

GITEX Times

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HALL 6



3M focuses on latest digital displays

STAND E6-11

3M is showcasing its latest projectors and digital displays, including its Digital Media Systems 800/810 at GITEEX. 3M's digital boards

feature Vikuiti technology, which prevents distracting shadows during use. Peter C. Barker, market development manager (pictured above), is optimistic about the Middle East market for the products.

Rugged tech a hit

STAND B6-30

SIGMA ENTERPRISES is making a major push in the wireless arena during GITEEX, by showcasing the entire Itronix rugged mobile computing range.

The firm is presenting the range from Itronix, a General Dynamics company, during the show, in the first major launch of the line in the UAE.

Sigma, which is General Dynamic's business partner in the region, is looking to promote the product in the UAE, Bahrain, Qatar and Oman with a particular focus on the UAE.

The firm is displaying the entire Itronix product range including its rugged laptops, tablet PCs and handhelds. It will be especially pushing its GoBook XR-1.

"The key thing about the range is the ruggedness. Having a rugged device reduces the total cost of ownership," Adam Wilding-Webb, division manager at Sigma Enterprises told GITEEX Times.

"If you are an IT manager making an investment buying laptops, if you make an investment with rugged, it is a high cost but in the long-term the cost is recuperated.

"The GoBook XR-1 is the best fully rugged product from Itronix to date, the lightest and smallest rugged notebook available," he added. "Sigma Enterprises is committed to developing the product range in the region by offering an excellent product coupled with excellent customer support."

Wilding-Webb said that the laptop is particularly suitable for telco operators in the region and for use in the field where the ruggedness gives the product more durability.

Sigma is hoping that Middle Eastern telco operators such as du and Etisalat,

who are also participating in GITEEX, may show interest in its range.

The 6.8lb XR-1 has been rigorously tested, Wilding-Webb said, meeting military standards for drop, shock and vibration. The notebook is also watertight and dust-proof. Its keyboard can withstand liquids and abrasive dust and dirt particles, according to the company, making it particularly suited to companies operating in the Middle East. The notebook has an Intel Core Duo 1.83GHz processor and 80MB 5400RPM Sata drive with optional GPS.

Media for Life
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Visit us at GITEEX 06 in Dubai World Trade Centre from the 18th to the 22nd November in Hall 2, Booth Number B2-6

تعالوا لزيارتنا أثناء أيام جيتكس - معرض الخليج لتقنية المعلومات - 2006 في مركز دبي التجاري العالمي من 18 إلى 22 تشرين الثاني (نوفمبر) في القاعة 2، الجناح رقم ب-6



GITEX BRIEFS

ANTI-FRAUD TECH COMPANY FINDS KEY PARTNERS AT GITEX

Tonbeller, a German company that produces and sells retrieval business intelligence and compliance products, is enjoying a successful GITEEX, having signed up two new business partners within the first couple of days.

Davide Pizzinato, managing director of Tonbeller, said the company had signed a new partner to take its products to Qatar and another potential partner for Dubai. "The minimum that we hope to contract with is four partners to succeed in covering more markets," he said.

Tonbeller's products, which are used for applications such as fraud prevention and detection, are well-established in central and western Europe. The company also has a presence in Kuwait and the UAE, but is keen to gain wider coverage across the region.

(Stand A6-4)

VINPOWER HOPES TO MATCH EURO SUCCESS IN MIDDLE EAST

Vinpower Digital, a duplication specialist, is taking its second shot at the Middle East market after an exploratory visit last year.

The US company, which manufactures DVD and CD duplicators, is aiming to crack the Middle East market after preparing a range of its products for the show.

"Last year, we had good feedback, a lot of interest in

the duplication field but the price structure was wrong," Vinpower Digital general manager Calvin Chang explained. "We prepared products suitable for the market this year," he said, adding that this year the company has both high and low-end products available.

Breaking into the Middle East has been a challenge for Vinpower, which has a strong presence in Europe. Chang said he is certain there is 'tremendous' demand for duplication products in the region and is hoping that the company's new range may prove the key to entry.

(Stand D6-32)

XTECH TARGETS 60% GROWTH BY ATTENDING ITS FIRST GITEX

Jordanian computer parts and accessories manufacturer XTech is hoping to achieve its Middle East growth target of a 60% increase in business over the next year, by attending its first GITEEX.

"We are attending GITEEX because we see opportunities to expand our distribution in the Middle East as it is the most important IT exhibition in the region," XTech general manager Ziad Hanania told GITEEX Times.

XTech, which is setting up a distribution hub in Jebel Ali within the next couple of months to handle its distribution in the Middle East, is looking to meet distributors at the show and to increase awareness of its brand. It is particularly keen to expand to the Gulf, UAE, KSA and Kuwait. XTech products are already distributed in Lebanon, Iraq and Syria, and the company is a major supplier to Carrefour in Jordan.

(Stand 618)