



60 MINUTES

GITEX TECHNOLOGY WEEK

Show dates: 13-17 October 2025, Dubai World Trade Centre | Exhibition hours: 10am-5pm



DAY 1 AM

Logitech is rewriting the book on complex meetings with Rally Board 65

All-in-one video solution that packs advanced capabilities into a simple, mobile conferencing device will be showcased at GITEX Global 2025.



Murad Ali



Logitech has announced the Middle East availability of the Rally Board 65, an all-in-one portable video conference solution that combines intelligent audio and video with a 65" touchscreen display.

Rally Board 65 is simple enough to roll on a cart into satellite offices, yet

sophisticated enough to pack a suite of AI-powered features, occupancy and environmental detection into traditional meeting rooms. Customers will be able to preview the Rally Board 65 at GITEX Global 2025.

Businesses face this dilemma every day: they want to provide modern

video conferencing tools for their hybrid workforces, but IT teams are grappling with increasing workloads as their tech environments become more complicated.

"Hybrid workers expect

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Mindware to highlight AI-Powered Innovations at GITEX 2025

Mindware looks forward to welcoming visitors to showcase its vision for the future of intelligent technology.



Philippe Jarre

Mindware, a leading value-added distributor (VAD) in the Middle East and Africa, returns to GITEX Global 2025 with a focus on Artificial Intelligence, reinforcing its commitment to empowering regional businesses through cutting-edge innovation, advanced

infrastructure, and next-generation cybersecurity.

With this year's theme, "Artificial Intelligence: The Next Frontier," Mindware aims to demonstrate how AI can be a transformative force for enterprises across the region. At the centre of its showcase

will be the official launch of MAGIC 2.0, the latest evolution of the company's proprietary digital platform. This powerful new iteration will offer real-world AI-driven use cases, deliver enhanced

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Oracle is supporting the UAE's AI Economy with Enterprise Ready AI Innovation

Incredible Generative AI showcase and the globally popular Oracle Red Bull Racing experience will bring to life the performance, scale, and impact of Oracle's AI powered solutions across database, cloud infrastructure, and fusion cloud applications.



Industry leading Artificial Intelligence (AI) innovation designed to accelerate the UAE's digital economy and help realise the country's vision to be the world's most prepared country for

AI, will be the key focus for Oracle at GITEX GLOBAL 2025 in Dubai.

Leading with the 'Enterprise Ready AI' theme, visitors will experience how with

its unique distributed cloud strategy, Oracle is helping organisations deploy AI across every business function and daily

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Salesforce to highlight 'Agentic Enterprise' at GITEX Global 2025

Learn more about Salesforce solutions at GITEX Global 2025 by visiting the company's booth in Hall 4, Stand B15.

Salesforce, the global leader in AI-driven customer relationship management (CRM), is set to showcase its newest agentic AI solutions at GITEX Global in Dubai on October 13-17.

The company will highlight how organisations can harness intelligent automation and digital labour to drive competitive advantage and transform their operations, becoming authentic 'Agentic Enterprises'.

At its 264 square-metre booth in Hall 4, Stand B15, Salesforce will host a series of talks and live sessions.



Mohammed Alkhotani

These demonstrations will highlight the power of Salesforce solutions, including Agentforce, Data Cloud, and

Hyperforce, to deliver enhanced customer

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Meet us at GITEX GLOBAL!

 13-17 October 2025

 H5-5 | Hall 5



Secure the Work



▶ CONTINUED FROM PAGE 1
Logitech...

all spaces to be video-enabled and adaptable enough to collaborate on a moment's notice, whether in an open space, traditional room, collaborative room or learning space. So, we asked ourselves: how can we create a smart, supremely sophisticated conferencing system, while drastically simplifying set up? The answer is Rally Board 65, a flexible solution that breaks the pattern of tech complexity that overwhelms companies", said Murad Ali, Head of GCC Logitech for Business.

The powerful, all-in-one video conferencing

solution can be up and running within minutes in Android, PC, or BYOD mode, whether teams use Microsoft Teams, Zoom, or Google Meet. Simply roll Rally Board 65 on a cart into an open space and flip the device 180 degrees to orient the camera at eye level, or install it in a meeting room with the camera above or below the screen—all with very little IT support.

Building on its exceptionally sharp 4K video, Rally Board 65 comes loaded with AI-powered audio-visual tech RightSight 2 and RightSound 2 that have become hallmarks of Logitech's video bars. To further refine the experience, Camera Zone limits visual framing and Mic Zone minimizes

The Rally Board 65 is a flexible solution that breaks the pattern of tech complexity that overwhelms companies".

sound pickup within a designated area. The new Depth Blur technique obscures surroundings, an effect similar to background blur people are accustomed to using on their desktops during video calls.

"Think of this trio as a digital cocoon for meetings in open spaces", said Henry Levak, VP of Product, Logitech for Business. "Rally Board 65 uses 3D spatial mapping

technology to focus on the action in the meeting, not outside distractions

Sensors within Rally Board 65 detect the presence of people so that IT teams can get accurate readings of how and when employees are using video spaces. These sensors also analyse environmental data like humidity, temperature, and CO2 levels, assign a room health score and later will provide a

room energy score, then deliver recommendations to increase ventilation, take breaks, or reduce the number of seats in a room.

Insights are fed into Logitech Sync, a centralised platform for IT teams to get a bird's eye view of their organisation, drill down for details on specific room performance, and automatically book and release rooms.

Approach to Sustainability

Using our Design for Sustainability principles, Rally Board 65 was engineered to minimise its environmental impact, using up to 41%* next-life plastics, low-carbon aluminium, recycled fabrics, and FSC-certified packaging.

Environmental benefits go beyond physical design. The radar system in Rally Board 65 allows the device to automatically switch to a lower power state when no one is in the space—a function that can significantly reduce the power consumption of customers' commercial buildings.

Pricing and availability

Rally Board 65 will be available through Logitech authorised distributors and resellers.

The Rally Board 65, along with Logitech's other video conferencing solutions, will be on display during GITEX Global 2025.

*Graphite: 41%, Off-white: 27%

Image Credit: Logitech

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Mindware...

capabilities for intelligent transformation, and support deeper integrations across cloud and cybersecurity ecosystems.

Mindware's presence at GITEX will be anchored around three strategic goals: building high-impact strategic engagements, unveiling its latest AI innovations, and further solidifying its role as the region's most trusted

value aggregator for technology solutions and services.

Philippe Jarre, CEO & President, Mindware, commented, "As digital transformation sweeps across the region, AI and cybersecurity are no longer optional; they're foundational.

At GITEX 2025, we're excited to demonstrate how Mindware is helping customers and partners harness AI to drive real-world results".

Throughout the week, Mindware will feature a dynamic line-up of product demonstrations

covering AI, cloud, and cybersecurity solutions, including collaborations with global vendors such as Dell Technologies, NVIDIA, Microsoft, AWS, Google Cloud, RSA, Splunk, Trend Micro, Ubiquiti, Archer, Siav and Everfox to name a few. Joint demos and co-presentations will highlight how AI can be applied in diverse verticals through the MAGIC platform. Visitors will also benefit from spotlight sessions, exclusive show-only promotions, and hands-

As digital transformation sweeps across the region, AI and cybersecurity are no longer optional; they're foundational".

on training initiatives aimed at empowering partners with AI-related skills.

The company's momentum in 2025 is further highlighted by its recent strategic

partnerships with IBM in Saudi Arabia and Autodesk across the UAE and KSA. Mindware also expanded its geographic reach with the launch of operations in East Africa in January 2025, further

solidifying its presence in high-growth markets. These developments reflect Mindware's ongoing investment in regional enablement, vendor onboarding, and a stronger emphasis on delivering AI-led solutions.

Mindware looks forward to welcoming visitors at stand H2-A30, Dubai World Trade Centre, from October 13–17, 2025, to showcase its vision for the future of intelligent technology.

Image Credit: Mindware

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Oracle...

workflows using over 200 Oracle Cloud Infrastructure (OCI), Oracle Data Platform, and Generative AI embedded Oracle Fusion Cloud Applications. Oracle will also highlight its sovereign cloud capability that is helping government entities accelerate AI adoption and manage strategic public sector data in alignment with their digital sovereignty requirements.

"Our theme, 'Enterprise-Ready AI', reflects proven readiness of Oracle AI solutions including Generative AI and AI agent platform that have delivered measurable outcomes and a clear path

from pilot to production across diverse industries and use cases" said Miguel Vega, Senior Vice President - Database Platform & Cloud Infrastructure, Middle East, Türkiye, and Africa - Oracle. "At GITEX, we will show how Oracle is helping organisations move beyond AI experimentation to real business impact at scale".

At GITEX 2025, visitors to Oracle's booth can experience the power of Oracle Generative AI through an interactive demo that creates lifelike, customisable video avatars in seconds. Guests can choose styles, personalise messages in multiple languages, and instantly generate avatars that can be downloaded and shared across social media platforms — showcasing

the creativity, speed, and enterprise potential of Oracle's Gen AI solutions.

The popular Oracle Red Bull Racing experience is also making a comeback at GITEX 2025. Visitors can once again experience what it's like to be at the wheels of the championship winning Formula 1™ car and learn about the role Oracle Cloud powered real time data plays in helping the team win.

Visitors to the Oracle booth will also learn why du, e&, xAI, Accor, Access Bank, Oracle Red Bull Racing and many more regional and global organisations have chosen Oracle Cloud solutions for driving major business transformations.

Image Credit: Oracle

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Salesforce...

service and game-changing efficiency. Salesforce's solutions are already driving innovation across key sectors, including government, retail, and ecommerce.

"GITEX Global is the ideal platform to showcase how Salesforce is empowering regional organisations to transform with AI", said Mohammed Alkhotani, Senior Vice President and General Manager, Salesforce Middle East. "Businesses feel immense pressure to use AI to improve services and drive efficiency, but many aren't sure

where to start. Our solutions provide a clear path forward, enabling companies to smartly deploy autonomous AI agents and take a lead".

The company anticipates strong interest from local and regional organisations, as UAE businesses increasingly embrace AI to scale their operations. A recent Salesforce State of IT report found that 86% of teams in the UAE will use AI agents within two years, and 70% believe AI agents will become essential tools for their business.

The past year has been a pivotal one for Salesforce Middle East. The company inaugurated its first regional office in Dubai Internet City in October

2024, and unveiled plans in February to invest \$500 million in Saudi Arabia. This significant investment aims to spur workforce development through AI skilling and expand Salesforce's partner ecosystem to support local businesses.

Salesforce has also continued to grow its regional partner network at a rapid pace, with 275 partners in the Middle East—a 23% increase compared with last year. Meanwhile, regional certifications have risen by 24% to reach 5,803.

Learn more about Salesforce solutions at GITEX Global 2025 by visiting the company's booth in Hall 4, Stand B15.

Image Credit: Salesforce

Cisco unveils innovations to power Secure Infrastructure for the region's AI future

Under the theme 'Make AI Work for You', Cisco will showcase at GITEX GLOBAL 2025, its latest innovations designed to accelerate AI adoption for organisations in the region.



Abdellilah Nejjari

At GITEX GLOBAL 2025, Cisco, the worldwide leader in networking and security, will showcase its latest innovations designed to simplify, secure, and accelerate AI adoption for organisations navigating the rapidly evolving digital landscape.

As enterprises in the region face increasing pressure to adopt and maximise their AI investments, under the theme 'Making AI Work for You', Cisco will demonstrate how its solutions can help businesses connect,

protect, and thrive in an AI-driven world:

- **AI-Ready Data Centres:** Modernising and transforming data centres to power traditional and AI workloads anywhere with speed, scale, and flexibility.
- **Future-Proofed Workplaces:** Creating agile environments that evolve with employee needs and deliver superior customer experiences.
- **Digital Resilience:** Keeping organisations securely up and running by preventing major issues, remediating

As organisations in the UAE and wider region strive to bridge existing gaps in AI adoption, the demand for robust, secure, and AI-optimised infrastructure is growing".

problems quickly, and adapting to change to capture new opportunities.

Abdellilah Nejjari, Managing Director for the Gulf and Levant Region at Cisco, commented: "As organisations in the UAE and wider region strive to bridge existing gaps in AI adoption, the demand for robust, secure, and AI-optimised infrastructure is growing. Such infrastructure is essential to fully realise AI's transformative potential. Our participation at GITEX this year underscores Cisco's commitment to helping businesses across the

region adopt AI confidently. This directly supports the UAE's ambitious digital transformation and economic growth, championed by the nation's visionary leadership".

Cisco will showcase comprehensive innovations to help businesses automate workflows, enhance decision-making, and unlock new levels of efficiency and competitiveness, including but not limited to:

- **Simplified Operations with AgenticOps:** featuring Cisco AI Canvas and the AI Assistant driven by a Deep Network Model for simplified IT operations, and Cisco

Cloud Control for unified management across networking, security, and observability.

- **Enhanced Security for the AI Era:** AI-ready security innovations with Hybrid Mesh Firewall and Universal Zero Trust Network Access (ZTNA) solutions, enabling secure agentic AI adoption with the Cisco Security Cloud.
- **Intelligent Workplaces:** New devices for campus, branch, and industrial networks, alongside AI-powered unified management, to create modern, adaptable, and secure workplaces.

The urgency for these innovations is highlighted in Cisco's 2025 AI Readiness Index. Recognizing AI as a significant workload multiplier, nearly all UAE organisations plan to build new data centre capacity within five years, with 52% anticipating this need within just 12 months. This critical demand is further amplified by projections that almost 6 in 10 UAE organizations expect IT workloads to rise

by at least 20% in the next year, escalating to 8 in 10 within two to three years.

Splunk at GITEX GLOBAL 2025

Splunk, a Cisco Company, will also have a significant presence within Cisco's booth, showcasing its industry-leading platform for security and observability. Visitors can explore how Splunk's solutions, with deeper integrations into Cisco's technologies, deliver enhanced visibility, threat detection, and incident response, driving resilience and agility for enterprises looking to harness the full potential of their data. Splunk experts will also be available to discuss recently announced new innovations, including the Cisco Data Fabric the announcements made at Splunk's recent .Conf User Conference, and their relevance in-region a new architecture powered by the Splunk platform that will empower organisations to harness the value of their machine data with AI.

Cisco will present its innovations in Hall 22 – Stand C20, along with its ecosystem of partners, including Intel and Emircom and others, highlighting collaborative approaches to advance digital transformation and build resilience across the region.

Cloudera to showcase the future of enterprise AI and hybrid data at GITEX 2025

Empowering enterprises with secure, scalable, and trusted AI adoption by unifying data across public clouds, private data centers, and the edge.



Ahmad Shakora

Cloudera, the only data and AI platform trusted by organisations to bring AI to their data, is making its return to GITEX Global 2025, the Middle East's premier technology showcase.

Highlighting the role of AI in driving smarter cities, more efficient healthcare, and innovative financial

and energy solutions, Cloudera will demonstrate how organisations across the UAE are building trusted data foundations to unlock the full potential of AI responsibly. During the event, Cloudera will also unveil key UAE insights from its latest research on Enterprise AI, featuring perspectives

from IT leaders in the UAE.

At the event, Cloudera will demonstrate how enterprises can adopt secure and trusted AI by unifying data across public clouds, private data centres, and the edge. Based on its open-source roots and leadership in big data, Cloudera empowers organisations to

modernize data strategies, enhance governance, and make smarter, data-driven decisions.

AI at the Speed of Data Visitors to GITEX 2025 will experience Cloudera's vision for the next phase of enterprise AI. Through live demonstrations and executive discussions, the company will show how organisations can:

Accelerate Enterprise AI – Reduce time-to-market with pre-built AI accelerators, bring any model directly to data, and create proprietary insights while maintaining complete security and compliance.

Deliver True Hybrid – Run analytics seamlessly across private and public clouds at the lowest cost, with the ability to scale to exabyte-level data management.

Enable Modern Data Architectures – Break down silos by making data mesh and fabric a reality, supporting BI, ML, generative AI, and streaming workloads on the same unified platform without costly rework. These capabilities reflect Cloudera's mission to make data and analytics accessible for everyone, helping enterprises in

Organisations can take back control of their data, innovate responsibly, and unlock measurable business value with a secure, unified approach".

every industry innovate and thrive in today's digital economy.

Enterprise AI in the UAE

As part of its presence at GITEX, Cloudera will also unveil key insights from its latest global research, "The State of Enterprise AI and Data Architecture." The study highlights how UAE enterprises are actively embracing AI, but they face challenges related to compliance, governance, and the cost of integration. At the same time, hybrid data architectures are emerging as a trusted foundation for scaling AI securely and effectively.

These findings provide important context for the conversations Cloudera will drive at GITEX 2025, underscoring the urgency for enterprises to balance innovation with responsibility as they embrace new forms of AI.

"GITEX is one of the world's most influential technology events, and Cloudera is proud to be at the forefront of shaping the future of enterprise AI. Enterprises in the UAE and across the region are at a pivotal moment in their AI journey. At GITEX, we will highlight how organisations can take back control of their data, innovate responsibly, and unlock measurable business value with a secure, unified approach", said Ahmad Shakora, Group Vice President, Cloudera Middle East.

Cloudera invites media, partners, and enterprises to visit its booth, Hall 9 - A10, at GITEX Global 2025 to explore live demonstrations of its platform that accelerate enterprise AI, engage with executive leaders and experts on the future of hybrid data and AI, and gain valuable insights into regional and global trends driving AI adoption and enterprise priorities in the UAE.

Image Credit: Cloudera



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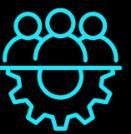
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Delinea unveils free Open Source MCP Server to safeguard AI Agents

New GitHub package enables organisations to connect AI agents with the Delinea Platform for secure credential access, policy enforcement, and compliance.

Delinea, a pioneering provider of solutions for securing human and machine identities through centralised authorisation, recently announced the release of the open source Delinea Model Context Protocol (MCP) Server, now available for free on GitHub.

The package enables developers to integrate MCP capabilities into their custom AI agents, creating a safe and scalable way to connect AI models with real-world tools, data, and workflows on the Delinea Platform.

As organisations increasingly rely on AI agents to accelerate software development and IT workflows, granting these agents access to external tools and data sources

has become complex and risky. Traditional approaches require building custom API integrations for each AI application or embedding credentials in plain text within large language model (LLM) prompts. With Delinea MCP Server, organisations can extend their AI agents with secure access to Delinea Platform capabilities. The open-source package leverages industry standards and identity security best practices, ensuring that every request is governed by identity context, privilege, and policy checks.

“AI agents are revolutionising innovation, but they also introduce security and compliance challenges”, said Phil Calvin, Chief Product Officer at Delinea. “To

mitigate risks like access request hallucinations and vibe hacking, it’s crucial to enforce identity context at every interaction. MCP Server ensures AI agents operate within secure boundaries, using ephemeral tokens and policy checks to help maintain traceability and protect credentials”.

Key benefits of Delinea MCP Server include:

- **Reduced risk:** Helps ensure AI never gets unrestricted access to sensitive data. Credentials remain protected and all actions are auditable to adhere with compliance frameworks.
- **Improved productivity:** Eliminates custom connectors, enabling faster time to value and less engineering overhead.



- **Future-proofed AI strategy:** Open standards and broad compatibility mean AI investments last longer, scale wider, and remain flexible as technology evolves.
- **Practical AI adoption:** Developers can use natural language or advanced interfaces, such as voice, to manage users, groups, secrets, roles, and access requests directly through AI agents.

Delinea MCP Server is the first official open-source package from Delinea that enables organisations

MCP Server ensures AI agents operate within secure boundaries, using ephemeral tokens and policy checks to help maintain traceability and protect credentials”.

to extend their AI agents using secure, natural language access to Delinea Platform capabilities. MCP Server is compatible with leading vendors and supports open standards like

OAuth, ensuring seamless integration. It also offers experimental connectors for open-source projects like Claude and ChatGPT, giving organisations flexibility as AI ecosystems evolve.

HOT Systems to showcase hardware powered by PNY at GITEK 2025

The HOT Systems AI workstations displayed at the exhibition, powered by PNY, will serve as a hub for innovation and engagement, where enterprises, technology leaders, and professionals can explore the next frontier of high-performance computing.

Omnix International, a leading technology solutions provider in the Middle East, announces its participation at GITEK Global 2025 with its HOT Systems range on October 13-17.

It will focus on its tailored solutions and demonstrate how the company’s AI workstations, and HOT Guard empower professionals across CAD, BIM, simulations, and AI/ML applications. They will also emphasise how

purpose-built hardware and optimised technologies accelerate digital transformation and achieve sustainable innovation across industries.

Attendees will experience how these next-generation solutions empower professionals with optimised performance, enterprise grade protection and seamless workflow acceleration, addressing the evolving needs of modern digital enterprises. They will also witness how

AI liquid-cooled laptops now deliver sustained high-performance under demanding workloads, and get deeper insights into HOT Guard, an advanced real-time security and system monitoring solution, that is being introduced at GITEK Global. Combined with the company’s Hardware Optimisation Technology (HOT), these features ensure faster processing, energy efficiency, and enhanced reliability for

CAD, BIM, simulation, and AI/ML workflows.

Joseph John, Regional Sales Manager for HOT Systems at Omnix International, added, “GITEK Global 2025 is the perfect platform to demonstrate how HOT Systems is setting benchmarks for professional workflows. The company’s AI Workstations and other solutions are engineered for today’s demands and tomorrow’s

innovation while ensuring clients experience uncompromising speed, power, and reliability across industries such as architecture, engineering, construction, media and research”.

Collaborating with PNY a global leader in high-

harnessed to its fullest. We are taking this opportunity at GITEK Global 2025 along with HOT Systems to showcase how together we deliver technology that doesn’t just keep pace with the future but defines it in the region”.

The HOT Systems AI

The AI Workstations and other solutions are engineered for today’s demands and tomorrow’s innovation while ensuring clients experience uncompromising reliability”.

performance memory, NVIDIA RTX™ Professional Graphics and NVIDIA GeForce RTX graphics and storage solutions at GITEK Global 2025, HOT Systems will deliver an immersive, client-focused booth experience that goes beyond traditional product displays. Visitors can expect dedicated discussions, and tailored insights into how HOT Systems’ innovations are redefining performance standards for AI-driven industries.

Talus A Arukalil, Regional Manager MEA at PNY, added, “The Middle East is a growing market where innovation and advancements in technology are being

workstations displayed at the exhibition, powered by PNY, will serve as a hub for innovation and engagement, where enterprises, technology leaders, and professionals can explore the next frontier of high-performance computing. With PNY as a strategic partner, the showcase reinforces Omnix’s dedication to delivering best-in-class solutions backed by global expertise and local innovation.

Senior company executives will be present to discuss and interact with visitors in Hall 5 Booth 30.

Image Credit: Omnix International & PNY



L-R) Joseph John, Regional Sales Manager for HOT Systems at Omnix International & Talus A Arukalil, Regional Manager MEA at PNY

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Inception to bring cutting-edge AI Solutions to GITEX GLOBAL 2025

As the core intelligence layer of the G42 Intelligence Grid, Inception will demonstrate how authentic, purpose-built AI is shaping enterprise and national transformation.



Inception, a G42 company, and the region's leading innovator of AI-powered domain-specific products and enterprise business solutions, will unveil its most comprehensive portfolio of AI-native solutions to date at GITEX Global 2025, taking place October 13-17 at the

Dubai World Trade Centre. Guided by the theme "Authentic Intelligence. Real Impact.", the showcase will span products from procurement and productivity to energy and climate, demonstrating how targeted innovation can unlock efficiency,

accelerate transformation, and deliver measurable outcomes at scale. Located within the G42 District in Hall 6 and as part of G42's stand in Hall 18, Inception will demonstrate its role as the core intelligence layer powering G42's The Intelligence Grid. The

company's showcase will cover every layer of enterprise and national transformation. From leadership intelligence tools like (In)Sight and domain-specific solutions such as (In)Alpha, (In) Procurement, (In)Climate, and (In)Media; to sector-agnostic platforms

Inception translates deep sector knowledge and advanced compute into solutions that deliver measurable progress for governments, enterprises, and communities".

such as, (In)Business Productivity, (In)Business Process, (In)Business Customer Experience and (In)Business Human Capital the product line-up demonstrates how AI can be purpose-built to address real-world challenges.

Visitors will have the opportunity to experience Inception's portfolio first-hand through Live product demonstrations, videos, and presentations, complemented by strategic announcements. The stand is also likely to witness high-level discussions with government officials, official VIP delegations, and industry leaders. Commenting on the

participation, Ashish Koshy, CEO, Inception, said, "Our participation at GITEX reflects our commitment to advancing the global conversation on AI. As the world's largest tech and AI showcase, GITEX provides us with a strategic platform to present our innovations, engage with industry leaders, and forge partnerships that will accelerate meaningful transformation across sectors. As G42's intelligence layer, Inception translates deep sector knowledge and advanced compute into solutions that deliver measurable progress for governments, enterprises, and communities".

Lexar increases MEA presence with over 5,000 retail stores

Company to showcase its cutting-edge innovations in memory and storage solutions at Gitex Global 2025.



Fissal Oubida

Lexar, a leading global brand of flash memory solutions, is proud to announce a significant milestone in its expansion strategy—its products are now available in over 5,000 retail stores across the Middle East and Africa (MEA).

Company registers a fivefold growth in the number of retail outlets carrying Lexar-branded products. With only weeks to go until the curtain rises

on the world's largest tech and start-up event, Lexar is gearing up to showcase its industry-leading solutions at Gitex Global 2025, (Hall 1, Stand H1-25), highlighting cutting-edge innovations tailored for photographers, gamers, and content creators in the Middle East and across the region.

At the heart of Lexar's retail expansion strategy is 'The Lexar Way' – a unique delivery method where the

company actively works to foster a collaborative ecosystem, empowering partners throughout the region with the necessary resources, tools and support to accelerate product and channel market disruption. Lexar's impressive growth and demand in the last three years, is a direct result of its unwavering focus on technological innovation and its efforts to ensure partners are well-equipped

to stay on top of trends and respond proactively to changing customer expectations.

"For nearly 30 years, Lexar has been empowering the world with memory innovations, helping transform the daily lives of photographers, videographers, gaming enthusiasts, and creators while shaping the future of digital storage. Our rapid growth in the Middle East and Africa region reflects

Our rapid growth in the Middle East and Africa region reflects both the rising demand for reliable memory solutions and the strength of our partnerships with leading retailers".

both the rising demand for reliable memory solutions and the strength of our partnerships with leading retailers. The steady expansion of our retail footprint is a demonstration of our long-term commitment to the region, which has evolved to become a thriving hub for imaging innovation and creativity," said Fissal Oubida, General Manager – Middle East, Africa & India, Lexar.

'The Lexar Way' focuses on continually redefining the company's approach to collaborating with its partners, using a mix of education, consumer engagement and incentivized campaigns to build brand awareness and boost business agility and resilience. To support its channel network, Lexar conducts multiple partner training seminars and roadshows to ensure that partners have the tools and information they need to stay ahead in a dynamic market environment.

"Lexar will continue to aggressively consolidate its dominance in Middle East and Africa regions. Our presence in the region represents a cornerstone of our continued success and growth globally. We're looking forward to bringing our award-winning line-up of innovative professional-grade memory solutions to Gitex Global – with plans to further extend our presence, explore new collaborations, enhance local partnerships, and introduce new product offerings tailored to meet the needs of MEA consumers", added Oubida.

Image Credit: Lexar

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OPSWAT to debut OP/X Mini Lab and more at GITEX Global 2025

OPSWAT to Unveil Interactive Cybersecurity Mini Lab and Elite Red Team Capabilities at GITEX GLOBAL 2025.



On the back of 30% year-on-year growth in the Middle East and significant regional investment, including the opening of its Dubai-based OPX Lab, OPSWAT is set to make its strongest-ever participation at GITEX GLOBAL 2025 (Hall 25, Stand C30).

With an unwavering focus on real-world cyber defence applications, the company aims to address the region's most pressing cybersecurity challenges, particularly in critical infrastructure, finance, and government sectors.

"As governments and enterprises invest heavily in next-generation infrastructure to secure their position as global leaders, attackers are taking notice. They're exploiting the fact that this expansion of the digital footprint is creating a larger attack surface with the potential for greater impact on the digital economy", said Rami Nehme, Regional Sales Director at OPSWAT. "Recent incidents, such as the attack on Red Sea internet cables, underscore the

We are proud to collaborate with a distributor that truly understands the local market and shares our vision for human-centric digital transformation".

vulnerability of critical systems. At GITEX, we're bringing practical, hands-on innovations to help organisations prepare, adapt, and thrive in this environment".

At the heart of OPSWAT's participation is the debut of the OP/X Mini Lab, a fully functional, interactive environment simulating real-world facilities, including a model

nuclear power plant. This hands-on setup allows attendees to experience OPSWAT technologies in action across IT security, OT security, and Cross-Domain protection. Through these demonstrations, OPSWAT aims to help organisations visualise and validate the defences they need to stay resilient in today's threat landscape.

Adding a new dimension to this strategy is the regional launch of Unit 515, OPSWAT's elite red team dedicated to adversarial simulation and deep vulnerability discovery. This team of cybersecurity specialists operates as real-world attackers would, employing advanced tactics to identify weaknesses across IT, OT, and hybrid environments. By proactively challenging defences, Unit 515 strengthens the resilience of OPSWAT solutions and equips customers with insights to harden their security posture against increasingly sophisticated threats.

In alignment with Cybersecurity Awareness Month, OPSWAT is also delivering an immersive VR experience, giving attendees the chance to step into the role of a cyber defender during a simulated live attack. This gamified approach not only engages participants but also offers winners access to OPSWAT Academy certifications,

reinforcing the company's commitment to elevating industry knowledge and developing cybersecurity talent across the region.

Partnership remains a core pillar of OPSWAT's GITEX strategy. In addition to hosting joint meetings with several partners, and their end customers, at the OPSWAT stand, the company will also hand out awards to recognise top-performing partners for their outstanding growth, innovation, and commitment to securing critical infrastructure. These partnerships are instrumental in extending OPSWAT's mission to protect national assets and enable organisations to adopt best-in-class cybersecurity solutions.

"We will use GITEX as an opportunity to facilitate meaningful, engaging conversations with our customers and partners", added Nehme. "Initiatives like the OP/X Mini Lab are designed to provide an in-depth and streamlined experience for every visitor. Whether connecting with existing customers about our latest innovations, engaging new prospects, or celebrating our channel partners, we look forward to making this GITEX our most impactful yet".

At GITEX, OPSWAT is located in Hall 25, Stand C30.

Image Credit: OPSWAT

StarLink unveils roadmap for the next 5 years with StarLink 5.0

Built on five strategic pillars this platform delivers a centralised digital platform, an ecosystem for effortless discovery and management of innovative solutions.

StarLink, an Infinigate Group company and Trusted Advisor for cyber, cloud, and network infrastructure in the MEA, launches StarLink 5.0, at GITEX Global 2025,

that aims to transform StarLink into a robust digital platform enabler that ensures a secure future for its customers in the region.

StarLink 5.0 introduces

a futuristic value proposition: the evolution from a VAD to a true orchestrator of digital transformation. This shift will empower enterprises, partners and vendors

to seamlessly adopt, integrate, and scale next-generation technologies through an all-in-one ecosystem – The StarLink Unified Digital Platform.

Built on five strategic pillars – Cyber Resilience, Cloud Transformation, Agentic Automation, Enterprise AI, and Digital Infrastructure – this platform delivers a centralised digital platform, an ecosystem for effortless discovery and management of innovative solutions. The result: faster time-to-value, simplified procurement, and a more

integrated and future-ready defence strategy.

"Evolution is the cornerstone of success, and at StarLink we are dedicated to evolving with intent", stated Nidal Othman, CEO of StarLink. "StarLink 5.0 is the dawn of a golden era, where we transform the digital space by empowering our stakeholders to embrace the future of digital transformation with confidence. With this vision, we are redefining our identity - not merely as a distributor, but as a catalyst for innovation, enabling our ecosystem to remain highly relevant in an ever-changing landscape".

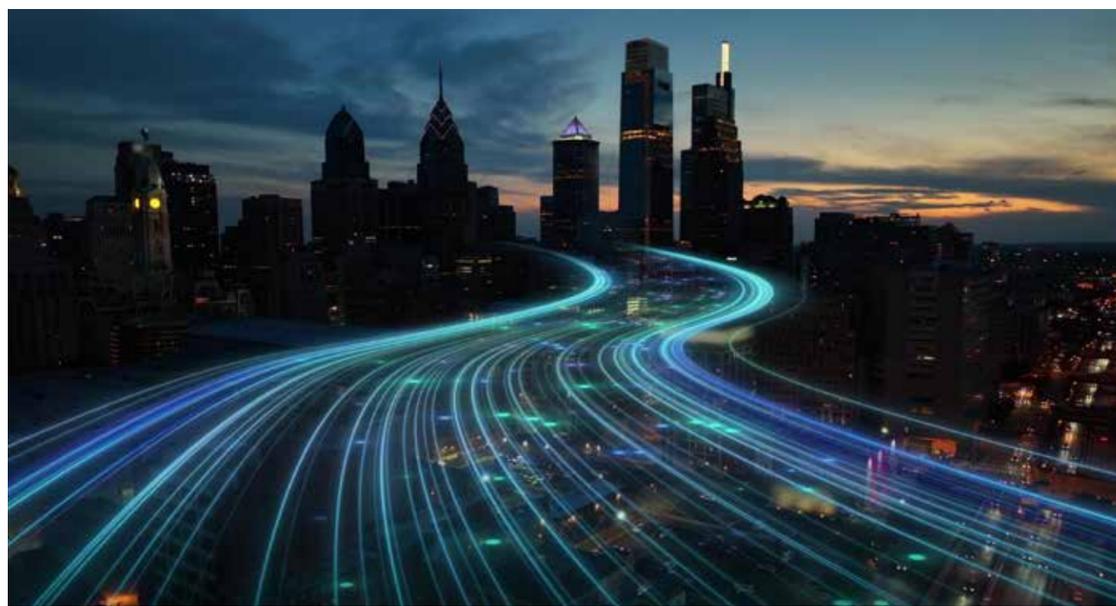
Mahmoud Nimer, President of StarLink said, "Our mission is to power the digital era with the goal of enabling a secure future. By embracing the latest technologies and resources, we will continue to strengthen our position as a Trusted Digital Advisor, delivering resilient defence mechanisms that customers can confidently embed into their business operations. Safeguarding the entire ecosystem is our responsibility, and we

Evolution is the cornerstone of success, and at StarLink we are dedicated to evolving with intent".

remain fully committed to driving this journey of digital transformation".

At GITEX Global 2025, StarLink once again puts forth an extraordinary and robust showcase of leading technologies: Akamai, Beyond Trust, DigiCert, Exabeam, F5, FireMon, Fortra, Forcepoint, Infoblox, IBM, Keysight, LinkShadow, Okta, Palo Alto Networks, Progress, Recorded Future, Riverbed, Sophos, SecurX360, SkyHigh Security, Thales, Trend Micro and Trillio.

Discover solution demos, expert advice and much more with StarLink at GITEX Global 2025 in Hall 1.



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ServiceNow showcases the future of Enterprise AI at GITEX 2025

ServiceNow's expanded presence at the event signals its growing impact in the GCC region, enabling organisations to move to full-scale AI execution.



ServiceNow, the AI platform for business transformation, is set to make its biggest appearance yet at GITEX Global 2025, showcasing the power of its AI capabilities to help enterprises scale intelligence, data, and workflow automation across the business.

The company's expanded presence signals its growing impact in the region, enabling organisations to move to full-scale AI execution.

ServiceNow's GITEX presence comes on the back of strong regional momentum. ServiceNow has deepened strategic engagements with several regional government entities, partners, and enterprises across energy, banking, utilities, and telecommunications. With the ServiceNow UAE Cloud, hosted on Microsoft

Azure, ServiceNow has effectively addressed critical data residency regulations requirements, enabling organisations to deploy AI and automation with confidence and compliance. ServiceNow has become the foundation for the digital transformation of many of the country's most influential public and private sector entities.

"GITEX is more than a technology showcase, it's a reflection of the region's ambition to lead in digital innovation", said William O'Neill, Area Vice President & General Manager, GCC at ServiceNow. "We're proud to be a part of this journey, helping organisations simplify how they work with AI. By embedding intelligence into every corner of their business, organisations can automate administrative

and repetitive work, so their people can focus on what matters most".

Showcasing the ServiceNow Zurich platform release

ServiceNow's product showcase at GITEX will focus on live demonstrations of innovations in the recent Zurich platform release — with new features designed to help organisations work smarter, faster, and more securely with AI. Enterprise leaders are racing to move beyond table-stakes AI implementations to unlock transformative, tangible results. According to ServiceNow Enterprise AI Maturity Index 2025, 49% of UAE enterprises have already launched over 100 AI use cases, signalling a shift from experimentation to execution.

Zurich introduces easy-to-use tools that helps teams build apps by simply describing what they need, automate everyday tasks, and protect sensitive data without added complexity. New features like Vault Console and Machine Identity Console make it easier to manage data privacy and secure system connections, giving businesses in the region the confidence to scale AI while staying in control. The ServiceNow AI Platform continues to deliver transformation across the enterprise and underpins a new era of highly efficient human-AI collaboration.

"The true value of Artificial Intelligence will be in freeing people from repetitive, mundane, and boring work and inspiring

them to do meaningful work. Around 42% of the organisations in the UAE believe that AI will help drive automation initiatives and menial tasks such as document extraction and data entry will be done by machines. Digital Worker is not fiction anymore. Around 35% of the organisations in the UAE believe that adoption of AI Agents can help them drive innovation, accelerate their business growth, and enhance their competitive advantage", says Harish Dunakhe, Senior Research Director, for Software and Cloud research at IDC.

Partner solutions for UAE businesses

Also in focus at GITEX will be ServiceNow's rapidly growing regional partner ecosystem. Seven of the company's

partners — Advanced Solutions, DXC, Emircom, KPMG, LTI, Quintica and RAQMEA — will be on the ServiceNow stand where they will demonstrate innovations and success stories, underscoring the strength of ServiceNow's collaborative approach to innovation and implementation in the region.

"ServiceNow is more than a technology provider—it is the transformation platform we count on to drive meaningful impact and measurable outcomes for our customers across the region", said Saki Missaikos, CEO Quintica.

To learn more about ServiceNow's AI innovations and regional impact, visit ServiceNow at Hall 3, Stand H3-B30 at GITEX GLOBAL 2025.

ASUS brings vision of pervasive AI to life at GITEX 2025

The company will highlight AI-first design, sustainable innovation, and strategic partnerships at the premiere event.



(L-R) Tolga Özdil, Regional SYS Commercial Director, META, ASUS & Senic Chiu, Regional Director, Middle East and Africa, ASUS

ASUS will be exhibiting a wide range of its AI-powered devices at the 45th edition of GITEX GLOBAL, taking place from October 13 – 17, 2025, at the Dubai World Trade Centre.

Under the theme "Ubiquitous AI. Incredible Possibilities," a comprehensive portfolio designed to accelerate digital transformation through AI, cloud, and education technologies will be showcased.

Furthermore, ASUS will bring together its AI portfolio across infrastructure, workspaces, edge, and

mobile solutions, giving visitors a firsthand look at how intelligent technology is reshaping industries. From accelerating productivity to enabling new ways of working, learning, and collaborating, ASUS is empowering organisations of all sizes to embrace the future with purpose-built innovation.

"The Middle East stands at a decisive point in its digital transformation, with AI shaping the way economies, institutions, and communities move forward. With our partner Intel, ASUS is driving smarter and more

sustainable innovation to meet the region's evolving needs. GITEX GLOBAL is an opportunity for us to show our latest advancements and strengthen relationships with our customers and partners across the region", says Tolga Özdil, Regional SYS Commercial Director, META, ASUS.

"Our portfolio demonstrates our expertise in seamlessly integrating AI that would be beneficial to everyone. We are committed to ensuring that innovation in this region is both responsible and secure, and that it enables lasting

progress for future generations".

ASUS will be presenting a strong lineup of devices designed for business and education. This includes the B5405 with an ergonomic design, the P5405 with a 47 TOPS NPU made for AI tasks, and the B9403 that weighs less than 1 kg and comes with an all-day battery life. All ExpertBook Copilot PCs are engineered with MIL-SPEC magnesium-lithium alloy chassis for extreme durability. There's also the Chromebook CX5403 Plus, CR1204, and the Windows BR1204, made for students with durable and secure designs. The CX1405 Chromebook Plus laptop includes 12 months of Google One AI Premium and is made with 30% recycled plastic, and the P470 and P440 All-in-One (AiO) PCs, which are engineered for durability and easy serviceability. ASUS will also demo AI ExpertMeet, an intelligent collaboration solution that uses AI to simplify business interactions and enhance productivity.

Visitors will also get to see ASUS's Infrastructure AI solutions that include the ASUS AI POD (with NVIDIA GB300), HGX servers, and Ascent GX10 powered by the NVIDIA GB10 Grace Blackwell Superchip. Workspace AI lineup, including the NUC

We are committed to ensuring that innovation in this region is both responsible and secure, and that it enables lasting progress for future generations" ..

The company has built its commercial portfolio around four key pillars that reflect the priorities driving transformation today. These include AI-first design for smarter workflows, cloud-ready devices that support seamless enterprise integration, sustainable innovation through energy-efficient engineering and eco-conscious materials, and education-focused technology that equips classrooms for modern learning. Hands-on demonstrations will highlight easy-to-service product designs and reinforced durability features.

"We are excited to demonstrate our latest AI innovations at GITEX", said Senic Chiu, Regional Director, Middle East and Africa, ASUS. "This event is a fantastic platform to showcase how our technologies can transform industries and enhance daily life".

Partnerships remain central to ASUS's vision. ASUS continues to advance its collaboration with NVIDIA through the Enterprise AI Factory, which provides AI-ready racks and AI POD designs for large language models (LLM) and immersive workloads.

Visitors can head to ASUS's booth at Hall 2, Stand C70, to experience their latest innovations.

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Veeam champions ‘Radical Resilience’ with new Data Resilience innovations at GITEX GLOBAL 2025

When it comes to overcoming these challenges – and providing a high-quality education for as many children, young people and adult learners as possible – Hikvision digital technologies are a powerful ally.



Mena Migally

Veeam® Software, the #1 global leader by market share in Data Resilience, recently announced its presence at GITEX GLOBAL 2025, taking place between 13 - 17 October at the Dubai World Trade Centre.

This year, Veeam will showcase how its expanded Veeam Data Platform, Veeam Data Cloud, and the recently launched Data Resilience Maturity Model (DRMM), empowers organisations to measure, strengthen, and achieve radical resilience in the face of escalating cyberthreats.

Mena Migally, Regional VP - EMEA East at Veeam Software, said: “Organisations across the Middle East and Africa face mounting cyber risks, rapid multi-cloud adoption, and growing regulatory pressure around data sovereignty. At Veeam, we believe resilience must be

measurable, intelligent, and proactive. This is why we’re introducing the Data Resilience Maturity Model (DRMM) as a framework for enterprises to benchmark their resilience posture and take actionable steps to reduce downtime, protect brand trust, and secure business continuity. GITEX is the perfect platform for us to showcase how Veeam, together with our partners, helps customers move beyond backup and towards complete ransomware recovery”.

Veeam at GITEX 2025: Highlights

At Hall 7, Stand B20, trade attendees will discover how Veeam is setting the new standard for enterprise data protection through live demos, expert sessions, and partner showcases. Key innovations and announcements include:

At Veeam, we believe resilience must be measurable, intelligent, and proactive”.

- **Cyber Secure Program Enhancements:**

AI-driven malware detection, clean-room recovery, and an expanded ransomware warranty – delivering the most complete end-to-end ransomware protection in the market.

- **Data Resilience Maturity Model (DRMM):**

A new strategic framework to help organisations assess and advance their resilience capabilities.

- **Veeam Data Cloud**

- **(VDC):**

Veeam’s unified Backup-as-a-Service offering for Microsoft 365 and Azure, delivering radically simple, scalable, and secure protection for cloud workloads - now available across key Middle East markets.

- **Veeam Software Appliance:**

The company recently launched its first-ever fully prebuilt, pre-hardened, software-only appliance for data resilience and completely

hardware-agnostic, empowering customers to deploy on their preferred infrastructure without hardware lock-in.

- **Live Demos:** Instant Recovery, Clean-Room Recovery, AI-powered threat detection and response, DRMM assessment tools, and multi-cloud data portability.

- **Partner Ecosystem:**

Joint demos and co-presentations with leading technology partners, showcasing real-world implementations of Veeam’s resilience framework.

- **Channel Enablement:**

New training initiatives and expanded distributor collaborations across the GCC and North Africa, helping partners adapt in a dynamic multi-vendor cloud environment.

- **Ransomware Insights:**

Release of the 2025 Veeam Ransomware Trends & Proactive Strategies Report with regional benchmarks across financial services, government, and other critical industries.

- **Complementary Solutions and Partner Innovations:**

Veeam will also spotlight integrations and joint innovations with key ecosystem collaborators, including ExaGrid, Red Hat, Object First, Alpha Data, and BPS. These organisations - spanning alliances, technology partners, and resellers - extend the capabilities of Veeam Data Platform, offering customers enhanced performance, security, and flexibility across hybrid and multi-cloud environments. Visitors can explore how these complementary solutions support ransomware-proof architectures, intelligent automation, and scalable data protection strategies through joint demos and expert-led sessions.

Visitors can also explore tailored solutions under the themes of AI-Powered Data Protection, Ransomware-Proofing the Business, Owning the Company’s SaaS Data, Data Sovereignty and Compliance, and Zero-Trust Data Resilience.

As part of the official GITEX conference programme, Tim Pfaelzer, General Manager & Senior Vice President, EMEA, Veeam will deliver a keynote titled “Enterprise Resilience Redefined: Securing Data in a Threat-Filled World.” The session will outline how organisations can build adaptive resilience strategies powered by AI and intelligent automation. As the #1 global leader

in data resilience and cyber protection, Veeam is dedicated to empowering cybersecurity leaders and fostering collaboration across the industry. As such the company is proud to be the main sponsor of the CISO Lounge - Hall 23-25 within Cyber Valley at GITEX Global 2025. The invite-only space connects 200+ top cybersecurity decision-makers for candid dialogue, best-practice sharing, and recharging away from the noise. The lounge provides an opportunity for high-value networking in a setting designed for focus and connection.

Momentum in the Region

Veeam continues to accelerate its growth across the Middle East and Africa. The company has recorded major customer wins in financial services, government, healthcare, and education—including Batterjee Medical College, The Coca-Cola Bottling Company of Saudi Arabia, and KPMG Lower Gulf. The company recently established a new legal entity in Saudi Arabia, reinforcing its commitment to regional investment and customer success. Alongside this, Veeam has been recognised as the #1 provider of Microsoft 365 and Kubernetes data protection, while continuing to grow its annual recurring revenue and customer base year on year.

Channel First Approach

Veeam will also spotlight its channel-focused strategy at GITEX, offering partners co-marketing opportunities, joint demos, and customer engagement sessions. The company’s message to its ecosystem this year is “Together, we build resilience”, underlining Veeam’s commitment to empower partners with the training, tools, and programmes required to deliver measurable business outcomes. New training initiatives and expanded distributor collaborations across the Middle East & Africa help partners adapt in a dynamic multi-vendor cloud environment.

Sustainability and Inclusion

Aligned with the wider technology community’s priorities, Veeam will showcase its sustainability and diversity initiatives, highlighting ongoing global programmes designed to build a greener and more inclusive digital future.

Veeam will have a dedicated presence in Hall 7, Stand B20 at GITEX. Visitors can attend live theatre sessions, engage with Veeam experts, and book one-on-one meetings with executives.



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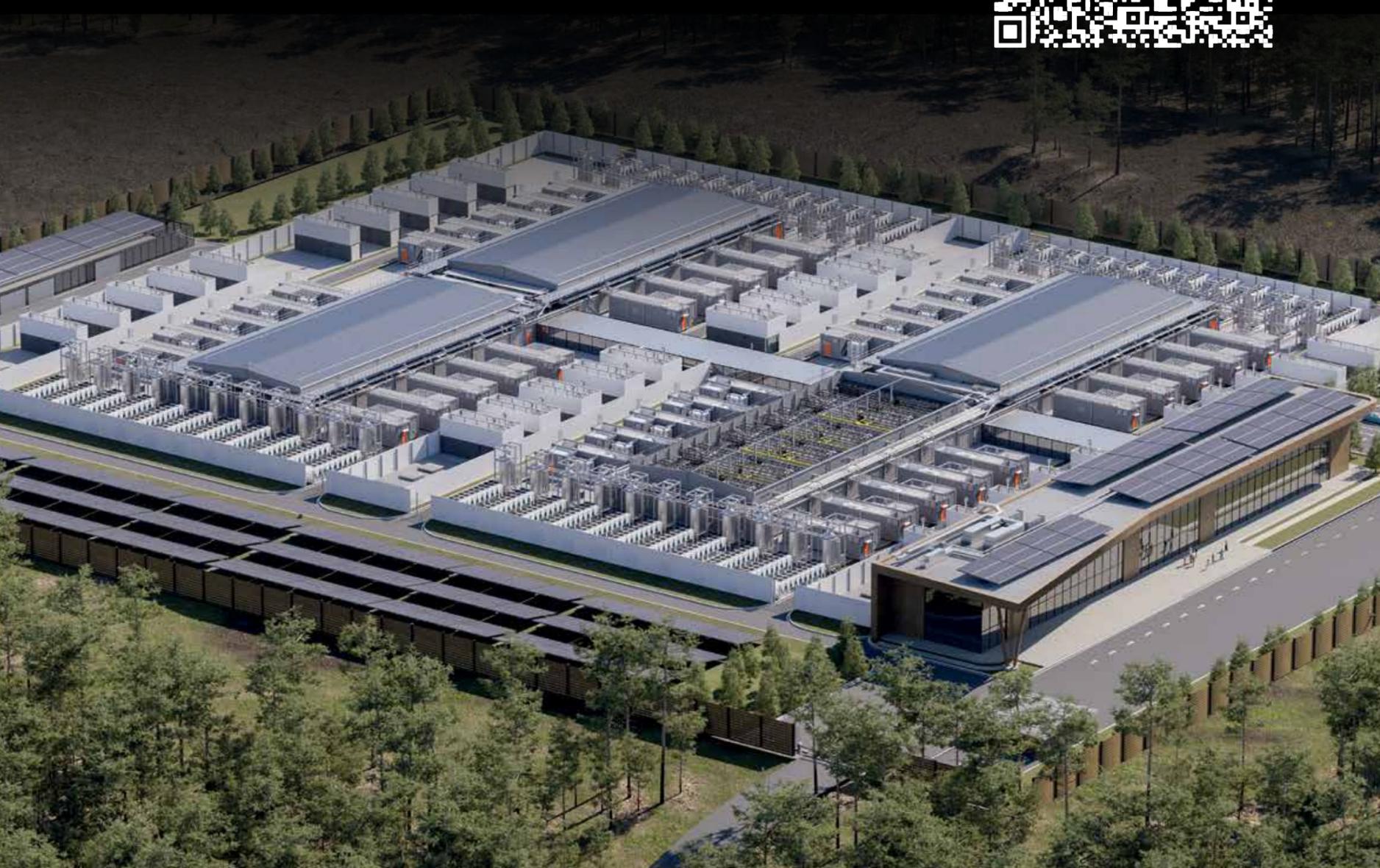
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Zebra Technologies to demonstrate how Intelligent Operations improve workflows at GITEX 2025

Results backed up by Zebra's Intelligent Operations Impact Report in collaboration with Oxford Economics.



Hozefa Saylawala

Zebra Technologies Corporation, a global leader in digitising and automating workflows to deliver intelligent operations, will present an innovative portfolio of connected frontline, asset visibility and intelligent automation solutions, at GITEX Global Dubai, 13 - 17 Oct., 2025, at Stand H5-B20, alongside regional channel distribution partners and independent software vendors (ISVs).

Attendees will discover how Zebra's advanced technology solutions are purpose-built to support integrated modern workflows and make work better every day.

"At GITEX, we'll be showing how Zebra empowers businesses of all sizes and across key industries to continuously drive better processes and adapt to changing conditions", said Hozefa Saylawala, Director, Middle East, Zebra Technologies. "Organisations which optimise workflows by

investing in artificial intelligence (AI), automation and data, report significant gains in revenue and customer satisfaction, achieved through real-time visibility, actionable insights and improved efficiency".

New insights highlight impact of intelligent operations

The study titled, "Impact of Intelligent Operations" indicates highlights the transformative impact that improved workflows can have within the retail, manufacturing, and transportation & logistics (T&L) industries.

If the top 20 organisations from the Forbes Global 2000 list in each of those industries achieved meaningful improvements in their frontline workflows, Oxford Economics estimates that each company could potentially earn an average of US\$3 billion in higher revenue, and

an average of US\$120 million in added profit.

Intelligent operations - real-world impact

Speed and efficiency in T&L operations are being boosted by intelligently automating processes. For example:

Inventory management has seen impressive results from deploying Zebra's radio frequency identification (RFID) mobile devices, printers, and labels, with one international transportation network achieving 100% package loading accuracy.

Fixed industrial scanning (FIS) solutions are also delivering great inventory efficiencies, with one European food supplier increasing productivity by up to 30%.

A scan tunnel solution with AI-powered cameras for one of the world's largest global transportation and logistics enterprises resulted in improved read rate accuracy by 37%, decreased

Organisations which optimise workflows by investing in AI, automation and data, report significant gains in revenue and customer satisfaction".

downtime and manual handling by 29%, and reduced operational costs by 13%.

Best portfolio and best partner

Visitors to Zebra's booth at GITEX will be taken on the journey that a child's toy takes from the factory to the shopfloor via the road and the warehouse, all courtesy of Zebra's RFID, fixed industrial scanning (FIS), mobile computing and multiplane scale solutions.

New Zebra devices on display at GITEX will include the:

FR55 first responder mobile computer, designed to meet the increasing need of today's emergency services to connect to broadband services.

EM45 Enterprise Mobile computer, built to feel like a consumer device but with business-grade asset tracking and AI capabilities.

TC22 RFID, a durable mobile computer designed for retail, hospitality, and warehouse environments

ZEC500 Android Enterprise Computer, a standalone device for any vertical market.

WS101 Bluetooth Communication Badge, a hands-free device for seamless retail operations.

WS501 Wearable Computer which enhances scan-intensive tasks with hands-free computing.

"The effectiveness of our solutions stems

from our commitment to building an innovative culture at every level of the organisation", said Saylawala. "This is why Zebra is ranked eighth on Fast Company's seventh annual list of the 100 Best Workplaces for Innovators".

Zebra partners joining the stand at GITEX include 42Gears, Agreefy, Axes Software, Bluestar, Cleverence, Grabba, Kloudspot, Ingram Micro, Innovent, Jarltech, Loqus, Mantis, Sygic, and Transtek.

Zebra's PartnerConnect programme includes over 10,000 partners in 100+ countries. In the Middle East, around 250 partners serve a broad range of customers with a growing portfolio of solutions across a range of industries including retail, T&L, manufacturing, healthcare, and energy in the UAE, Gulf Cooperation Council, Egypt and the Levant.

Image Credit: Zebra Technologies



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