

GITEX Business Solutions Show News

Telephones on the way out

Hall 3, Stand F3-32

VU TELEPRESENCE is at this week's GITEX TECHNOLOGY WEEK with the ambitious aim of 'replacing the telephone'.

The company has, according to CEO Akash Saraf, set a new benchmark for affordability in the telepresence field: "A telepresence installation would normally cost around \$5,000," he says. "But we've come at the subject from a different angle. We've found a way to build the hardware differently, and this has allowed us to offer a full telepresence installation for as little as \$1,500. Plus, thanks to our compression techniques our telepresence products work through a normal consumer-class internet connection, so there's no need for any expensive equipment or bandwidth upgrades."

Saraf also reveals that the company is in discussions with resellers around the world with a view to providing hire facilities for telepresence installations,



Vu Telepresence predicts that enterprises will soon no longer require phones.

meaning that individuals or businesses that do not want to invest in a full, comprehensive installation of their own can still take part in telepresence conferences with associates around the world.

GITEX marks the Vu technology's debut in the region. In the two months since its US launch, it has already won over 200 users, while a further 30 customers have built installations in India.

All powered up and extended

Hall 3, Stand E3-32

MICRO AUTOMATION is at this year's GITEX TECHNOLOGY WEEK showcasing the latest in the Powermatic range of 'intelligent extension cords' for electrical connections.

The makers proudly claim that the Powermatic is "more than a surge protector" due to its microprocessor technology that provides comprehensive monitoring of the electrical supply and prevents deviated power quality from reaching your electrical equipment.

Electrical equipment can be damaged by a number of common occurrences such as voltage dips, interruptions, under and over voltage.

For total peace of mind, Powermatic also features an easy to use traffic light system so users can monitor the exact state of their supply, and a number of child safety features including tamper proof screws and a built-in child safety shutter system.

Fresh smart phone security

Hall 4, Stand D4-30

FOR MANY, keeping a smartphone safe is a matter of mere practicality. For European designer Freshfiber it's an art form. The young company specialises in creating unique shells for the iPhone, iPod Touch and Blackberry brands comprising 3D designed texture cases.

Among the firm's newest products is the iPhone 4/4G case, which boasts features including box spring shock breakers that protect the phone when dropped and an open texture essential for airflow to keep the phone cool. Some of Freshfiber's range can be used to house business cards.

Partnership with local firms now essential

Hall 7, Stand C7-35

HEADQUARTERED IN the Czech Republic, IT alliance IBA Group says that while it is a large, successful conglomerate in Europe, it understands that to break into the Middle East market, it must first form an alliance with a locally based company to better understand the regional business nuances and latest market trends.

"We have some experience in this part of the world, we have delivered a project in Saudi Arabia, and we are confident in our ability to deliver after more than 17 years in the IT market but we are looking to form a partnership



Dr Kazan says expertise is not enough.

with a company here, because our expertise alone here is not enough," says Dr. Valentin Kazan, Vice President of IBA Group and the head of the IBA's

delegation at GITEX TECHNOLOGY WEEK this year.

The group are targeting potential partners with mainframe systems and applications and who are interested in converting these to new technologies such as enterprise applications, web solutions, SAP solutions, other ERP systems, and Lotus technologies.

"Eastern Europe is one of the most promising alternatives to traditional IT outsourcing destinations. If our rich experience matches the needs of Gulf companies and we find good partners in the region, this market will become a priority destination for IBA Group," says Kazan.

Meet Us at GITEX 2010

17 - 21 October | Stand No. D7-5, Hall No. 7

Our Product Suite:

OPEN TEXT
The Content Experts
RightFax

CITRIX

riverbed

EasiSMS

CORTADO

equitrac

Google

Enterprise

KOFAX

ViewWise



www.solutions.ae

Solutions
middle east

The most Trusted tech Solutions Provider in the Middle East