

60 MINUTES

GITEX TECHNOLOGY WEEK

Show dates: 6-10 December 2020, Dubai World Trade Centre | Exhibition hours: 11am-7pm

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DAY 4

Avaya Spaces challenges the norms of work at GITEX

Daniel Bardsley spoke with Nidal Abou-Ltaif, president of Avaya International about the company's approach to using their new Avaya Spaces cloud technology in this hybrid world of work.



Nidal Abou-Ltaif, president of Avaya International

There has been much discussion during the pandemic of the “new normal”, of a world that is very different to what we are used to.

Avaya is showcasing technology at this year's GITEX that is ideally suited to this reconfigured way of

working and also be useful in what is set to follow – the “new, new normal” as Nidal Abou-Ltaif, the president of Avaya International, puts it.

While remote working has been forced upon many by the coronavirus, it is not likely to disappear in the post-pandemic

world and will, instead, be integrated into what Abou-Ltaif describes as a “hybrid” world of work.

That means some staff members or other collaborators will be present in person, while others will be connecting virtually.

The Avaya Spaces cloud meeting and collaboration app, which the company describes as “the app for how you're working now”, is aimed at this type of set up.

“It allows people to work from any device from anywhere in places with low bandwidth – a full collaboration tool,” said Abou-Ltaif.

“It's awesome – we just released it before GITEX. Dubai World Trade Centre, they used it in

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At GITEX, Trend Micro Showcases ‘The Art of Cybersecurity’

GITEX technology week saw cloud security company Trend Micro release figures for its annual mid-year roundup. The company was successful in blocking 56.9 million cyber-attacks in H1 2020.



During GITEX 2020, Trend Micro Incorporated, the leader in cloud security, has released the Gulf Cooperation Council (GCC) results for its annual mid-year roundup report. Trend Micro detected a combined 56,873,271

email, URL, malware, and banking malware attacks in the GCC during the first half of 2020.

In the GCC, Trend Micro detected 41,236,550 email threats, 13,181,016 URL victims, and 61,314 URL hosted attacks. Malware

continues to surge, with Trend Micro recording 2,392,097 malware detections, and another 2,294 banking malware detections in the region.

Supporting Middle East organizations in their secure digital

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Evotek outlines promising portfolio of tech solutions at GITEX 2020

Daniel Bardsley spoke with Jihad Tayara, CEO for Evotek, about the sheer variety within the company's portfolio, from medicine traceability, smart parking, digital social distancing solutions and more.



Jihad Tayara, CEO for Evotek

Evotek's stand at GITEX is an exceptional one this year – because visitors can experience all that it has to offer purely through technology.

The company's stand is unmanned, but even so it is able to showcase digital solutions that can do

everything from ensuring the traceability of medicines to promoting social distancing.

“We're flexing our muscles in a sense to transform the way we participate in GITEX,” said Jihad Tayara, the company's CEO.

“That's the thing that differentiates our presence;

that's the thing I'm most proud of ... The reaction has been really positive. We've seen a lot of people visiting and getting excited.

The most eye-catching part of the stand at first glance is the striking Audi car parked in one corner – this is to demonstrate smart parking technology – but equally notable are the two “experiences” that are on offer.

The first highlights the company's track-and-trace technology, which can be used to monitor everything from pharmaceuticals to foodstuffs.

“Most recently, the Ministry of Health launched a project that utilises our platform to track and trace medicines,” said Tayara.

The system can

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HTC: Leading the way in Virtual Reality solutions

Reseller Editor Anita Joseph caught up with Nikhil Nair, Consumer Business Lead MEA, HTC, to find out more about the company's growth plans and the market demand for Virtual Reality (VR) and Augmented Reality (AR) solutions.



Nikhil Nair, Consumer Business Lead MEA, HTC

What products are you showcasing this year at GITEX?

We've obviously grown our portfolio within 5G-we've got the 5G hub, which is an entertainment hub and a router device, we've grown our portfolio in Virtual Reality (VR) significantly, and so GITEX this year is showcasing

our consumer experiences in Virtual Reality and also our enterprise portfolio and a whole range of our enterprise-related virtual reality applications.

What has the demand been, for these products been, of late, especially now with the whole world going online?

To be honest, we've seen a spike in demand for technologies that are individualistic, specifically VR and 5G. For instance, the norm today is working from home, so video calls have spiked like crazy and these kinds of trends are supported by 5G and VR. So, from the commercial angle there's been a huge uplift. Also, there's a huge demand anticipated for 2020 as well.

How important is the ME market for you?

On a priority scale, with our core segment being gamers, Saudi Arabia is a huge market, followed by the fact that High Net worth Individuals segment is much higher within the GCC region. For us, the Middle East is a Tier-1 market and we're trying to grow this

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Avaya...

their congress.”

He said the technology offered a high level of security coupled with sophisticated features including noise-cancelling technology.

Such features are based on artificial intelligence (AI), which Ahmed Helmy, Avaya’s international CTO, said was being used to make communications more personal.

“It’s less transactional, but it’s to personalize the experience. Avaya Spaces can use AI to improve the visual communication experience. If you look at a lot of the features, it depends on AI. We use the new AI capabilities to monitor and enhance the experience,” he said.

Abou-Ltaif said that the pandemic had resulted in reduced demand for



It’s the app for how you’re working now.”

“traditional hardware” but an increase in interest in hardware that can be used anywhere, which includes everything from cameras to high-definition speakers.

“We’ve seen call centre remote agent growth. We’re seeing growth in healthcare and education. What started slowly was hospitality and airlines; we’ve started to see hospitality pick up. Hotels are using the opportunity to do renovation,” he said.

This year, inevitably, GITEK is different from previous years, but Avaya has harnessed digital technology

to ensure that it is no less effective as a forum for connecting with customers.

Previously, the company flew in hundreds of customers to get a first-hand look at some of its latest solutions, but this year, instead, many thousands will be able to see what the company has to offer through international transmissions.

Indeed, Avaya is transmitting to more than 150 countries during the course of GITEK and has held special demonstrations at different times of the day for customers spread as far apart as France and Australia. This is in addition to hosting people who are visiting the show in person.

“It’s part of the new normal – in-person and virtual,” said Abou-Ltaif.

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At GITEK...

transformation, Trend Micro is exhibiting at GITEK under the theme of “The Art of Cybersecurity.” The theme combines Trend Micro’s proven foresight, its XGen security strategy of cross-generational threat defence solutions, and passionate people to make cybersecurity a work of art.

“The GCC’s high rates of cyber-attacks across email, URL, and malware show that cybercriminals are ramping up their exploits of the weak points in organizations’ endpoints, network, and cloud — especially with COVID-19-related threats,” said Dr. Moataz Bin Ali, Vice President, Middle East & North Africa, Trend Micro.

At GITEK, Trend Micro is showcasing cybersecurity solutions across cloud (Cloud One Hybrid Cloud Security), user protection for endpoints (Apex One), email and web, detection and response (XDR),



We are returning to GITEK to show how Middle East organizations can reinvent their cybersecurity posture and processes.”

Operational Technology (OT) and Industrial Control security (TXOne Networks), and network protection from known, unknown, and undisclosed threats (Network Defense).

“As the region’s only in-person technology event in 2020, GITEK is a key event for Trend Micro to spread the importance of cybersecurity in the shift to digital transformation,” added Dr. Moataz Bin Ali. “We are returning to GITEK to show how Middle East organizations can reinvent their cybersecurity posture and processes”.

Encouragingly, since the lockdown, more than four-fifths (82%) of the UAE’s remote workers say they are more conscious of their organization’s cybersecurity policies, according to Trend Micro’s recent study “Head in the Clouds.”

However, many employees are still breaking the rules anyway due to limited understanding or resource constraints. During GITEK, Trend Micro will also educate organizations about the importance of not having a one-size-fits-all cybersecurity strategy, but rather tailoring their cybersecurity strategies to the most common employee attitudes and behaviours on risk awareness, risk management, and risk avoidance, and personal accountability.

During GITEK, Trend Micro aims to once again meet customers and channel partners, and to exchange best practices in cybersecurity.

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Evotek...

trace medicines from manufacturing through to the supply chain, customs and the hospital, offering confidence that products are exactly what they are supposed to be.

“Consumers at home who have the app can scan and make sure the medicine is fine and safe to be taken,” said Tayara.

“It’s a life-saving service we’re offering together with the Ministry of Health as a track-and-trace tool.”

The track-and-trace technology is now in use in the UAE and Evotek is in discussions about its use in Saudi Arabia and Oman.

The second experience that the company’s GITEK stand offers is an innovative smart mosque experience in which technology can be used to cut costs and protect the health of worshippers.

As well as controlling lighting to save energy, the smart mosque concept also has thermal

cameras to check the temperature of visitors and to recognise whether they are wearing face coverings and maintaining social distancing.

It employs technology from companies including Johnson Controls and the broad concept could be adapted for many types of buildings.

Once visitors have seen the two experiences, they can learn more about the company’s solutions by speaking to someone in Evotek’s office through video conferencing.

While Evotek does sell hardware as part of its solutions, Tayara said the company’s role involved much more, including building, operating and managing services.

“We’re offering services rather than offering hardware; hardware is part of the services of the company,” he said.

“The services we’re offering are mainly focused



We’re flexing our muscles in a sense to transform the way we participate in GITEK.”

on governments and large organisations – the public sector.

“We’re trying to help the public sector and government sector transform the way they deliver services to their customers.”

Tayara said many governments in the region, including those in the UAE, Saudi Arabia and Egypt, were “very proactive” and were pushing for digital transformation.

“At the moment, we’re in the UAE [and] we’re having a lot of positive discussions in Saudi Arabia, we’re starting discussions in Egypt and in Oman,” he said

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HTC...

market, not just from the gaming perspective but also from a general consumer standpoint. So, the ME is extremely critical for us.

Will there continue to be a demand for these technologies in 2021, or do you think new trends might become popular?

I guess in 2021, you’ll see a convergence between offline and online technologies. I don’t think it will go back to the way it used to be, and I think there’s already an acceptance for new trends and technologies coming in. For example, you now have headsets where you can immerse yourself in different experiences,

have conversations, make presentations and people are actually using these technologies every day, for more immersive, personalised experiences. Now, there’s a realisation, at least from enterprises, that these technologies are a ‘must-have,’ as opposed to the earlier ‘good-to-have.’ These technologies are also helping education and training considerably. There’s much greater acceptance than before as opposed to, say last year.

How about user demographics? How much has that changed since the pandemic?

So, we’ve categorised our VR into two segments: gamers (PC gamers, in particular) and families who use it today for edutainment

purposes, aside from gaming. So, say you wanted to visit Mount Everest, which you can’t because of the travel restrictions now, but you can now experience all its glory right in your living room. So yes, the demographics is changing- from youths, we now have a keen interest from pre-teens and families with older adults.

What will your market strategy be like, going forward?

From HTC’s standpoint, we are fairly agile when it comes to supply chains- we’ve adapted very well with e-commerce, we’ve adapted very well with our partners and the e-commerce market like noon and amazon, mainly because the consumer experience has been predominantly online, with user reviews and hands-on ratings. So, yes there is a huge potential on the experience driven market, and we’re excited to see, from a strategic perspective, how things will emerge in 2021.



Now, there’s a realisation, at least from enterprises, that these technologies are a must-have, as opposed to the earlier good-to-have.”



Christopher Dobrec, Vice President of Product Marketing for Armis

Today’s enterprises struggle to see their complete IT asset inventory from managed to unmanaged to IoT, IoMT and OT devices. Most

See and secure all connected devices with Armis

Christopher Dobrec, Vice President of Product Marketing for Armis, dives into why having complete oversight of all your business’s devices is more important than ever.

companies can’t identify all of the assets that they have in their environment, which leaves them exposed to compliance and security issues. Compounding this with organizations moving quickly on their digital transformation strategy while safely enabling employees to work remotely is causing an explosion in the number of connected devices that are inherently insecure. Many experts predict that the number of

Internet-connected devices will grow to over 80 billion by 2025.

The Armis agentless device security platform provides a flexible, seamless, and comprehensive cybersecurity asset management solution. We provide comprehensive visibility into all assets by combining data from other systems with the Armis platform to create one source of truth for all your assets (hardware, software,

and services), and keep your business and users secure.

Beyond discovering the assets, the Armis platform can identify risks and vulnerabilities for devices in the office, at remote locations, as well as those interacting with your cloud environments. The Armis platform understands what a device is and how it is being used and correlates that information against our platform’s inherent understanding

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Hunain Shahid, Head of Strategy and Partnerships at Elixir Group

Dubai-based Elixir Group, a leading investment conglomerate, focused on technology investments, held a virtual launch of Elixir Group today, coinciding with the launch of world's leading GITEX Technology exhibition.

Elixir Group, noticing the high market potential of new technologies and its immense application in every industry, has revealed an ambitious plan of automation through the Artificial Intelligence and related products for the UAE market with future regional expansion at a later stage. With the developing portfolio and wider geographic expansion, the company plans to diversify into the Machine-Learning, Robotics, Edge Computing, Internet-of-Things (IoT), Virtual Reality and Augmented Reality sectors in 2021 and 2022.

COVID-19 Impact

COVID-19 for Elixir Group proved to be the time to

Elixir Group Launched to Tap into Modern Tech Market

Coinciding with GITEX technology week, Elixir Group has launched virtually in the Middle East and plans to focus on Machine-Learning, Robotics, Edge Computing, Virtual Reality and Augmented Reality technology sectors.

accelerate the automation pivot, rethink and refocus to make it better. The pandemic pushed, like any other industry, to fast-track and streamline its technology acquisitions, collaborations and strengthen the operational capabilities and update its investment plans which is ultimately helping Elixir Group to move ahead of the game.

"New technologies are making the out-of-the-box progress and introducing radical changes to work-life environments. The technology which was impossible a year ago is now possible with awe-inspiring results such as a chip implanted into the human brain and connected to the computer and smartphone to communicate with others. The applications are far and wide from commercial to personal use and that too branch out in new niches every year. This is the electrifying speed of \$187 billion worth of technology market which is growing with innovations.", said Hunain Shahid, Head of Strategy and Partnerships at Elixir Group.

In the initial phase Elixir

Group will be focusing on Artificial Intelligence (AI). Using the AI, company will start with innovative initiatives such as 'Smart Lead Generation or Automated Lead Generation' project to target the real customer-base at the targeted geographical location. For example, a smart user-interface used in food delivery and related services, Smart Customer Service using AI-powered Data Bank to automate responses to FAQs Robo-Advisors: to automate the buy-selling at stock markets based on the real-time investor trends and market behaviour. It will eliminate the need for human stockbrokers and investors. AI-based Retail Customer Behaviour, Automated



... amid COVID-19, we see the new technologies as a panacea for each and every problem."

Supply Chain are some of the other areas where Elixir currently is preparing market feasibilities.

Hunain added: "We are witnessing a logical connection between the human and the machine. There is so much happening in the technology space and we are facing radical developments that are changing the way we live and work. At this juncture and especially amid the on-going COVID-19, we see the new technologies as a panacea for each and every problem as well as huge business potential and great service to the humanity. Our AI-powered solutions will support different business sectors. Industries and people can take the full advantage of modern technologies and have an opportunity to invest in what Elixir offers."

Key Industries to Benefit from Elixir Group

The key industries that will benefit from Elixir technologies, especially Artificial Intelligence, are healthcare, agriculture, retail, defence, e-commerce, marketing, banking and finance and manufacturing.

Toshiba signs region-wide distribution agreement at GITEX 2020

Daniel Bardsley spoke with Santosh Varghese, Toshiba's Vice President MENA for digital products about what this agreement means for the company's future portfolio.



The Gulf division of Toshiba has inked an agreement for the region-wide distribution of its memory and storage solutions portfolio.

The tie-up with Redington – made official by a signing ceremony at GITEX – is the first region-wide agreement Toshiba Gulf has made with a distributor. Previously "in-country" distributor agreements have been made

Through the new agreement, Redington will distribute Toshiba's memory and storage solutions in Oman, Qatar, Bahrain, Kuwait and Saudi Arabia.

Santosh Varghese, Toshiba's vice president MEA for digital products and solutions, said the in-country distributor model had been "very successful" but the company was hopeful it could significantly increase its market share through the new regional agreement.

"This is the first time we've moved into a regional distributor [model]. Otherwise in the UAE we have a distributor developing the market, and in Saudi [a distributor] developing the market," he said.

Solutions such as enterprise hard drives, surveillance hard drives and consumer hard drives will come under the remit of the agreement between Toshiba and Redington.

The new agreement comes in addition to the existing in-country supplier agreements Toshiba Gulf has and is not a replacement for them.

Toshiba's memory solutions come under the brand Kioxia, a name that blends a Japanese word for memory with a Greek word for value. The name was adopted in October 2019 in place of Toshiba Memory.

Varghese said Toshiba's market share in certain solutions was already significant, such as around 30 percent in the UAE and 45 percent in Saudi Arabia for personal storage devices.



Our vision is to be the number one cyber physical company by 2030."

However, in some other countries he said the market share was nearer 15 percent, indicating that there is significant opportunity for growth.

"Our vision is to be the number one cyber physical company by 2030. We will be the top player in the cyber physical space by [then]," added Varghese.

At the Kioxia stand at this year's GITEX, Kioxia is showcasing produces such as microSD/SD memory cards, USB memory cards and SSDs designed for smartphones, tablets, PCs, digital cameras and other devices.

Toshiba is also highlighting its Canvio portable storage line-up at GITEX, with the company offering new applications and designs to the range.



Dimitris Raekos, Business development manager MENA for VMRay

The cybersecurity company VMRay is taking part in GITEX for the first time this year, just three months after opening an office in Dubai, and is pleased with the reception it is getting at its inaugural event.

A threat analysis and detection specialist, VMRay is expanding globally and is looking to secure increased market share outside of its key regions of the United States and Western Europe.

The company had already been involved in the region but opened an office in Dubai in September as part of its efforts to strengthen its presence in the Middle East, Africa and Asia.

The company's technology is aimed at entities that have their own security operations centres and, at this year's GITEX, local government entities in particular have shown much interest, according

VMRay outlines their goals for building a global presence

Daniel Bardsley spoke with Dimitris Raekos, Business development manager MENA for VMRay, about the company's recent office opening in Dubai and the demand for cyber threat analysis.

to Dimitris Raekos, the Dubai-based business development manager for the Middle East and Africa.

"We help security teams to have better vision into malware behaviour, to streamline their investigations and to enhance their incident response," said Raekos.

One solution the company is highlighting this year is its Email Threat Defender (ETD), which integrates with email servers to analyse potentially malicious attacks and URLs.

"The big problem with sandboxing technology is evasive malware. It's malware that understands it's monitored and will change behaviour," he added.



We've had a very good response from the market as our technology is really unique."

"Due to our architecture, our technology is not detected by malicious samples. Therefore [malware will] execute and will not change behaviour."

Among the sectors where VMRay is particularly active are government, oil and gas, telecommunications and financial services. It also works with technology companies and managed security service providers (MSSPs).

"We've had a very good response from the market as our technology is really unique," said Raekos. "The product is highly appreciated by people having a certain expertise in security."

In the Middle East, he said there were many relatively junior people working security, and he said VMRay's technology was valuable in "helping people understand what's happening".

"We work a lot with MSSPs because they have better expertise and they're able to take advantage of our technology," he said.

There were challenges in building up a customer

base in the Middle East, he said, because many organisations were "buying brands rather than technologies".

"The good news is that VMRay doesn't replace other technologies but it's enhancing the existing ecosystem of clients," he said.

"We need to find the right clients because we're looking for clients with a security centre in place."

Another difficulty at the moment is the uncertain economic climate, as it means, Raekos said, that companies were often relying on existing systems rather than buying new ones.

Nonetheless, he said that this year's GITEX had "a good quality of people" showing interest in the company's solutions, allaying concerns that the pandemic would make the event less valuable.

"Maybe when there are fewer people here, you are able to spend more time in discussions. We can focus more on the quality customers visiting the event," he said.

Italy's top start-up innovators highlight game changing ICT solutions at GITEX Future Stars

GITEX Future Stars competition sees three Italian start-ups - Dilun, Kemanji and Tolemaica - in the semi-finals of the Supernova Challenge. The final results will be made public on Wednesday 9th.



R to L- Consul General of Italy in Dubai, Ambassador of Italy to the UAE and Italian Trade Commissioner to the UAE

The Italian pavilion at GITEX Future Stars was officially opened by Nicola Lener, Ambassador of Italy to the United Arab Emirates; Giuseppe Finocchiaro, Consul General of Italy in Dubai; and Amedeo Scarpa, Italian Trade Commissioner to the UAE and Director of ITA Dubai Office for the UAE.

The rich programme of events and pitch presentations, organized by ITA in the Italian pavilion, started with the "Italian Start-up Competition", a live pitch session where the Italian start-ups competed amongst each other, presenting their projects

in front of select local investors and, judged by a highly qualified jury chaired by Nicola Lener, Ambassador of Italy to the UAE; and composed of Roberto Croci, Managing Director Microsoft for Start-ups; Fatma Elsafty, Blockchain Manager, Du; Jorge Sebastiao, CEO Global Blockchain Organization; and, several others. Sanycar, an Italian company specialized in disinfection systems, won the competition.

Three Italian start-ups - Dilun, Kemanji and Tolemaica - are in the semi-finals of the Supernova Challenge by GITEX Future Stars. The winners will be announced

on the last day of GITEX Future Stars.

Nicola Lener, Ambassador of Italy to the United Arab Emirates, says: "GITEX 2020 this year takes place amidst

Participating in GITEX Future Stars shows the strength and commitment of Italy's start-up sector to move forward."

a challenging time for the global economy as it strives to overcome the effects of the COVID-19 pandemic, which has affected many sectors. Participating in GITEX Future Stars shows the strength and commitment of Italy's start-up sector to move forward, it is a testimony to our ability to innovate and it is also an occasion to strengthen our economic relations with the region in high-tech sectors. This complements our initiatives like InnovItalyUAE to explore opportunities for cooperation in innovation between Italy and the UAE in key sectors like cybersecurity, smart cities and life science."

Visitors to the Italian pavilion can experience innovative technologies such as wearables for contact-tracing and social-distancing, blockchain solutions in the agricultural, food and textile sectors, Big Data solutions that understand human language and transforms it in data requests, applications for healthcare sector and advancements in Augmented Reality, and more.

French Tech Trends are back at GITEX 2020

12 French companies showcase their latest solutions on the French Tech pavilions during GITEX and GITEX Future stars in Dubai with the aim presenting the latest French tech trends.



Gathered by Business France, the national agency supporting the international development of the French economy, twelve innovative tech start-ups are in Dubai to meet visitors and investors from the Middle East, and to participate in the region's major digital transformation programs.

Within this context, a panel discussion at the show will involve Kat Borlongan, Director at La French Tech, the French government-led taskforce built to bolster France's start-up sector on the following topic: "how are global governments and policymakers safeguarding the heartbeat of innovation in this new reality?"

"In line with its ambition to become one of the most technologically advanced countries in the world, the United Arab Emirates has implemented several initiatives and investments to ensure their technological transition. Thanks to the high quality of the bilateral relationship between France and the UAE, Business France, the national Agency responsible for fostering export growth by French businesses, facilitating international investment in France is delighted to connect 12 promising French companies eager to share their expertise and innovation with a view to forge local partnerships in the Middle East", commented Frederic SZABO, Managing Director Business France Middle East.

Dawex has returned to the show for the second year in a row to present a completely secure data marketplace platform based on big data. Mybea is showing a new beach and pool management application for hotels, which makes it easier for guests to order hotel and

restaurant services online. The small startup Bear Studio is also attending. It has just developed a new digital solution to help IT project managers develop and finalise their digital ideas. Nucleon Security, a start-up at the cutting edge of innovation, is presenting a cybersecurity platform based on artificial intelligence and big data. Another exhibitor is Urbest, which is developing a solution to simplify communication between different groups of users by reducing latency and producing behavioural analyses. MyBop is also part of the French delegation and is presenting a new control terminal that improves the customer experience.

The French Tech pavilion is showcasing several innovations introduced by leading French companies such as Athesi, that will be exhibiting enhanced, hard-wearing smartphones and tablets for mobile professionals looking for robust products. Acoba is presenting a white label, cloud-based video surveillance platform. IT-Development will be showing a click-on-site software solution to reduce the costs and improve the management of Telecom infrastructures. Cybelangel is attending for the second time, with a new offering that reduces corporate digital risk by detecting critical data leaks outside the firewall. Evolis is returning this year with its printer, which prints and customizes plastic cards such as ID badges, payment cards, travel cards, loyalty cards and student cards. Taztag, which has also attended in previous years, is exhibiting custom biometric equipment for fingerprinting, facial recognition and iris recognition.

Kioxia showcases memory solutions products at GITEX

The world leader in memory solutions showcases New microSD/SD Memory Cards, USB Memory and SSDs at GITEX technology week.



Kioxia Corporation, the world leader in memory solutions is showcasing "KIOXIA" branded consumer products, including microSD/SD memory cards, USB memory and SSDs at Gitex 2020.

With its comprehensive portfolio of microSD/SD memory cards, USB memory and SSDs, Kioxia offers consumer products that are specifically designed for end-users to store their digital way of life

wherever and whenever they want. Kioxia's consumer products are mainly focused and optimised for use with smartphones, tablets and PCs, digital cameras and more.

Santosh Varghese, Vice President, Toshiba Gulf FZE said, "We will be marketing Kioxia products in MENA region (including South Africa). A sense of continuity and top of mind brand recall amongst our desired stakeholders is

what we endeavour to establish primarily. We have had a history of building great brands over the past few decades and we are confident that in a short time, Kioxia's brand equity will echo that narrative. We will have a host of activations with Kioxia at our stand at Gitex this year."

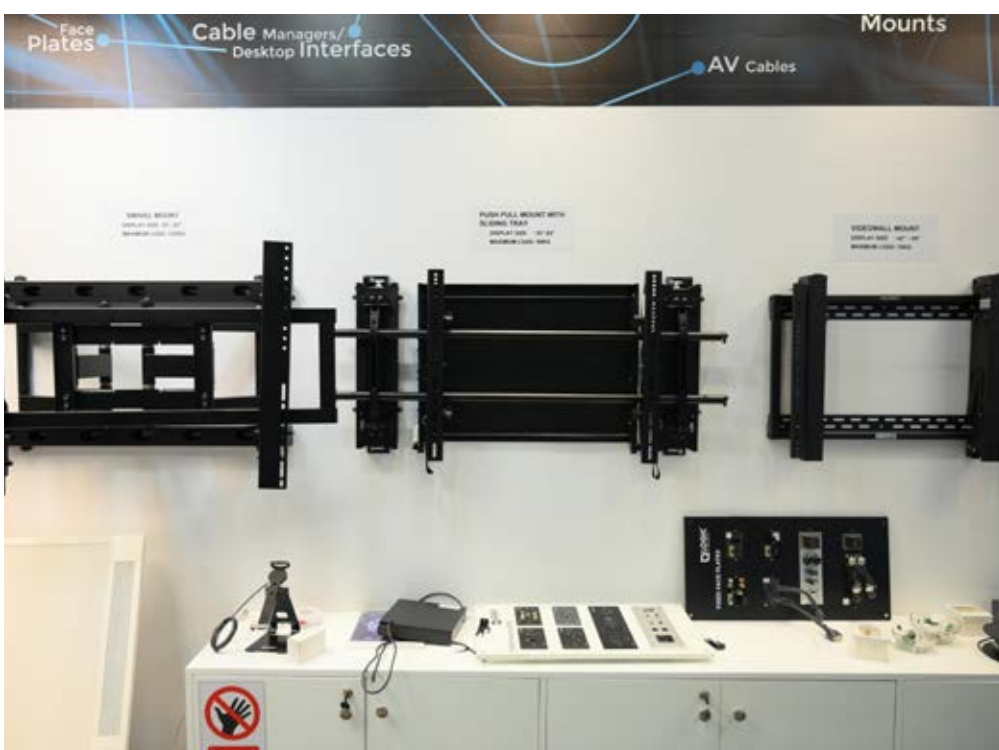
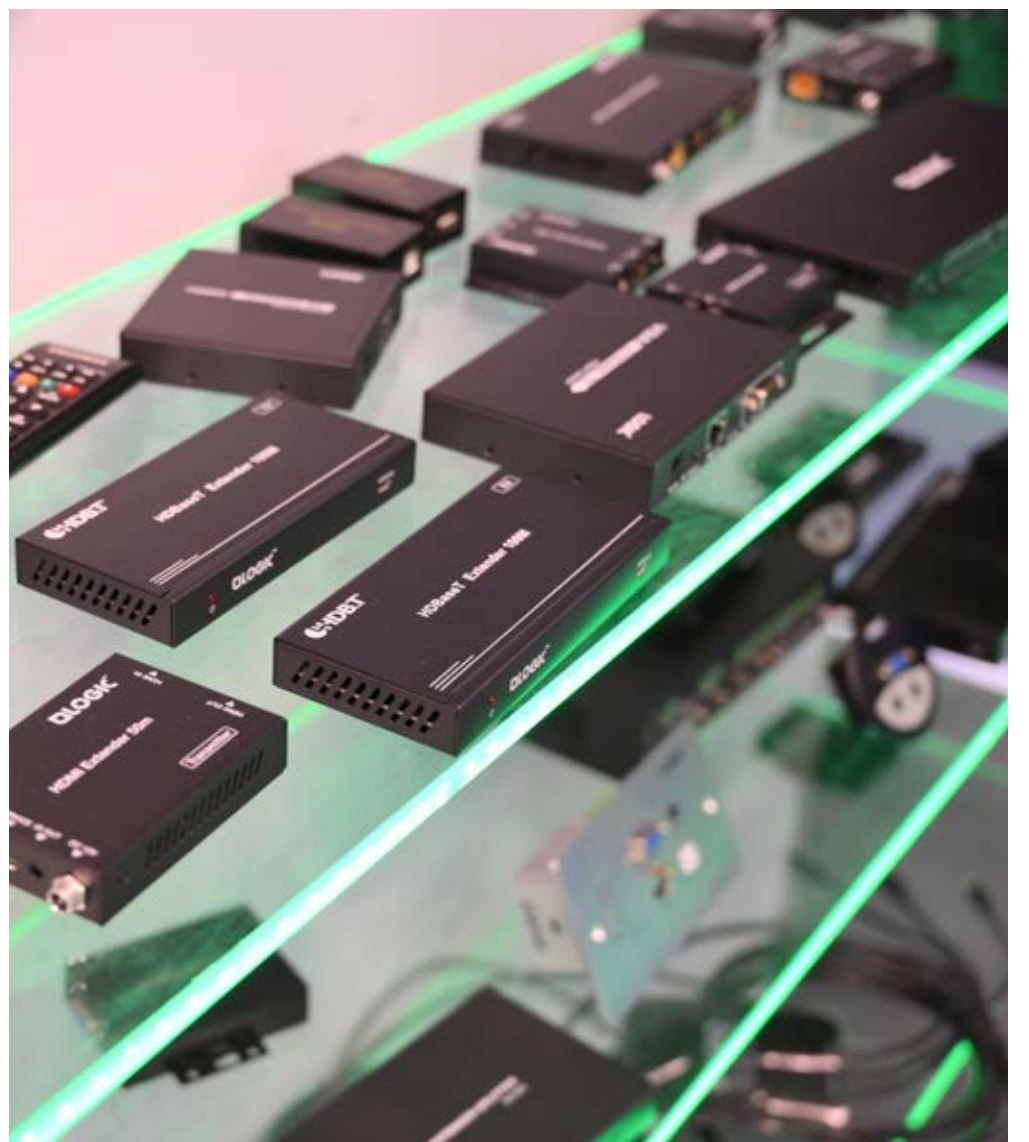
Kioxia puts great emphasis on retaining the same excellent quality, performance and reliability standards, that consumers are used to from the formerly known Toshiba Memory product line-up; dedicated to the development and production of innovative class-leading flash storage solutions that meets the ever-changing

customer demands.

Under its new name, Kioxia is highly innovation-focused and nimbler than ever before to deliver exciting, new flash technology, and more choice in product line up for customers to benefit from Kioxia's memory solutions. Kioxia's mission is to create an uplifting experience and change the world by evolving "memory".

Kioxia also provides an uplifting experience realised by a new look and feel of the memory products. Product and package design feature a fresh and modern colourful design that reflects Kioxia's vision as an independent flash memory manufacturer. Each product contains a specific colour (Light Blue, Magenta, Yellow, Light Gray, Light Green, Orange) which is used to make it highly recognisable and easier than ever for customers to select the right products for their unique applications.

STANDS TO WATCH



Logic

Stand : H4- F24

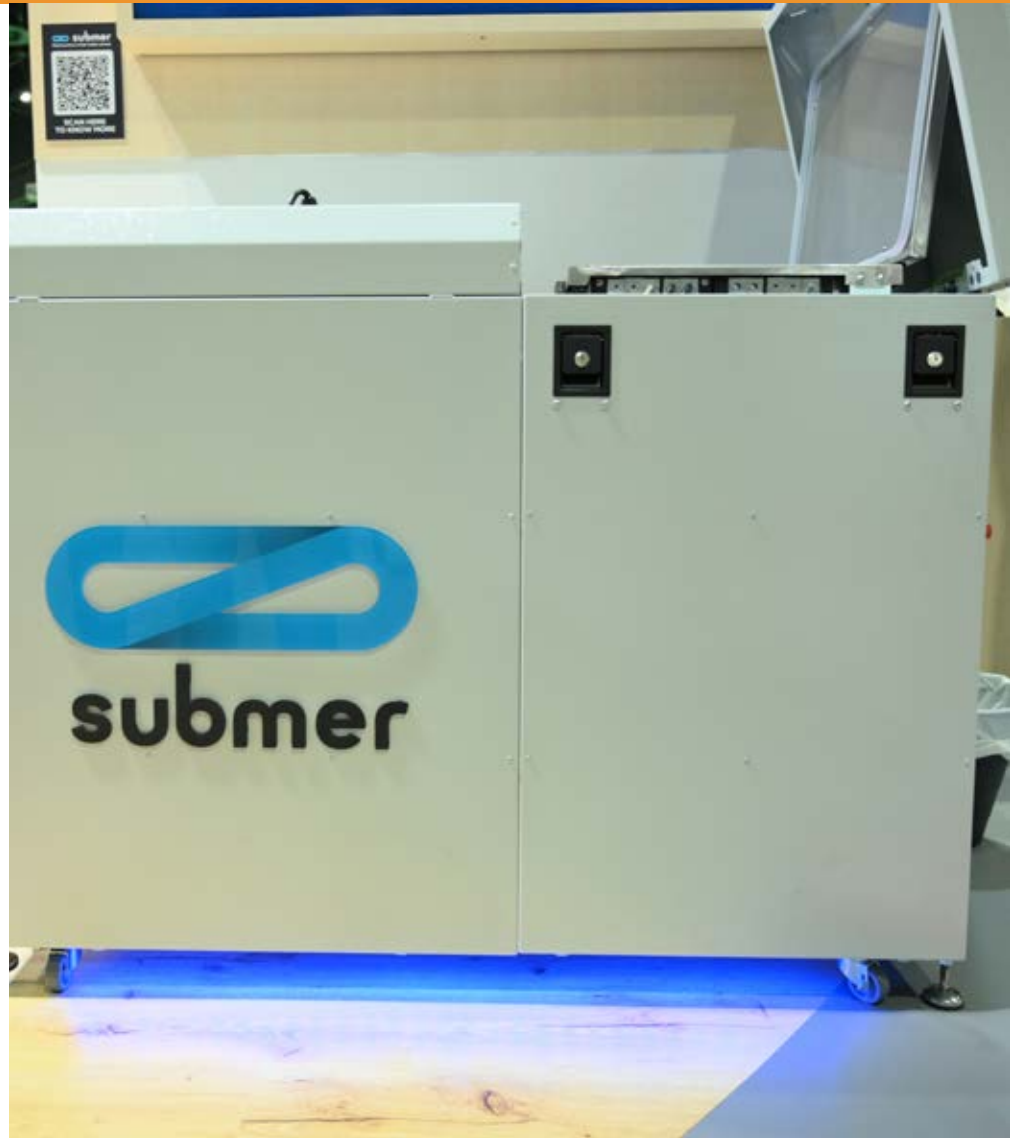
STANDS TO WATCH



Trend Micro

Stand : H2 - A10

STANDS TO WATCH



SUBMER

Stand : H6 - E10

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