issue with the screens of these devices i.e. they are finger print magnets and you will find it very hard to keep the prints off the screen of your device after the first use. Once again, spending a couple of hundred bucks on a screen protector won't do any harm.

Both the devices have a 3.5" HVGA touch screen which performs really well as far as the touch-sensitivity is concerned. You won't get the distinct Chinese below-par performance with these two and I can confidently put them with the likes of HTC and Samsung as these devices perform similar to those of big guns in the market

The UI of both the devices leave much to be desired as both the devices have a primitive user interface which focuses on swiping tabs without actually adding some special touch to the swiping-tabs user interface. The UI on Huawei Y200 resembles that of Go Launcher (which is available for free in the Google Play Store) except the fact that Go Launcher has a lot of animation options and a collection of themes to spice up your device. That being said, Noir A2 performs considerably better as far as the UI is concerned, the UI here seems pretty liquid and fast, add to it a great touch screen and using the device becomes a much better experience on Noir A2, despite it being the cheaper of the two. The lock screen of Huawei Y200, however, is far better than that of Noir A2. On Y200 there is a single lock icon in the middle which when tapped activates four icons around it while on Noir A2 there is a lock icon with a circle around it which has three icons and an animation resembling reflection of light starts rotating on the circle as soon as the screen is turned on, this looks pretty awful and QMobile should have been better off with the stock Android lock screen.

Connectivity

Both the devices have all the connectivity options a user in Pakistan needs. Wi-Fi (b/g/n), Bluetooth and GPRS are all there. Bluetooth performs perfectly, GPRS connects without any issue and the speed totally depends on the operator being used but the Wi-Fi reception is not up to the high standards set by other features of the devices. When comparing the Wi-Fi signals being picked by Y200 and A2 with the signals being received by HTC Explorer and a Windows Phone device by Nokia by laying all three side-by-side, the signals being picked by Noir A2 and Huawei Y200 were considerably lower than those being picked by both the HTC & Nokia devices, moreover the signals kept dropping resulting in discontinuation of browsing and downloading. The built-in browsers are just fine and can be counted on to browse the internet.

Multimedia

Ascend Y200 & Noir A2 perform reasonably well as far as sound quality is concerned, the sound is loud and clear and the hands free included in the package performs better than it looks, hence listening to songs can be fun and you can get a branded hands free if you really love to listen to songs on your phone.

Both Noir A2 & Huawei Y200 feature a 3.2 megapixel camera with no flash, snaps are taken by tapping the on-screen button as there is no hardware camera button. The pictures taken during the day are pretty good but those taken in dim light are below par as expected. Both the devices feature a stock Android Gallery which offers features like sharing via Facebook, Messaging, Twitter, Mail, Bluetooth etc. and setting a picture as wallpaper or a contact picture. Noir A2 has an added advantage of a secondary front facing camera which can be used for video calling on Skype, the VGA camera performs reasonably. A hardware camera button would have been a nice addition in both the devices.

Call &Messaging

The stock messaging app is nice but switching to an alternate solution like Handcent SMS or Go SMS Pro is

recommended because features like pop-up incoming messages and blocking messages from unwanted numbers/ contacts are missing. The keyboard on QMobile Noir A2 is nice and smooth and you can type quite accurately if you are used to typing on touch screen phones with capacitive screens but the built-in keyboard on Huawei Ascend Y200 is not up to the standard as it seems less responsive and an alternative keyboard from Google Play Store will suffice.

Call quality on both the devices is good but Y200 edges A2 slightly in this aspect. The stock dialer on both the devices is nice and the soft keys well-spaced. On Y200, you can dial a number or start punching keys as the phone automatically searches for contact names and numbers as you are punching the keys, this search is fast and accurate. On Noir A2, you can dial a number or start punching keys as the phone automatically searches for contact names and numbers as you are punching the keys, this search is flawed as contact names are searched seamlessly but we were amazed to note that the smart search totally ignores the phone numbers stored while searching. This problem can be fixed with a software update by QMobile, which i am sure they probably have done it by now.

Contacts & SNS Integration

We have discussed this in detail in separate reviews of both devices. QMobile and Huawei fall short in real SNS integration, I was really amazed to see SNS integration being written in the specs of Huawei Ascend Y200 in one of the biggest specs sites on the internet but the device allows nothing more than manual joining of contacts which is awful but puts one over QMobile as it doesn't even allow manually joining contacts.

Apps

QMobile Noir comes with a lot of pre-installed apps which at one hands seems pretty helpful but actually cuts down on precious internal storage which can be used according to the taste and preferences of the owner of the device. Both the devices support Play Store completely and you will find no problem with downloading any compatible app. Both the phones would have been benefited by more internal storage. QMobile Noir A2 comes with Skype which ironically doesn't sign-in without updating as Skype keep updating the software. However, it signs-in smoothly after updating (i.e. effectively reinstalling the app from Google Play Store) and video calls can be made without any glitch. Huawei Y200 does not support video calling.

Misc

Manufacturers like HTC have customized menu icons to enhance the user experience. HTC Explorer, a device similarly priced to Huawei Y200 offers customized menu icons but both QMobile and Huawei seem to lack this depth as this has not been done. It is interesting to note that information about the phone's hardware is simply missing from this menu which poses a big question mark to QMobile's claim of 1 GHz and Huawei's claim of a 800 MHz processor. The devices did not disappoint as far as the battery is concerned and provided around two days of uptime when used with 5-6 hours of Wi-Fi connectivity per day. This is a real plus as other devices in the higher price range fail to last longer than a day.

Conclusion

We have prepared a tabular comparison to help you choose between QMobile Noir A2 and Huawei Ascend 200:

	QMobile Noir A2	Huawei Ascend Y200
Price	Rs. 8,900	Rs. 12,000
Processor	1 GHz	800 MHz
GPU	*	Adreno 200
RAM	256 MB	256 MB
ROM	512 MB	512 MB
OS	Android 2.3	Android 2.3
Display	3.5" 320x480 pixels	3.5" 320x480 pixels
Camera	3.2 MP	3.2 MP
Front Camera	Yes	No
Wireless	WiFi b/g/n	WiFi b/g/n
Sensors	Accelerometer	Accelerometer
		Proximity
		Compass
Dual SIM	Yes	No
Skype Video Calling	Yes	No
MicroSD Card	Up to 32GB	Up to 32GB

* means no information available

QMobile Noir A2 is the winner according to our analysis due to its superb hardware, Dual SIM support and better value for money. I can bet my money on the fact that aggressive marketing campaign by QMobile will also result in Noir A2 being much more popular than Huawei Y200 in the local market. You can find the same article on www.moremag.pk to share and ask any questions about these devices.

By **MoreTeam**

Brain
Telecommunication Ltd.
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FASTEST
Most
RELIABLE
Local
HOSTING
*prices shown are monthly, payable yearly.
As low as
Rs. 90
per month
Web Hosting
Business @ Rs. 300
Corporate @ Rs. 1800
Reseller @ Rs. 3999
. COM, .NET, .ORG, .EDU
ALL .PK DOMAINS
DEDICATED SERVER
CO-LOCATION HOSTING
FTP HOSTING
DATA BACKUP HOSTING
DATABASE HOSTING
EMAIL HOSTING
24 Hours Human Support
brainsoft@brain.pk
www.brain.pk

Google sets the bar with Nexus 7 Tablet

The success of Apple's own devices looks to be a proven formula for success as Microsoft followed Apple by announcing the launch of its own Surface Tablets featuring Windows 8. Google didn't want to be left behind the game, so it took leverage of its Nexus brand that included a couple of smartphones and decided to launch its own tab. The decision has been a great one as Google Nexus 7 tablet has thumped all the 7-inch tablets in the market to become the hottest selling Android in the market and the manufacturer is finding it difficult to keep up with the immense demand.

Nexus 7 was announced in this year's I/O developer conference held by Google and interestingly, it has not been manufactured by Google despite acquiring Motorola some time ago. Google joined hands with Asus which helped in the manufacturing and designing of the stylish tablet. Asus has been developing some of the best Android tablets in the market, so the decision to engage it by Google paid huge dividends as the two successfully combined to design and manufacture a tablet with the specs found in the high-end tabs but falling in the lowest price range i.e. $199, the price at which the lowly Amazon Kindle Fire is available. So, the Kindle Fire can burn and turn into ashes as Google has packed the Nexus 7 with an exceedingly powerful processor and the latest version of Android i.e. Jelly Bean instead of a crippled customization of Android which fails to offer either charm or productivity.

While Nexus 7 will not offer competition to flagship tabs such as the new iPad but it will certainly cause much havoc in the 7-inch tab market. Google Nexus 7 seems packs some serious bit of hardware as far as the specs sheet is concerned, however, we will have to dive into the details to analyze whether the cheap tab is worth it or Google fans are buying it just because they love Google. It features a quad-core Tegra 3 processor supported by 1 GB RAM and internal storage of 8 & 16 GB which means it is set to lock horns with not only Kindle Fire but other high-end tabs too. Interestingly, Google has not sacrificed anything from the users' perspective in presenting a premium quality tab in the cheapest possible price; instead, it has chosen to sell the tab at cost to thwart competition. Google can afford to indulge into such lavish practices as selling tabs on cost and cutting its profit margin, so there is

nothing wrong in it as Google is good at its game and will be making profits from content via Play Store.

The sleek and slender 7-inch tab weighs at just 340 grams and features an LED-backlit IPS LCD capacitive touch screen which supports 16M colors, the display is a bit light on brightness and you can expect some difficulty in viewing the tab in direct sunlight. The screen is protected by Corning Glass, which is not the usual Corning Gorilla Glass which we are accustomed to see in most devices, this is probably an inferior version of Corning's scratch-resistant glass which might have been developed specifically for Nexus 7. The tab has an unspecified version of Bluetooth and also supports NFC while also having WiFi but unfortunately no 3G. The use of the tab, hence, is limited to indoors and you cannot count on it to take you on long journeys for keeping up to date with the world where there is no WiFi available. Google should have included this option in a pricier version of Nexus 7.

Nexus 7 is powered by a quad-core 1.3 GHz Tegra 3 processor which can be found in various high-end devices and ULP GeForce GPU which ensures smooth Graphics. The tab is the first device to come with Jelly Bean (Android 4.1) and supports "Project Butter" which encompasses a number of changes under the hood of Android OS ensuring a silky smoothness and removing any hiccups which previously held back Android. With Project Butter, Android OS will work as smooth as iOS and the lags and hiccups will be removed completely. The tab also supports video calling through its 1.2 MP camera on the front. The introduction of Google Now in Jelly Bean adds to the competition to Apple's Siri. Both of these are clearly in their infancy but Google has done well with Now as the voice searches result in information being provided on cards which are pretty useful.

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Google Nexus 7 by Asus is available in Pakistan for Rs. 30,000 (8 GB version) which is a bit high but don't forget the fact that it will never be released in Pakistan and the Asus is having difficulties to churn out tabs to match the current global demand, so the inflated price is high and you can expect it to come down as the demand dwindles. Another tab you can consider in the same price range is Samsung Galaxy Tab 7.0 and Samsung Galaxy Tab 7.0 plus which cost around Rs. 30,000 and Rs. 33,000 respectively. Samsung Galaxy Tab 7.0 is packed with a dual-core processor and an inferior display which gives advantage to Nexus 7 and the Galaxy Tab 7.0 plus means you get a better chipset and 16 GB storage and an additional camera for three thousand more, but still Nexus 7 remains the favorite due to a quad-core processor and Jelly Bean which is not yet present in Galaxy Tab. Other competitors of Nexus 7 in the local market include Acer Iconia Tab (8 GB), which is available for around Rs. 35,000 and features a 5 MP rear camera along with a dual-core processor and a couple of more options which don't match the specs and software available in Nexus 7.

It looks like Google has once again played its card shrewdly, so there is no 7-inch tab which gives more value for money than the Google Nexus 7. So if you are looking to buy a tablet, ask someone who is coming from abroad to bring one or wait for a couple of months as the prices in local market will drop and you will be able to enjoy a superb combination of hardware and software in a bargain price ◂

By **MoreTeam**

Samsung SMART TV launches New Smart TV for 2012

Samsung Electronics Company Limited – a globally renowned technology leader has announced the launch of its new series of Smart Televisions for 2012 in Pakistan, which is designed to completely transform Home-Entertainment concepts.

Samsung's first Smart TV was introduced globally and in Pakistan in 2011. Ever since, it has rapidly achieved 'unrivaled differentiation' through innovations and uniquely relevant applications. The overwhelming success has prompted

Samsung to introduce the Next-Generation of Smart TVs this year, with enhanced web searching and content sharing.

Samsung Pakistan's Managing Director - Mr. John Park said; "Samsung's new 2012 Smart Televisions are based on the revolutionary "Smart-Interaction technology". For the first time in the TV history, the Voice Control, Motion control & Face Recognition technology along with the ability to run Samsung apps make this incredible television a real smart product. It also has the "Smart Evolution feature" to make your TV new every year. The "Smart Content" is an ad-on for our customers. Samsung Smart TV is a treat for all technology enthusiasts."

The surprising fact is that even the remote control is no longer required as a necessity with the new line-up of the Smart TV. A simple trigger word like "Hi TV" allows you to turn on the television. With other motion and voice control features, the Smart TV becomes a completely interactive television. Samsung's smart customers can also enjoy games such as Angry Birds with the "Smart Interaction" function. The Samsung Smart TV also offers true-to-life, full 2D, 3D and full HD images along with Allshare™ function for wireless connectivity between the Smart TV and other devices.

The new Samsung Smart TV has marked the beginning of a new phase in infotainment digital media, a technology unrivaled throughout the industry. Samsung has been a global no. 1 company in the TV market for six continuous years. The customer centric approach continues to keep Samsung Electronics still far ahead as a technology company, making it a leader for yet another year. ◂

QMOBILE LAUNCHES THE NOIR A2

PAKISTAN'S FIRST SMART PHONE

"The fabulous Iman proudly said, "i feel pleasure while representing Noir as this is the best smartphone i have ever come across within this price range. The pride for us is that this smartphone is being introduced by a local company which is our own"

Zeeshan Akhtar distributing QMobile to a lucky draw winner

QMobile launched its latest device, the Noir A2 Smartphone in a splendid ceremony where media and public witnessed the beauty icon and brand ambassador Iman Ali carrying and praising the gadget. The conference was attended by key members of the QMobile team, including CEO Zeeshan Akhtar.

The upgraded Noir A2 was unveiled by Iman Ali, following which Mr. Zeeshan Akhtar addressed the attendees. Socialites, celebrities and members of the Pakistani business community were also present at the launch event.

The fabulous Iman proudly

Monis Rahman, Zeeshan Akhtar, Zeeshan Qureshi, Omar Jamil, Imran

QMobile CEO Zeeshan Akhtar

QMobile brand ambassador Iman Ali

said, "i feel pleasure while representing Noir as this is the best smartphone i have ever come across within this price range. The pride for us is that this smartphone is being introduced by a local company which is our own ".

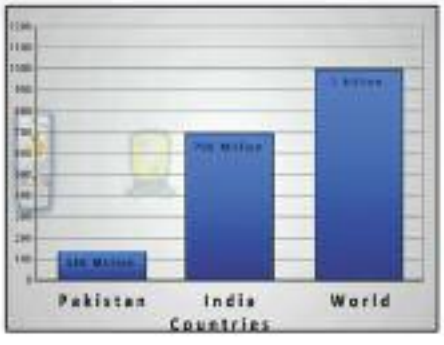
Earlier this year, Mr. Zeeshan Akhtar announced that the company would reveal a new line-up of Android OS-based smart phones in the market, thus catering to the demands of customers who want affordable yet advanced and quality smart phones. Noir, a smartphone series by Q mobile, was launched soon after. The A2 with its upgraded features, latest technology and affordable price is aimed at capturing the Pakistani smart phone market.

Talking about the Noir A2, Mr. Zeeshan Akhtar commented, "With the Noir Series launch, QMobile demonstrated our keen interest and seriousness about entering the smart phone market. With the launch of the A2 with upgraded features, we are reiterating our commitment to providing Pakistani consumers with the latest mobile technologies at the most affordable prices."

The Noir A2 is equipped with a 1Ghz processor and a 3.5-inch capacitive LCD touch screen. It is a dual SIM smart phone operating on Android OS 2.3 (Ginger Bread). Some of A2's features include WiFi capability, a 3.2-megapixel camera, a front-facing VGA camera and the capacity to support a 32GB external memory card. Thisis the only smart in this price range capable of Skype video chat.

QMobile is currently Pakistan's fastest growing mobile brand and is positioned as the number two brand in terms of market share in the Pakistani mobile phone market.

Rehan School
Free Education for All?



Look at what we have here, that too, a Pakistani venture! It sure came as a surprise that people who aren't just looking forward to filling up their cash tills like the brains behind this venture still do exist in what the west has already labeled as a failed state of ours. While our political elite is engaged is heavily curtailing justice and distorting the constitution of this country it is civil society that has come forward as the beacons of hope for their own selves. People like the management behind this new venture are upholding and ensuring the provision of basic rights to the population that is supposed to be a constitutional right of every citizen to be ensured by the government. So what exactly is this rather charitable venture that I am talking about? Well, it is an online service, if I may call it so, that aims to provide quality education to even the poorest of the poor primarily in Pakistan. For this they have managed to even secure celebrity endorsements as big as the literary giant Fatima Suriya Bajiya and the singing superstar of yore – Shaiki. This venture is by the name of 'Rehan School' and can be found online with their promotional videos, tutorials and a very simple website (more on the website later).

According to the company's official website, Rehan School is part of Supertec Foundation, a US based CSR initiative of Super Technologies Inc. and the chairman of the organization is the school's namesake, Mr. Rehan Allahwala. What I really liked about these people were their promotional videos that they aim to use to attract international donors but unfortunately, as with all

> *What I really liked about these people were their promotional videos that they aim to use to attract international donors but unfortunately, as with all charitable ventures, they are not being promoted in the right sections of the media. Hopefully with time and persistence this deficiency may be covered*

charitable ventures, they are not being promoted in the right sections of the media. Hopefully with time and persistence this deficiency may be covered. The company's efforts are laudable also because at a time when many surveys claim that one of the most important factors holding back Pakistan from stability, growth and general uplift is lack of education, this venture has come forth to provide easily accessible courses based on language training.

This venture is very effectively engaging the use of technology to benefit large groups of people and they are, as per their own claims, providing these benefits of education for free. But upon thoroughly studying their initiative they are definitely providing extremely low cost education but certainly not free of cost education. Using cell phones costing as low as PKR 1500/- or by accessing their youtube channel through an easily available internet connection one can access view their tutorials that are given by famous faces and consist of very elementary level language training.

So now for the evaluation of their official website, I called the website simple because this service is aimed at those who have not been privileged enough to access even the public educational institutions of the country. That is exactly where the simple thing comes into play. While I did like their use of very simple, clear cut language I would have been more pleased if the whole layout had been a little creative, interactive and colorful on the whole. While the present color scheme consisting predominantly of blue and yellow does evoke serious attitude and are colors associated with education and schools it really wouldn't appeal to people who are unable to read or write and can be engaged only through visuals. Maybe if the management looks into that matter they can also consider finding a solution to the problem of making their DVD samples available at leading retail stores across the country so as to promote their vision as well as the positive initiative.

Use of technology to promote and even start initiatives, like the current one is an up and coming trend in Pakistan. Social media has become a household term as well as a weapon for the masses. People who have been eager to contribute to the betterment of the society but have been hindered by the complicated bureaucratic systems and corrupt officials can now come forth and voice their concerns to all and sundry. Those who previously kept their silence for fear of enemies or pressure groups can now speak up freely from the comfort of their homes. Yes, this has also promoted a parallel network of evil and wrong as well but where is everything all hunky dory? Focusing on the positives is what can benefit us and Rehan School is similarly one of the most positive efforts to have come to the limelight.

Mobilink reshapes lives of women through education

> *The Mobilink program is a first of its kind initiative. Women and girls receive instruction in basic urdu reading and writing and mathematical skills at the homes of local teachers trained by the local NGO for a period of 6 months*

Cellular industry in Pakistan is the only sector that is contributing huge tax money , it is therefore, unnecessary to go into details of the potential that this country offers to telecom companies.

Earnings are high, so are the benefits to the society. Last month we discussed the CSR activities by various telecom operators. This month we are focusing on Mobilink's individual CSR efforts in Pakistan.

Mobilink set up the Mobilink Foundation in December 2007 as part of its commitment to the development and progress of Corporate Social Responsibility within the communities in which it operates. This Foundation is the only registered non-profit organization in Pakistan's telecom sector, providing support for the local community both financially and through dedicated volunteer hours.

As a philanthropic organization, the Foundation is purely based on employee volunteerism. No administrative costs or overheads are incurred by the organization and therefore, every single penny that is donated to Mobilink Foundation goes directly into making a difference on ground.

The focus area of Mobilink Foundation are;

- Education
- Health,
- Environment, and
- Disaster Relief

Mobilink also has a heightened focus on engaging employees in volunteering their time, effort and monetary donations for worthy causes. Volunteer activities are organized under the banner of 'Mobilink Torchbearers'

Education for Women

Mobilink recognizes that an educated society that is socially inclusive is the nation's key to ensuring sustainable development. In order to promote education and aid sustainable development in the communities that Mobilink operates in – Mobilink has launched a Mobile Based Literacy program that brings literacy to women and girls in the rural areas of Pakistan. Women and girls form half the population of Pakistan yet female literacy rates lag far behind literacy rates for men. This gap is more pronounced in rural areas where cultural taboos often prevent women from getting access to education.

In order to bridge this gap and to enhance the lives of women and girls with literacy, Mobilink used its core strength in the ICT area to develop a cellular based solution to bring

education to women and girls through their cell phones. In collaboration with the United Nations Educational, Scientific and Cultural Organization (UNESCO) and a local NGO Bunyad, in 2009, Mobilink pioneered an SMS-based literacy program aimed at enhancing the literacy retention problem among women and girls in rural areas while also disseminating useful information to them through an SMS based distance learning model in Pakistan's national language (Urdu).

The project aims to bring adolescent girls and women into the fold of the technological revolution by empowering them with a cellular connection so they can connect and communicate and use it to receive instruction in basic Urdu reading and writing skills, mathematical concepts and other critical areas such as health, hygiene and disaster management.

The Mobilink program is a first of its kind initiative. Women and girls receive instruction in basic urdu reading and writing and mathematical skills at the homes of local teachers trained by the local NGO for a period of 6 months. The learners simultaneously receive informational messages on their cell phones that cover the course content and continue to receive these messages a few months after they have completed the course with their local teacher to promote retention of course materials.

> *Mobilink has developed a messaging solution that the NGO partners will use to disseminate instructional messages and questions to learners. Program participants will be able to respond to daily questions via SMS and therefore there will be daily SMS based monitoring of the student's progress*

Bound by social and cultural barriers, they wind up being denied economic opportunities and are also invariably excluded from the benefits of technology. This was a key challenge for the program and considerable resistance was faced on the part of the parents and community leaders to the idea of allowing girls to have mobile phones, largely due to the conservative social norms of the area. To overcome the given situation, socially acceptable and useful literature was carefully chosen to justify ownership of a mobile handset by female learners.

Also, female teachers trained for cultural sensitivity were used to avoid 'purdah' concerns (the majority of the women in rural Pakistan are not allowed to interact with males who are not close relatives). Resistance softened once people began to see the nature of the messages and the benefits of the program became visible. The teachers also reported a stark improvement in the confidence of the young girls, as owning a mobile phone made a difference to their sense of security.

Having met with remarkable success and positive feedback from communities, Mobilink is committed to continuing and improving this program. To date, Mobilink has helped educate 1500 women and girls in rural areas through this program in its first two phases in which the program and its design were tested rigorously. In the spirit of continuous commitment to female empowerment programs and to innovation, Mobilink has launched the third phase of this project and will target 2500 learners in this phase of the project in collaboration with project partners.

For the third phase of this project, Mobilink has developed a messaging solution that the NGO partners will use to disseminate instructional messages and questions to learners. Program participants will be able to respond to daily questions via SMS and therefore there will be daily SMS based monitoring of the student's progress. Mobilink has donated 2500 SIMS, developed the messaging application and will provide messaging facilities for the educational messages free of cost for this initiative. As a value addition the third phase will also enable 100 participating teachers to coordinate with supervisors and report on student progress via data enabled SIMs provided by Mobilink. The current phase also extends the outreach of the program, reaching out to learners in KPK, Punjab and Sindh through 100 learning centers.

Mobilink remains committed to the uplift and development of communities across Pakistan and particularly dedicated to helping Pakistan erase illiteracy and empower all Pakistanis with the benefits of education and technology so that they can improve their lives, the conditions of their families and communities and not lag behind the rest of the world in the information technology revolution.

Outlook.

Microsoft Revamps Hotmail to Outlook.com

Is it the real deal?

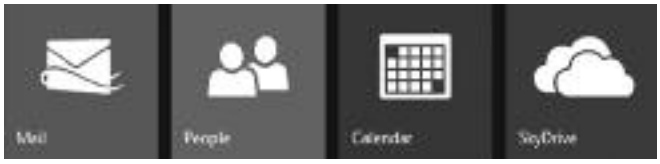
If you are from early adopters of internet in Pakistan, then there is a huge chance that you made your account at hotmail.com, and if you were a grown up by then, there is a bigger chance that you have not changed your account till now. The web's oldest email service has been treated like a step-child for many years, but in last few years it has received a lot of updates without receiving a facelift. This resulted in many faithful users (like me) opting for Gmail instead of good 'ol Hotmail as it could not keep up with the evolving needs of the modern email user. 2012 is a year of many bold moves and striking changes by the tech giant as its founder Bill Gates is promoting competitions to make better toilets for under developed parts of the world at one hand while his company is focusing on re-defining the basics and UI of most of its products including Windows and Office. Well, keeping in line with its current wave of changing things for better, the 16 year old email service has been revamped by Microsoft.

Microsoft knows that its current suite of web apps or services is like a makeshift solution to a long lingering problem. The Windows Live Messenger is now integrated with social networks like Facebook and LinkedIn and offers live feed in addition to the ability to chat with your online friends. Chatting with non-hotmail friends has also been added as if your account is connected to Facebook, you can chat with your Facebook friends on Windows Live Messenger, that's why I never install Facebook messenger. These changes brought a much needed boost to the quickly declining Hotmail as the revamp to the Hotmail UI (and branding) was due for a long time and it should not come as a surprise.

Hotmail.com is now Outlook.com, the renaming of Hotmail to Outlook comes as a slight surprise as the Outlook brand has been present for ages and has been seen traditionally as a corporate or business mail tool. Those who use their mail for business purposes usually use Microsoft Outlook due to various advantages of the standalone mail program by the tech giant. Renaming Hotmail to Outlook is bound to cause some confusion among users as it would have been more appropriate to have a new name as Microsoft earlier termed Hotmail as Windows Live Mail (but actually changed nothing else).

> *The best part in the new changeover is that users are not being forced to change to the new layout as some old users may not like to adopt a new UI. If you are a Hotmail user, you would have been given an option by Hotmail to convert to the new Outlook mail and enjoy the slick and stylish mail which will take you and Microsoft to the Windows 8 era*

The best part in the new changeover is that users are not being forced to change to the new layout as some old users may not like to adopt a new UI. If you are a Hotmail user, you would have been given an option by Hotmail to convert to the new Outlook mail and enjoy the slick and stylish mail which will take you and Microsoft to the Windows 8 era. When adopting to switch to Outlook, you will retain your current email id and other related information but your account will move to Outlook.com, you will also be presented with an opportunity to make your own email address at Outlook.com giving you an opportunity to rebrand your email identity as Microsoft rebrands its web mail app. If you have a Windows



Phone device which has been synchronized to your Hotmail.com account, creating a new account and moving all the contacts to it can be disastrous for your WP device as these devices accept only one Hotmail/ Live/ Outlook account as primary and you will lose all your contacts, settings, apps and Xbox Live achievements if you try to sync your device to your new id as Windows Phone devices cannot un-sync a Hotmail/ Live/ Outlook without a soft reset/ factory data reset.

If you have seen Metro UI/ Windows 8 UI or Windows Phone 8 you will be instantly hit by the similarities between these and Outlook.com's interface. The new interface resembles greatly with the stock mail app included in Windows 8. The new design is clean and makes efficient use of space, even surpassing the design of Gmail which seems to be the most popular mail service around, but actually it is not, as a survey shows that still 350 million people use Hotmail which places it on top of the web mailing app competition. It is also interesting to know that around 1 million users flocked to Outlook soon after its launch, which was still in Beta. New interface for viewing and replying to mails is great while Skype integration has been promised by Microsoft. Though the integrations is not available yet due to the fact that Outlook.com is still in Beta but considering that Microsoft have acquired Skype and Microsoft has specifically announced the feature, it is expected to arrive soon.

One of the new features is the extensive social integration provided by Microsoft. This integration can be the game changer as it aims to unify communications like Microsoft has done in Windows Phone. If you have connected your social networks with Outlook e.g. Facebook, the mail will look for the contact's recent updates on Facebook (and any other social network you have connected) and display it in the extreme right pane as you are skimming through the message. This will enable you to keep a tab on what the person in question is up to in real time while responding to his/ her communication. You can also like, comment or reply to the updates from social networks straight from your inbox, cutting the time needed to go that particular network and finding the update to initiate communication on that network. You can enable or disable this feature whenever you like. It is a great idea to allow users to communicate with each other using different ways, it would be a lot better if these conversations are stored in a single hub and can be accessed from there just like in Windows Phone. Imagine you see a mail from your friend and see a status from the Facebook of the same friend, you may choose to reply to the status instead of mailing and waiting, can initiate a chat or even better, start a Skype conversation if the user is online. This move is extremely important and can result in leading competitor, Gmail to flex its development muscles to come up with a better solution to integrate social networks with email.

Hotmail has been characterized for big banner ads with

colorful animations yearning for your attention. But Microsoft is perhaps moving along the lines of Google ads as it will display customized ads on the extreme right pane as and when required. It is interesting to note that Microsoft has criticized Google's customized ads based on personal data on several forums. It looks likes the tech giant has accepted its defeat and saluted Google's strategy by adopting a slightly different ad regime than Google. Microsoft's ads in Outlook.com will be tailored as per your personal preferences but these ads will only appear in the extreme right pane when the algorithm will identify that you are not viewing a message sent by a real human being and are either viewing a professional message or a newsletter or any similar mail. When you are dealing with a mail sent by a real person, the ads in the right pane will go away and updates from social networks will be displayed.

The revamp of Hotmail UI and its rebranding to Outlook.com is a breath of fresh air from Microsoft. Integrating mail with social networks is a splendid idea and may prove to be the game changer. Aligning the UI with Windows 8 is a shrewd move which will make transition from Windows 7 to 8 easier for millions of users. So, I suggest you to hurry up and go to Outlook.com and make yourself a premium email@outlook.com (I've already made mine) before someone else gets it and you are stuck with an email like c00lb0y3656565@hotmail.com and then find it extremely awkward to send official mail from your id. ◂

By **Bilal Sulehri**

Govt. of Punjab takes commendable steps to promote innovation & technology in Punjab

Government of Punjab officially introduced Punjab Innovation Policy in collaboration with Google Inc. Punjab Information Technology Board (PITB) is responsible for managing this IT based campaign. The purpose of this campaign is to promote innovation and information technology in Punjab. It will help to develop a strong hard and soft IT infrastructure which will ensure that citizens of Punjab benefit from technology and to promote entrepreneurship specially in youth. Some Innovators like Ali Gul Pir, Qari Khalil, Maria Umar etc were invited from all over Pakistan and their short videos were played to motivate the audience and to highlight the power of innovation in this era of information technology.

As mentioned on innovation Punjab website:

"Our vision is to create the right policy environment to empower thousands more innovation heroes; leading to the

> *Another event was held at Arfa Software Technology Park by PBIT in collaboration with P@SHA (Pakistan Software Houses Association) in which PLAN9 was launched which is Pakistan's first national level technology incubator. It's a positive initiative by Government of Punjab to promote ideas of brilliant minds of Pakistanis above the age of 18*

creation of new jobs and sustainable economic growth. This is a clarion call to Pakistanis at home and abroad to help us enable more heroes across Pakistan to make use of technology to boost our economy, drive social innovation and improve society."

The main focus of this campaign is to facilitate access to IT by removing the barriers that are discouraging innovation, this can be achieved by easy access to internet and creating easy ways of online payments to encourage entrepreneurship and improve quality of service by working with different industries and universities.

The website further says:

"We want to act as a facilitator for local people to get online to use the Internet for education and business. We believe the time is ripe to try to make it easier for Pakistanis to make use of this ."

Later another event was held at Arfa Software Technology Park by PBIT in collaboration with P@SHA (Pakistan Software Houses Association) in which PLAN9 was launched which is Pakistan's first national level technology incubator. It's a positive initiative by Government of Punjab to promote ideas of brilliant minds of Pakistanis above the age of 18. This talent hunt is an initiative of Punjab govt. but it is not limited to Punjab as launch pads will be commenced at Lahore, Karachi and Islamabad hence incubating sharp minds from all over Pakistan.

This incubator is specially designed for startups, students and people with innovative and practicable ideas lacking appropriate resources and technical support to execute their ideas. Any one above the age limit of 18 can submit his/her idea to plan9 where a board of judges which consists of well known experts of IT in Pakistan would assess the quality and practicability of the presented ideas and short list 5 best ideas from them. Facilities like office space in Arfa Technology Park, required finance and necessary equipment will be granted to the selected participants. Experts from the fields relevant to the selected idea will be assigned as mentors to guide and support the participants with their experience and knowledge. The selected participants will get a chance to visit silicon valley USA to polish their abilities and to present their ideas to international investors.

As mentioned in Plan9 website they offer following to the selected participants:

- Free state of the art office space
- Legal and regulatory compliance advisory
- Marketing and PR consultancy
- Access to international and local networking events
- A mentoring program involving national and international mentors
- Financial management solutions
- Access to national and international investors
- Product development and commercialization assistance
- Assistance in intellectual property management
- Monthly stipend of Rs. 20,000 for each team member
- A chance to be mentored and pitch to investors in the Silicon Valley

The Plan9 incubator is a part of Punjab innovation policy which apparently seems to a brilliant and enthusiastic step to encourage information technology and innovation in Pakistan. This type of campaigns must be appreciated and adopted by all other provincial governments. Unfortunately no such project is introduced at federal govt. level, if a provincial govt. can take such an initiative in collaboration with companies like Google and Microsoft why can't federal government. Federal govt. should start such projects so more funds can be assigned to increase the use of technology and promoting entrepreneurship at every level so jobless people with brilliant ideas but lacking resources can play their positive role in community by starting their own businesses and creation more job opportunities ◂

Islamabad High Court dismisses petition against PTCL VSS Scheme

Islamabad High Court (IHC) has rejected a plea against the Voluntary Separation Scheme (VSS) 2012 launched recently by PTCL for its employees. According to details, some outsiders had filed an application in the IHC to stop the proceedings of VSS offered by PTCL to its employees, taking the plea that the scheme was not voluntary in nature. The Court, however, rejected their application after hearing all the arguments and evidences.

Mr. Syed Mazhar Hussain SEVP (HR) PTCL, when contacted by media persons in this context, remarked: "To stay afloat in the intensely competitive environment of telecom industry in Pakistan, we have to ensure that our employees' skills set are in sync with the evolving business requirements and changing industry dynamics. With the changing scenario, the business processes are changing and many jobs have become outmoded because of technological obsolescence. After executing a highly successful VSS program in 2007-08 that got remarkable appreciation and overwhelming response from the employees, VSS 2012 has been launched with an aim to continue providing our employees with a mutually beneficial proposition, where the employees possessing outdated skill sets, or those with low levels of adaptability / compatibility with future business requirements, are offered a decent opportunity to part ways with the organization on purely voluntary basis against attractive financial package."

However, according to him, "Some outside elements, who are not even PTCL employees, are trying to hoodwink the unsuspecting employees by circulating false claims about this scheme. These elements have their own vested interests and nefarious designs to serve and welfare of the employees is not their concern. He emphasized that the offered scheme is beneficial for the employees and has been designed in a way so that employees get the maximum benefit. "The primary objective of this scheme is to provide a unique opportunity to the employees to secure a better future for them and their families. This offer is truly voluntary in nature and nobody is being forced to opt for it."

Clarifying some of the rumors in this regard, Mr. Mazhar Hussain told that "The VSS scheme is not being revised or reviewed, neither are there any chances of PTCL pay scales being revised in near future and employees can choose to opt for this scheme at their own will."

Concluding his discussion, Mr. Mazhar reiterated that "PTCL has not been instructed by any court regarding the pay scales or the VSS and this scheme is progress. There is only a bunch of miscreants who are trying to mislead the employees on these issues for their personal gains and we are confident that no employee is paying any heed to the machinations of such anti-employee elements. We are confident that our employees will make the correct decision of opting for VSS for their own and their families' better future and not pay heed to a few disgruntled elements."

PTCL 'VideoCon' service extended countrywide

Pakistan Telecommunication Company Limited (PTCL) announced the availability of its "VideoCon" services nationwide. Beneficial for both corporate and residential customers, 'PTCL VideoCon' is the country's first and only video phone service which allows real-time video conversations with friends, family or business associates.

Businesses are always looking for ways of saving money and increasing productivity where "PTCL VideoCon" through its long distance face to face high quality video conference facility, will be the ultimate solution to their needs. With this unique service, PTCL customers can make or receive video calls from other customers who have video phones and also make voice calls to regular. Through PTCLs' unparalleled high speed broadband services, customers can experience high quality video calls for domestic, business and social purposes.

Launched in June 2011, videophone services were initially available in Lahore, Karachi and Islamabad. Keeping in view its growing popularity, PTCL has now extended its services countrywide.

PTCL is offering special packages for its 1-4 Mbps customers who can avail six months of free video calls and broadband services along with Video Phone for Rs. 15000 only.

"Through constant innovation, wide range of products and the most economical packages PTCL has maintained its leading position in the country", said Senior Vice President Commercial (SEVP), Naveed Saeed. "Our aim is to exceed the expectations of our customers by providing them better value for money"

"PTCL VideoCon offers unmatched voice and video quality for its valued customers countrywide," said Executive Vice President Wire-line (EVP), Aasif Inam. ◂

Mobilink introduces the Nokia Lumia 900

▸ Mobilink indigo has always been at the forefront of innovative offers and cutting-edge technology. Continuing this tradition of bringing you the latest technology from around the world, Mobilink indigo introduces the flagship offering from Nokia: the Lumia 900.

Released with Windows Phone 7.5, and encasing a 4.3" ClearBlack AMOLED display, the Lumia 900 is powered by a 1.4GHz processor within a distinct polycarbonate unibody design. An 8 megapixel primary camera with Carl Zeiss lens, 1 megapixel front-facing camera and 16GB of internal memory ensure that you are able to fully complement your daily needs of personal and business communication.

And to make the experience extra special, all Mobilink customers who buy the Nokia Lumia 900 can enjoy three months of Mobile Internet for free*, as well as Nokia portable charger at no extra cost!

Smarten your experience on Pakistan's Number 1 mobile network – the Nokia Lumia 900 for Rs.51,999/-; only with Mobilink indigo - for all your todays and tomorrows.

Terms and Conditions:

- Limited time offer
- Free GPRS offer will remain valid for all handsets sold in the first 30 days only.
- GPRS usage will be restricted to 100Mb per month for a period of 3months.
- Blackberry customers will not be eligible for 3 months free GPRS offer.
- Offer activation will take up to 3 days. Once offer expires, customer will be charged for GPRS usage as per package plan.
- Any customer who wants to activate IR will be deactivated from the Free GPRS bundle.
- This offer is only applicable to devices sold during the promotion: 24th August – 23rd September 2012
- Customers who are already active on IR will not be given 3 month Free GPRS bundle unless he/she deactivates his/her IR service. ◂

(Right to Left): Dr. Waqar Mahmood (HUTIC), Mr. Simon (Huawei), Mr. Muhammad Aslam Saqib (Warid), Ahmad Aziz (Huawei), Mr. Tariq (Comsats) Dr. Muhammad Tahir (Japan), Mr. Kashif Bashir (HUTIC), Ms. Madiha, Mr. Naveed Nawaz, Ms. Arfa, Mr. Fahmeed Akram and Ms. Hina (HUTIC)

Global recognition for PTCL with the "ESRI Special Achievement in GIS Awards 2012"

In another landmark achievement, Pakistan Telecommunication Company Limited (PTCL) has been honored by U.S.-based Environment Systems Research Institute (ESRI) with the "ESRI Special Achievement in GIS Awards 2012" for outstanding achievements and organizational performance in geographic information systems (GIS) and programs.

The award was presented at the annual 'ESRI Special Achievement in GIS Awards' ceremony held at

San Diego, California, United States. PTCL's Executive Vice President (EVP) Operations and Maintenance, Mateen Malik and General Manager Access Network Roshan Awan received the award from chief guest ESRI President Jack Dangermond. The award recognizes advances in geographic information system (GIS) technology to improve our world—and set new precedents throughout the GIS community.

Etisalat group played vital role in the success of the project by not only providing the expertise and sharing their experiences but also helping in the project till completion phase. LMKT Pvt. Ltd. helped PTCL in expertly deploying GIS for purposes of access network planning and asset management. The project scope also included Base-map development, Access Network development in Telcordia's NE platform, Integration with other OSS / BSS enterprise systems (this integration became the differentiating factor for securing the award) creating a geographical common operating picture

"PTCL's GIS program stood out amongst more than 100,000 others worldwide programs for its outstanding use of GIS technology in the existing network," said Founder & President ESRI, Jack Dangermond on the occasion. "We have selected PTCL for this year's award on the basis of its innovative applications of GIS technology in Pakistan."

PTCL collaborated with LMKT in expertly deploying GIS in Islamabad region based on ESRI's ArcGIS platform with telecom intelligence supplemented through Telcordia's NE software for access network planning and asset management. The project scope also included Base-map development, Access Network development in Network Engineer (GIS), Integration with other enterprise systems (Fault Management, Billing and Customer Care, NOC, ERP), Configuring tools for GIS based copper/fiber optic network planning and network asset management and PTCL capacity building.

"This is yet another global recognition of PTCL's technological edge and prowess in innovative solution integrations," said PTCL President & CEO, Walid Irshaid. "My heartiest congratulations go to all PTCL employees for their hard work and commitment, which continue to bring accolades for our company."

Mr. Mateen Malik (EVP PTCL) and Mr. Muhammad Roshan Awan (GM PTCL) receiving the GIS 2012 Award from Mr. Jack Dangermond the founder and President of ESRI

"We are extremely pleased how the project has turned out to be a GIS success story", Chief Technical Officer (CTO) PTCL Muhammad Nasarullah. "GIS has become an instrumental part of PTCL in a very short period helping PTCL explore new avenues".

"We are extremely pleased how the project has turned out to be a GIS success story. In this short period of just over a year from its completion, GIS has become an instrumental part of PTCL; from waiter clearance to Network Planning especially GPON, GIS is helping PTCL explore new avenues," said Haroon Sharif, GM Technology Consulting LMKT on the occasion.

The U.S based ESRI is the world's largest GIS organization with more than 350,000 affiliates and more than one million users. It is the only global company with a GIS portfolio covering all sectors of life starting from health to telecommunications. It is estimated that more than 70% GIS users worldwide deploy ESRI products in one form or other.

PTCL's achievement was once again able to put Pakistan's name on technology forefront and bring honor for the nation.

Dell to Support 26 e-Libraries in Universities across Punjab

Dell today expanded its collaboration with the Government of Punjab to make IT in education a reality for public universities and colleges in the Punjab province. Supporting the effort to improve student learning outcomes through technology, Dell will be providing IT hardware and solutions to equip 26 e-libraries and digital labs in tertiary institutions earmarked across the state.

Chief Minister Punjab Muhammad Shahbaz Sharif, addressing on the launch of DELL e libraries in Government Post Graduate Girls College Samanabad, Mr.Ng Tian Beng, vice president and managing director Dell South Asia and Korea, Mr. Harjeet Rekhi Singh, Dell's General Manager the South Asia Developing Markets Group, and Mr. Shahzad Aslam Khan, country Manager Dell Pakistan also seen in the picture.

The first three e-libraries were launched today in Lahore, officiated by the Chief Minister of Punjab, Mian Mohammad Shahbaz Shareef. Dell was represented by Ng Tian Beng, vice president and managing director for Dell South Asia and Korea; Harjeet Rekhi Singh, Dell's general manager for the South Asia Developing Markets Group, and Shahzad Aslam Khan, country manager for Dell Pakistan.

Commenting on Dell's collaboration in this project, Ng Tian Beng said "Dell is pleased to be able to support the Punjab government's initiative in advancing digital learning in institutions of higher learning. IT literacy among youths is the foundation for a progressive and knowledgeable society."

Shahzad Khan added "The Government of Punjab has been proactive in deploying IT projects and infrastructure to help the nation embrace IT and improve the country's competitiveness. Dell is committed to partnering with the government in making technology more accessible to the masses."

Following the government's laptop distribution to deserving students earlier this year, the Punjab government has also been readying its IT infrastructure and resources to promote IT throughout the province, including rural and underserved communities.

The e-libraries extend the government's effort to deliver the benefits of IT to the next-generation of workforce.

Samsung launches the exciting C3780

Samsung Electronics has introduced the fascinating C3780 -A mobile phone that knows how to do business with its Optical Track-Pad, a 2.4 inch large LCD and a 3MP camera that optimizes your business experience.

Samsung's GT C3780 Exchange Active Sync keeps you on top of all your work from the office and on the go. To ensure you don't forget to have a little fun, the mobile comes with native apps for social networking sites like facebook and twitter, as well as instant messaging services, including Chat On and other major portals, including YouTube.

This innovative device comes with a 2.4 inch LCD Screen, 36MB memory with Micro SD, 3 Mega Pixel camera, a variety of connectivity options through EDGE, Micro USB and USB 2.0 connectors, BT 3.0 wireless connectivity, a powerful User

Interface and Web browser, KIES PC Applications, and ability for numerous video and audio playback sources.

Samsung Pakistan's Managing Director, Mr. John Park said; "We have consistently built upon our ground breaking technology to bring a wide range of Samsung Mobiles with enhanced social networking capabilities and amazing experiences. The C3780is designed for the entrepreneurs and socially active individuals".

From sharing amazing content including videos and maps to conducting group chat and creating animated messages for any android phone, the new C3780 is a mobile phone packed with features. While the attractive metallic look satisfies users' design inspirations, the large sleek LCD screen, allows them to enjoy graphics in great detail.

Warid Tape-Ball Championship 2012 Concludes

Keeping the festivity alive throughout Ramadan, Warid continues the tradition of hosting the most popular tape ball cricket tournaments in the country. Becoming the most engaging activity of the season 104 most competitive teams from eight cities played in these tournaments with participation of 1,144 players. With overwhelming response received by general public over 30,000 people watched the live performance and enjoyed the thrilling matches with action packed finals.

After sturdy competition, eight best teams emerged as Champions; 'Shair-e- Punjab' from Faisalabad won the tournament, from Lahore 'Shakeel Eleven', from Multan 'Bloch Eleven', from Gujranwala 'Tiger Eleven', from Sukkur 'Friends Eleven', from Rawalpindi 'Allah Ho Eleven', from Hyderabad 'Faiz Sports' and from Peshawar 'Dora Road Eleven' won the tournament.

With participation certificates given to all the players, all winning teams received cash prizes of Rs. 35,000 while runner-up teams received cash prizes of Rs. 15,000 and there were prizes distributed amongst audience as well through lucky draw.

These magnificent tournaments hosted by Warid not only kept the festivity alive throughout Ramadan but also brought an opportunity to the street players to come forward, perform and prove their talents.

Glow Launches Super Dosti Package

Glow – The trendiest cellular youth brand of Pakistan announces the launch of 'Super Dosti Package' which allows Warid subscribers to have 11 F&F numbers including one Super Dosti Number which is free forever.

In addition to exciting SMS bundles and internet bundles, this tailored package offers the lowest F&F call rates across all networks at only 45 Paisas per 30 seconds. Monthly subscription charges for Super Dosti Number are just Rs. 10 per month and users will be charged Rs. 1 on the first call made to their Super Dosti or FnF numbers everyday.

Spreading the colors of friendship, Glow 'Super Dosti Package' is a perfect blend that caters to the youth of Pakistan with best rates ever. To activate this package subscribers can SMS Super to 7777 or call 100 for details.

Package Details are available on Warid's website

Usman Ishaq, Executive Director Commercial, ZONG addressing a press conference held at Pakistan Cricket Board, Lahore at the announcement of Pakistan vs Australia Cricket series 2012 in UAE

ZONG's love for sports

Continuing its legacy to promote sports, ZONG supported the 3 one-day and T20 matches series between Pakistan and Australia. The telecom company was a co-sponsor of this enthralling event held in Dubai, Abu Dhabi and Sharjah.

ZONG has a long association with sports and has previously taken many initiatives to support sports' activities in Pakistan including their recent collaboration with Manchester United Football club. The company conducted trials in major cities of Pakistan and selected 32 outstanding players within the age bracket of 13-17 years for training at MU Soccer School, Abu Dhabi.

Usman Ishaq, Executive Director Commercial of ZONG says, "Sports and ZONG have a natural relationship, which is growing stronger day by day. Through our strategic partnership with Manchester United, we are the leading corporate supporter of football in the country. As far as cricket is concerned, we have been sponsors of domestic T20 cricket in the past. And now, starting with this series, we are seriously looking at greatly enhancing our support to this great game."

ZONG also supported Pakistani athlete Rabi Ashiq for her participation at the 800 metre running competition in the London Olympic. The telecom giant also stepped up to provide support for the yearly Shandur Polo Festival 2012 held on Shandur Pass, the highest polo ground in the world at 3,700 meters.

Wateen distributes more prizes

Wateen Telecom is pleased to announce the conclusion of its recently held nationwide sales competition for its Direct Sales, Franchise Partners and Recovery Teams. The competition was part of an effort to provide incentives for Wateen's partners and customer relationship teams to speed up the new customer acquisition & collection of unused consumer devices, between for the month of April - July 2012. The winners were given their prizes at a ceremony at the Regional Wateen offices in Lahore, Karachi & Islamabad.

Anwar Khan, head of consumer sales, with Wateen Telecom's sales team at the prize distribution for the recovery competition

This recently concluded exercise stresses the importance Wateen places on the consumers and the value of coordinating team efforts towards developing a sustainable business model. Recovering unused and outstanding devices is essential for the company's business cycle as unrealized revenues were impacting the company performance. The devices are products of major investment on part of the company, forming the backbone of the Wi-Max business and by bringing the devices back into circulation; Wateen intends to improve its profitability.

The winners of the competition were given their prizes by Anwar Khan, Head of Consumer Sales, while other members of the management team attended, including GM Media - Naila Bhatti, Manager Government Relations – Col. Khalid Bashir, Regional Head - Haaris Anwar and Manager Distribution & Planning - Syed Sohail Ahmed.

Speaking about the competition, Anwar Khan said, "This is a useful way for us to stress the importance of device recovery for our customers, existing and past, and for our entire sales channel, who have to know the importance of the work they do."

Kingston Helps Drive Big Data and Virtualization Initiatives

Kingston has announced the SSDNow E100 SSD, the company's new enterprise-class solid state drive (SSD). The new drive enables enterprises to accommodate the performance demands required in support of big data and virtualization initiatives. The new Kingston E100 SSD achieves up to 10X improvements in endurance and reliability over client SSDs on existing hardware, while drastically reducing the physical footprint as significantly fewer SSDs are needed to handle the tasks of many traditional hard-disk drives (HDD).

The performance and processing requirements required in the rapid analysis of massive data sets and large collections of virtual systems have pushed many servers far beyond their breaking point. The next generation E100 SSD provides vastly higher IOPS compared to HDDs, dramatically reducing processing bottlenecks, computer latency and physical system limitations.

In a recent virtualized database performance test that compared Kingston's Enterprise SSD with traditional HDDs, the review "found that replacing a solution consisting of a server with an external chassis containing 24 HDDs with only six internal SSDs increased total database performance by up to 91.8 percent." The amount of power consumed "while idle and while

running database workloads for both revealed that Kingston's SSDs used up to 51.0 percent less power than the HDDs, and increased performance per watt by a staggering 184.2 percent."

"Companies worldwide have come to depend on Kingston server memory for reliability and performance," said Nathan Su, Flash Memory Sales Director, APAC Region, Kingston. "We are proud to introduce the SSDNow E100 enterprise-class SSD to help organizations handle such initiatives as big data and virtualized environments. The drive's higher endurance and reliability, along with higher IOPS make it an integral part of a datacenter where uninterrupted 24/7 operation is mission critical."

The new enterprise-class SSDNow E100 SSD is shipping immediately and is available in 100GB, 200GB and 400GB capacities. It is backed by a three-year warranty and free technical support. ◂

Telenor Pakistan faces challenges in retaining its employees

▸ Telenor Pakistan – the number 2 cellular operator in Pakistan has started to lose control over its human resource (HR) as the year 2012, so far, has witnessed most of its seasoned employees leaving the company over clashes with senior management.

During past few months, 6 of its employees from the marketing and commercial division including Ahmed Bilal, Shariq Mustafa, Ahmed Mustafa and Muhammad Usman have left the company and joined ZONG. Few of these personnel were the integral part of teams that were taking care of Telenor's famous brands such as Easy Paisa, Khamoshi Ka Boycott and djuice.

Sources at Telenor reveal that change in policies by senior management has caused the differences to surface between senior and middle management. Unlike past, the employee evaluation process has become biased which has almost frozen the promotional process at Telenor Pakistan.

In the start of August, Naushad Javaid, Director HR had also resigned from the company along with his other team members. Naushad was working with Telenor Pakistan since 2006 and was considered to be one of most valuable assets to the company especially for shaping up the HR system.

Sources at Telenor confirmed that in the coming days many other employees are expected to leave the company just because certain VPs are watching their vested interests.

Since the departure of Tore Johnson, Telenor Pakistan hasn't witnessed a smooth sail. Once considered to be very friendly and supportive for its employees, business partners and vendors, it is rather turning out to be just another company where employee retention is no more a concern.

Being at number 2 position in terms of subscriber base, this inconsistent HR policy and lack of interest may not disturb higher management at Telenor Pakistan or Global but soon picture may change. It is to be noted that Telenor is among the pioneers in Mobile Banking in Pakistan whereas Youth brand has been the backbone for its Khamoshi Ka Boycott and youth related campaigns. Losing people from those important desks in a consistent way may turn out to be expensive for them in future. ◂

Note: Prices serve as a reference only, they may be different in actual.

Huawei Ascend P1

Dimensions:
127.4 x 64.8 x 7.7 mm
Memory: 1 GB RAM
Camera: 8 MP
OS: Android v4.0 Ice Cream Sandwich

Price: 42,000/-

LG Optimus L7 P705

Dimensions:
125.5 x 67 x 8.7 mm
Memory:
4 GB storage, Internal
Camera: 5 MP
Talk time:
Up to 6 h

Price: 31,000/-

Samsung Galaxy Mini S5570

Dimensions:
110.4 x 60.8 x 12.1 mm
Memory:
160MB Storage Internal
Camera: 3.15 MP
Talk time:
Up to 9 h 30 min

Price: 15,900/-

Nokia Asha 311

Dimensions:
106 x 52 x 12.9 mm, 92 cc
Memory: 140 MB Storage, Internal
Camera: 3.15 MP
Talk time: Up to 14 h

Price: 11,300/-

Q Mobile A1

Expandable Memory: up to 32GB
Entertainment: Wi-Fi, FM Radio, Bluetooth
Camera: 3.2 MP
Other: Android OS 2.3 Ginger Bread, 1 Ghz Processor

Price: 8,200/-

Samsung C3053 Stratus

Dimensions:
97 x 47.3 x 14.9 mm
Memory:
15 MB storage Internal
Camera: VGA, 640x480
Talk time:
Up to 7 h

Price: 5,350/-

NOKIA

100	2,250/-	C2-06	7,950/-
101	2,600/-	710	26,000/-
103	1,750/-	C5(5MP)	14,300/-
110	3,950/-	X3-02	13,400/-
1280	1,800/-	C2	4,975/-
200	7,050/-	C5-03	16,300/-
202	6,600/-	701	29,900/-
C1-01	4,400/-	E5	16,600/-
300	9,350/-	800	39,900/-
303	12,600/-		
500	15,300/-		
X2-02	6,350/-		
X2-05	5,550/-		
C2-05	5,750/-		

SAMSUNG

E1205	2,000/-
E1087	1,650/-
C3053	5,350/-
E2152	5,450/-
C3200	5,200/-
C3520	6,700/-
S5570	15,900/-
C3322	7,100/-
E2252	4,750/-
S6802	21,500/-

HTC

W-Fire S	13,500/-
HD-7	31,000/-
Radar	35,000/-
Salsa	31,000/-
Chacha W	14,000/-
Flyer	45,000/-
INCR-S	40,000/-
Sensation	38,000/-
Sensation-XE	50,000/-
Sensation XL	45,000/-
Evo 3D	34,000/-
Rhyme	38,000/-
Explor	11,800/-
HTC ONE V	28,500/-
HTC ONE X	56,000/-
HTC Amaze	40,000/-
STATUS	13,000/-

VOICE

V210	1,700/-
V250	2,100/-
V300	2,000/-
V380	3,100/-
V390	3,200/-
V630	5,550/-
V650	5,450/-
V700	6,350/-
V710	5,500/-
V850	7,200/-
V900	11,500/-

Megagate K310

Dimensions:
109 x 56 x 12.8mm
Memory:
Expandable up to 4 GB
Camera: 1.3MP
Talk time:
3.5 Hours

Price: 3,250/-

AA MOBILES

DEALS IN MOBILE PHONES & ACCESSORIES

SHOP NO. 1, USAMA CENTER, 1ST FLOOR, 16-HALL ROAD, LAHORE
042-7211124-5, 7118666,7116777, 7311122, 0300 8479499

Samsung I9300 Galaxy S III

Dimensions:
136.6 x 70.6 x 8.6 mm
Memory: 16/32/64 GB
Storage Internal
Camera: 8 MP
Talk time:
Up to 21 h 40 min

Price: 63,000/-

HTC Amaze 4G

Dimensions:
130 x 65.6 x 11.8 mm
Memory:
16GB Storage, Internal
Camera: 8 MP
Talk time:
Up to 6 h

Price: 40,000/-

Huawei U8860 Honor

Dimensions:
122 x 61 x 11 mm
Memory:
1 GB storage Internal
Camera: 8 MP
Talk time:
Up to 6 h 40 min

Price: 27,000/-

Nokia Lumia 710

Dimensions:
119 x 62.4 x 12.5 mm,
81.1 cc
Memory: 8GB Storage,
Internal
Camera: 5 MP
Talk time:
Up to 6 h 50 min

Price: 26,000/-

Samsung C3312 Duos

Dimensions:
102 x 55 x 12 mm
Memory: 10MB
Storage Internal
Camera: 1.3 MP
Talk time:
Up to 14 h

Price: 7,950/-

PRIDE PD 138

Mp3/ Mp4
Face book/Yahoo
Memory Expand Up
To 4GB
FM

Price: 2,400/-

NOKIA

E5	16,600/-	808	54,500/-
302	10,700/-	N9	47,700/-
305	8,200/-	C70RO	90,000/-
306	8,700/-	N8	33,500/-
C6-01	24,300/-	E6	28,900/-
X7	34,800/-	C2-01	6,700/-
603	21,200/-	C2-03	7,700/-
700	24,200/-	302	10,700/-
C5-06	12,300/-		

SAMSUNG

i9100	48,000/-
B7320	15,900/-
S6102	15,300/-
S5830	23,900/-
C3222	7,000/-
C3780	7,800/-
C6712	12,100/-
I9300	63,000/-
S5302	11,900/-

PRIDE

R818	1,400/-
R806	1,750/-
PD138	2,400/-
PD299	4,400/-
D611	2,450/-

HUAWEI

Y200	12,000/-
Vision	18,500/-
G300	22,000/-
Honor	27,000/-
P1	42,000/-

Q MOBILE

E170	2,800/-
E400	3,500/-
E995	8,800/-
Q3i	3,500/-
E650	3,650/
E785	1,650/-
E786	1,600/-
E850	3,950/-
E980	7,500/-
Q5	4,600/-
Q50	4,500/-
E300	3,200/-
E220	3,750/-
Q8	5,650/-
E960	6,650/-

Qmobile E788

Display:
1.8 Inch TFT
Music:
Midi / Mp3
Camera: Smart
Radio:
Wireless FM

Price: 2,250/-

Younis Mobile

MOBILE WHOLE SALE DEALER

29-Main Hall Road, Lahore. Telephone: +92 42 37236801, 37244485
Mobile: +92 300 9404400, 300 4002313
Email: Iqbalkhalid33@yahoo.com

Note: Prices serve as a reference only, they may be different in actual.

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Nokia Lumia 800

Dimensions:
116.5 x 61.2 x
12.1 mm, 76.1 cc
Memory: 16GB
Storage, Internal
Camera: 8 MP
Talk time: Up to 13 h

Price: 39,900/-

Nokia 701

Dimensions:
117.2 x 56.8 x 11 mm,
64 cc
Memory:
8GB Storage, Internal
Camera: 8 MP
Talk time:
Up to 17 h

Price: 29,900/-

LG Optimus L3 E400

Dimensions:
102.6 x 61.6 x 11.9 mm
Memory:
1 GB storage Internal
Camera: 3.15 MP
Talk time:
Up to 12 h 30 min

Price: 14,600/-

Voice V850

Dimensions:
104x56.8x13.3 mm
Memory: MicroSD,
up to 32GB
Camera: 3.2 MP
Talk time:
Up to 10 hours

Price: 7,200/-

Q Mobile A100

Dimensions:
109 x 59 x 12.65 mm
Expandable Memory:
up to 32 GB
Camera: 2.0 MP
Entertainment:
Wi-Fi, FM Radio,
Bluetooth

Price: 6,900/-

Samsung E2252

Dimensions:
113 x 46 x 13.9 mm
Memory:
20MB Storage Internal
Camera: VGA, 640x480
Talk time:
Up to 11 h 50 min

Price: 4,750/-

SAMSUNG		MEGAGATE		Q MOBILE		LG		BLACK BERRY	
S5360	12,000/-	2210	1,350/-	Q7	5,650/-	GS108	1,750/-	Torch 9800	44,500/-
S5610	9,800/-	4410	2,500/-	E200	4,100/-	A165	3,850/-	Torch 9810	53,900/-
S5660	17,500/-	5210	3,300/-	Q55	6,950/-	GX200	7,000/-	Torch 9900	57,500/-
E1175	1,975/-	5510	2,950/-	E900	4,850/-	A290	7,400/-		
E2222	6,400/-	T-410	4,500/-	E990	7,950/-	E400	14,600/-		
N7000	59,500/-	T-610	5,500/-	E950	6,200/-	C310	8,975/-		
P6200	51,000/-	5810	4,100/-	Q60	6,200/-	C105	6,950/-		
P7500	62,500/-	K-310	3,250/-	E450	3,500/-	GW300	8,500/-		
S5300	10,500/-	W-710	6,200/-	E480	3,850/-	T375	8,800/-		
		4210	2,100/-	E550	4,250/-	P705	31,000/-		
		W720	7,900/-	E800	3,500/-				
		W750	8,900/-	E787	2,100/-				
				M6	4,850/-				
				X5	5,850/-				

Nokia 103

Dimensions:
107.2 x 45.1 x 15.3 mm
Flashlight: Yes
Camera: No
Talk time:
Up to 11 h

Price: 1,750/-

BROTHERS MOBILE

Deals in: Connections, Brand New Mobile Phones, Wholesaler and Retailer

Shop # 2-3, Al-Hakeem Market, Main Hall Road, Lahore
Tel: 042 - 37365238

Rana Nouman
0300 8496964
Rana Azhar
0302 8496964
Rana Athar
0300 4175875

Canon PowerShot A2300

Dimensions: 94.4 x 54.2 x 20.1mm
Resolution: 16 Megapixels
Optical Zoom: 5x

Canon PowerShot G1X

Dimension: 116.7 x 80.5 x 64.7mm
Resolution: 14.3 Megapixels
Optical Zoom: 4x

Canon Powershot SX260 HS

Dimension: 106.3 x 61.0 x 32.7 mm
Resolution: 12.1 Megapixels
Optical Zoom: 20x

Casio EX-ZS6

Dimension: 95.8 X56.9 X 20.7 mm
Resolution: 16.1 Megapixels
Optical Zoom: 5x

Casio QV-R200

Dimension: 99.6 x 57.6 x 23.6 mm
Resolution: 14.1 Megapixels
Optical Zoom: 5x

Nikon Coolpix L310

Dimension: 109.9 x 78.4 x 76.5 mm
Resolution: 14.1 Megapixels
Optical Zoom: 21x

Samsung PL20

Dimension: 97 x 58 x 20 mm
Resolution: 14.2 Megapixels
Optical Zoom: 5x

Samsung ST76

Dimension: 91.4 x 53.3 x 17.8 mm
Resolution: 16.1 Megapixels
Optical Zoom: 5x

Samsung ST77

Dimension: 98.85 x 52.6 x 16.9 (19.5) mm
Resolution: 16 Megapixels
Optical Zoom: 5x

Sony Cybershot DSC TX200v

Dimension: 95.5 X58. X 16.0mm
Resolution: 18.2 Megapixels
Optical Zoom: 5x

Sony Cybershot DSC W510

Dimension: 96 x 54 x 20 mm
Resolution: 12.1 Megapixels
Optical Zoom: 4x

Sony Cybershot DSC WX100

Dimension: 92.3 x 54.4 x 21.6 mm
Resolution: 18 Megapixels
Optical Zoom: 10x

Note: Prices serve as a reference only, they may be different in actual.

CANON

A810	10,500/-
A2300	12,200/-
A3400IS	16,500/-
A4000IS	18,900/-
SX240HS	37,000/-
SX260HS	39,500/-
SX40HS	43,500/-
S100	44,500/-
G1X	69,000/-
G12	42,500/-
125HS	25,500/-
230HS	24,600/-
240HS	30,000/-
500HS	36,900/-
510HS	39,000/-

NIKON

COOLPIX	
L810	24,900/-
L310	21,900/-
S2600	10,900/-
S 3100	9,900/-
S 80	12,900/-
S6150	28,900/-
S6300	22,000/-
S8200	21,900/-
S100	31,000/-
S4300	26,900/-
S1200pj	21,900/-
P 500	32,900/-
PS10	34,500/-

SAMSUNG

ES90	8,800/-
PL20	9,900/-
ST66	9,350/-
ST76	12,100/-
PL120	12,650/-
DV100	13,750/-
ST93	12,650/-
ST77	14,300/-
ST88	14,850/-
SH100	16,500/-
DV300F	18,150/-
WB150F	19,800/-
WB700ZB	1,090/-
MV800	24,090/-

SONY

Cyber Shot DSC			
S5000	10,300/-	H90	25,000/-
W 510	10,700/-	HX9	32,900/-
W610	12,200/-	HX10	33,900/-
W620	14,400/-	HX20	39,500/-
W30	16,900/-	HX200	47,500/-
W650	17,900/-	TX20	32,100/-
W670	18,000/-	TX66	35,600/-
W690	20,100/-	TX200	48,000/-
WX7	21,400/-		
WX30	24,600/-		
WX50	22,700/-		
WX70	22,900/-		
WX100	25,000/-		
WX150	27,500/-		

PANASONIC

Lumix	
LS 85	10,500/-
FS 4	11,500/-
FS 42	14,500/-
FS 62	15,500/-
FP 8	16,000/-
FP 1	19,500/-
ZR 1	19,000/-
FX 180	20,000/-
FZ 28	28,000/-
S1	7,900/-
S3	8,900/-

FUJIFILM

Fine Pix	
AV 130	8,900/-
AX 250	9,900/-
JV 100	10,900/-
JX 250	12,900/-
XP 10	16,000/-
Z 700	18,000/-
S 1600	21,000/-
H S10	44,000/-

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A4 PK-836 WEB CAM

Still image: Up to 16 Megapixel
Computer interface's: 2.0
White balance: Automatic
Focus range: Automatic

Price: 925/-

A4 TECH HU-510 HEADPHONE

Number of drivers: 3.5
Sensitivity: 102 dB/mw
Frequency range: 20 Hz 20 KHz

Price: 2,200/-

A4 TECH N-61FX Mouse

Class: Normal
Mouse type: Optical
Connector: USB
Resolution: 1600 DPI

Price: 625/-

A4tech 7700N - Wireless Desktop Keyboard & Mouse

Connectivity Ports: Wireless
OS Compatibility: Any OS
Color: Black

Price: 1,750/-

AOC LED V22 SLIM LED BLACK WIDESCREEN

Brightness (typical): 280 cd/m2
Contrast Ratio: 100000:1
Resolution: 1680 x 1050 @ 60Hz
Colors Supported: 16 Million

Price: 22,150/-

ASUS DVDRW EXTERNAL OPTICAL DRIVE

Dimension: 157 x 142 x 21 cm
Power: USB Power +5V ± 5%
Color: Black/White

Price: 3,350/-

ATI Radeon Graphic Card HD 7770

Bits: 128 Bits
MEMORY: 1024MB
CORECLOCK: 1000 MHZ
VGA: No DVI: Yes HDMI: Yes
BRAND: SAPPHIRE

Price: 18,500/-

Canon PIXMA iP 2772 Ink Jet Printer

Dimension: 445 x 250 x 130mm
Print Resolution (Black):
4800 x 1200dpi (max.) resolution
Print Resolution (Color):
4800 x 1200dpi (max.) resolution
Paper Sizes: A4 size

Price: 3,000/-

COOLER MASTER NOTEBOOK COOLER NOTEPAL LAPAIR

Dimensions: 430 x 316 x 18x56mm
Power consumption: 1.7W, 0.34A
Power: USB 5V DC

Price: 2,100/-

CREATIVE SBS A520 Speaker

Speaker Power: 5Watts RMS per channel (5 channels)
Subwoofer: 12Watts RMS
Frequency Response: 40Hz ~ 20kHz

Price: 4,850/-

DELL INSPIRON N5520 CORE i3

PROCESSOR: INTEL CORE I3 2370M 2.4GHZ
DISPLAY: 15.6" LED DISPLAY
Memory: 4096MB DDR3-1333 BUS
Hard Drive: 500GB SATA
GRAPHICS: INTEL HD GRAPHICS
Extras: Webcam, Bluetooth, Wifi

Price: 52,000/-

HP G2410 FLATBED PHOTO Scanner

Scanner type: Flatbed
Scan resolution, optical:
Up to 1200 dpi
Scan size (flatbed) maximum:
216 x 297 mm

Price: 6,200/-

Kingston Data Traveler Ultimate 64GB

USB 3.0 Flash Drive
Dimensions: 73.70 x 22.20 x 16.10mm
USB 3.0 Data Transfer Speeds: up to 80MB/sec. read and 60MB/sec. write

Price: 4,500/-

TENDA W311 PCI WIRELESS CARD

Dimensions: 132.7×120.8×21.5mm
Wireless Rate: 150Mbps
Interface & Speed: PCI

Price: 1,400/-

TP-LINK TL-W8951ND WIRELESS N ADSL2+ MODEM ROUTER

Dimensions: 181x125x36mm
Antenna Gain: 1 * 5dBi
Port Forwarding: Virtual server, DMZ, ACL (Access Control List)

Price: 3,150/-

VIEW SONIC PROJECTOR PJD5152 2600 ANSI LUMENS

DIMENSIONS: 264×96.4×225mm
POWER Consumption: 280W
AUDIO: Speakers 5W
Amplifier 1W

Price: 39,500/-

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