

## TECHNOLOGY FOR BUSINESS

digital signage solutions and banking solutions, football systems (people counting system), currency counters and high-security shredding solutions.

Jacky's Electronics are a strategic partner at GITEX Shopper and are among the largest retail exhibitors at Airport Expo Dubai. Their focus this year will be on laptops, which make up about 60% of their sales revenue every year at this event, but they do of course retail a whole host of products, whether it is digital cameras, mobile phones, gaming devices,

televisions, MP3 players or other IT products.

On display will be certain key product categories such as the Apple iPad and Apple iPhone4 and also a range of smart phones, particularly those running on the Android platform from brands such as Samsung, HTC, Sony Ericsson, Motorola and LG. According to Jacky's Electronics, Nokia is also making a strong comeback at the moment and they hope to have enough stocks of Nokia's latest smart phone, the N8.

### KINGSTON TECHNOLOGY CORPORATION

Kingston Technology Corporation is an independent manufacturer of memory products. At GITEX 2010 this company will have emphasis on the SSDNow solutions that provide businesses with the most cost effective performance upgrades for existing or new hardware. They will also be promoting the new HyperX Blu, their latest addition to the HyperX family.

Kingston Technology emphasise security with the secure USB range to include the DataTraveler Locker Plus range. These drives are being made available to the enterprise segment as a more affordable solution. Also in the secure range is

the DataTraveler Vault, where 100% of the stored data is secured by hardware-based, is a 256-bit AES encryption to guard sensitive information in case the drive is lost or stolen.

The DataTraveler 5000 will be at the centre of focus; using elliptic curve cryptography encryption algorithms (ECC), which meets the Suite B standards approved by the U.S. government; this is the most secure USB available that meets requirements of governments and military organisations that need the highest security available. A complex password protection enforces device lockdown after a specified number of invalid attempts.

### MSI

Micro Star International (MSI) specialises in the design and manufacture of motherboards, graphics cards, add-on cards, servers/workstations, communication devices, Notebooks and all-in-one PCs catered for all market segments including gamers and the business community. MSI is ranked as one of the world's Top 3 in Motherboard & Graphics Card. They will be launching a range

of new Notebooks, which will have superior acoustic and video performance as well as a new range of AIO PCs that are both innovative as well as trendy. They will also be launching their latest innovation - the world's first high-performance 3D All-in-One PC with Intel Core I series CPU and individual graphic card, which integrates the most advanced 3D imaging technologies, multi-touch capabilities and advanced sound technology.

### M2MSOFT

M2Msoft designs and publishes communications over IP solutions. At GITEX they will be showcasing a developed offer in communications over IP solutions, available in software or embedded versions, which can meet the requirements of various market sectors: operator soft switch, business IPBX and call centres.

Through its new IP call centre range, the system also features advanced functionalities to support outgoing-call campaigns. The application is based upon routing algorithms using such criteria as call origin, language, customer code, agent time availability and skills.

For business switchboard operators, M2Msoft provides a new graphic console: Agent Panel, which helps manage the interconnection between all kinds of incoming and outgoing calls. Operators may simultaneously visualise queuing calls and their respective caller information: caller's name, number, and the company he or she wishes to speak to according to the DDI, the directory relating to his or her database and the dialler. In parallel, M2Msoft is developing a plug-in, known as a firewall, which detects attacks and can thus facilitate the deployment of a protective system to protect IPBX availability.

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