

# ANNIVERSARY ISSUE

# TRIGON



**Celebrating 25 years of excellence  
and partnership in the region**

*Celebrating*



*Years  
of Excellence*

As we mark this grand milestone,  
we extend our heartfelt gratitude to those without whom,  
this would not have been possible - Our Dear Customers,  
Partners & Employees.





## Saeed Mohammad Al Ghurair

MANAGING DIRECTOR

**T**his year marks a very special year for Trigon. As we celebrate our Silver Anniversary, it makes us a bit nostalgic, but as the saying goes, sometimes, to move forward you must look back. I wanted to share our experience with you all, which sets the stage for an even brighter, more impactful future for Trigon.

### Celebrating the Past

Trigon began in 1997, and we went from a monitor distributor for small businesses across the UAE, to one of the biggest ICT products distribution companies in the Middle East region. There are lessons to be learned from the past and I think for Trigon it comes down to two things - DREAMING BIG & PASSION. We had big dreams when we started Trigon. We made these dreams come true by turning them into goals and actionable strategies. Believe in your dreams passionately, as well as in the power of passion and perseverance! We relish every victory and support each other in the most challenging times. We always knew, and know where to go, aware that sometimes the path is not always a straight line. However, with perseverance, expertise and innovative thinking, we made this journey easier.

Along our journey, we became one of the first retail distributors for major IT / AV brands like Samsung, D-Link, LG, Brother, Asus, Philips, Acer, Ergotron, BenQ and many more. We created an industry-leading display technology solution that has created a huge impact by elevating our customers' business with digital boards. We did iconic projects for Expo 2020, Burj Khalifa, Royal Atlantis, Dubai Airport, and a lot more.

### It's About the People

To our employees: I am grateful for the opportunity to work with talented, dedicated and passionate people every day. Your commitment to putting our customers first and living our corporate values has been integral to Trigon's progress and success.

To our customers: Thank you for trusting us for so many years and making us the leader in our industry. We are honoured to have your trust and will work tirelessly to continue to deserve it.

To our partners: We recognise the importance of establishing collaborative partnerships that bring extraordinary value to both Trigon and our customers. We thank our partners for their commitment, expertise and skills in helping us serve our customers across the Middle East region.

### Shaping the Future

Digital Transformation is making companies change their business models and adapt to the new normal which entails an increasing demand for digital collaboration applications. We are well positioned to address the trend by providing a variety of solutions covering areas such as indoor and outdoor display solutions, face recognition & non-contact temperature detection technology, next-gen video communication solutions, innovative desktop monitors, notebooks & PCs, and Audio-Video peripherals focused on various industry verticals to achieve higher productivity, better customer service, reduced operational expenses and greater ROI for organisations.

We will be expanding our portfolio, transforming our operations, improving customer experience, and continuing to deliver value to our customers. We strive to build long-term relationships by leveraging our unique business models, strong workforce, and our commitment to deliver a great customer experience. These goals and this purpose have been the driving force for the last 25 years and will remain the same in the future.

The journey hasn't been easy. It takes courage, passion, boldness and perseverance. As Trigon celebrates its 25th anniversary, let's toast our employees, partners and customers who have helped us change the way people communicate. Let's continue to shape the future together.



## Kamran Khayal

GENERAL MANAGER

The year 2022 marks the Silver Jubilee of Trigon. It was the vision of our Chairman, Mr. Abdulrahman Saif Alghurair, who provided the foundation and inspiration for the emergence of TRIGON in the year 1997. Also, pivotal for the inception of Trigon, was Mr. Mohamed Abdulla Alghurair. He has been a pioneering man with a far-sighted vision of the future.

Fresh from my college in India with a B. Tech degree in Computer Engineering, I had been fortunate enough to join the Al Ghurair Group in 1996 and was one of the founding employees to be associated with Trigon from the very first day. Trigon was born the same year as the MP3 player and today we offer AI displays, next-gen video communications, interactive displays, gaming monitors, consumer, commercial, and gaming notebooks, networking solutions, indoor / outdoor LED display solutions, and kiosks, not only to the large enterprises across the Middle East region but also to the SME segment.

Over the years, we have succeeded by successfully identifying emerging client needs, responding with new capabilities, and scaling them into growth opportunities. Sensing and responding to market needs enabled the company to grow from a monitor distributor in 1997 to a leading ICT distributor and turnkey solution provider, with offices in 4 countries, 700+ customers and a distribution network spanning 17 countries.

### Humble Beginnings in Technology

In 2004 - 2005, the organised retail segment was growing at a rapid pace in the UAE. Annually, many big new retail stores were added to

the country's map, which made us foray into the RETAIL segment. Retail stores played an important role in the high-level exposure of businesses and widespread distribution of products. In retail stores, retailers get opportunities to interact with customers (the ultimate consumers of our products). Trigon was one of the first ICT companies to collaborate with all major retailers including Carrefour, Jumbo, Lulu, Sharaf DG, E-max, Virgin Megastore and many others.

From 2013 onwards, Trigon put a lot of focus on providing turnkey and professional display solutions to its clients by leveraging its strategic partnerships with the world's largest brands. The signage industry was moving rapidly from static to dynamic mode and to address this trend, we started our B2B segment where we catered to the needs of large corporate houses across various industries by offering them the right solutions, which helped us in strengthening our position as a next-gen display and AV solutions provider in the Middle East region.

Over the years, we have continuously invested in new technology, technical engineers, and supply chain. We have our warehouse and distribution services located in Dubai & Jebel Ali and these locations serve as a strategic gateway for all our customers. We also have authorised service centers and a dedicated call center to provide assistance after sales, to ensure 100% customer satisfaction.

### Putting People First

It's the working strength and union I cherish so much that helps us stand together in such a competitive, complex and challenging market. Success doesn't happen by chance or luck. It happens because I have next to me the most capable and talented people that don't fear to supersede any obstacles and fight to be better every day. The year 2020 challenged us, as it did many. The pandemic upended billions of lives. Through the 2020 adversity, we were able to take two steps back to take five giant steps forward in 2022.

Over the years, we have achieved so much. We have experienced ups and downs, good years, and great years. Looking at the future, the global economy and market changes are still uncertain. But it is certain that everyone in Trigon is tackling customer needs and mastering new technology developments. I am determined to guide Trigon to be the top leading distributor in the industry. I encourage all my associates and partners to join us in our future endeavours. Let's go hand in hand, through the wind and rain, towards the next 25 years!

To all our associates, partners, stakeholders and friends – I thank you for your continued commitment to Trigon.

Here's to another 25 fantastic years!



# Trigon Business Unit Heads



**Rohit Bhatt**  
Vice President

I had a great & a successful journey with Trigon so far. I have been associated with Trigon since its inception. When Trigon started, we were a small set up distributing one brand & today we are one of the best distribution companies with a portfolio of more than 20 Power brands. Our key to success has been our work ethics, working closely & transparently with our team members & motivating each & every team member to reach milestones one after another.

I'm the Vice-President-Sales at Trigon. I am heading one of the business units in UAE & I'm also responsible for Saudi Arabia operations. We have been growing year on year & Trigon has been a very stable company right from the day we started our operations. Business in UAE for us is again right back on track & we have seen signs of growth again in the retail & channel business with the inclusion of some new brands recently signed by Trigon.



**Wilson Lewis**  
Manager, Finance & Administration

I started my journey with Trigon in 2010. Bearing my previous audit experience with various other firms, my experience with Trigon can be summarised in one word: Priceless. As time passed, Trigon ventured to establish subsidiary companies in the GCC. At present there are three subsidiary entities that are associated to Trigon. They are in Kingdom of Bahrain, Kingdom of Saudi Arabia, and Sultanate of Oman.

As the Finance and Administration Manager, I am responsible for the Banking, Accounts, Audit, Logistics, IT and HR Administration. Trigon's growth has been consistent for the last 25 years- the major factor contributing to its success and the growth is its strong team and strong business relationship with external partners, coupled with excellent support from the Al Ghurair family, the business owners of Trigon.



**Vijay Thekkoot**  
Assistant Vice President

I've been working with Trigon LLC for more than two decades. Trigon is a frontrunner in the distribution of professional displays and AV integration in the UAE. At an early stage of my professional career, I got the opportunity to start a corporate business unit under Trigon.

I'm heading a business unit as the Assistant Vice President of Sales. The major brands under my portfolio are LG, PNY, PeopleLink, BenQ and Logic. I'm responsible for Professional Display and IT business for B2B, Retail and Channel in UAE and am also managing Oman operations. Our forte is in turnkey solutions, which gave our partners the confidence to execute projects like Expo 2020 Digital Screens, Meydan Led Control Room solution, Burj Khalifa OLED Elevator Digital Experience to name a few.

We've had steady growth over the years. I am very fortunate and proud to work under the guidance and support of the Trigon management. It is not just a company's anniversary for me, it is a celebration of a bond that gets stronger with time, and I hope we achieve more great things together.



**Yasir Arafat**  
Assistant Vice President

I started my career in Trigon in the Year 2008 as Key Account Manager for the channel segment. Trigon has been very fortunate for me professionally and personally. My success mantra is my hard work and dedication and adaptation to any new assigned job.

Being the Assistant Vice President and Business Unit Head, I'm responsible for certain category of products in UAE and am also the country manager for BAHRAIN. Although revenue growth is pivotal for any business or organisation, Trigon's objective is to grow in terms of quality and not purely in quantity. This is the reason that Trigon has been one of the most stable and robust companies in the region.







Customer Support Team



Jebel Ali Logistics Team



Saudi Arabia Team



Dubai Logistics Team



Bahrain Team



Oman Team

## D-LINK MIDDLE EAST & AFRICA



Sakkeer Hussain

Director - Sales &amp; Marketing

Founded in 1986, D-Link is a global leader in the design, manufacture and marketing of advanced networking, broadband, digital, voice and data communications solutions. Following our company motto, "Building Networks for People", D-Link continually meets the global networking and connectivity needs of digital home consumers, small office professionals, small- to medium-sized businesses, and enterprise environments.

D-Link's core competency is in Ethernet connectivity. In fact, we are the global leader in providing network connectivity solutions to small and medium-sized business. From the beginning, D-Link engineers have researched, designed and manufactured innovative, standards-based networking solutions. We sell our state-of-the-art hardware at the best prices. Price may be the deciding factor for many new customers, but D-Link innovation, reliability and service keeps them loyal year after year.

A major contributor to our success is our established and expanding network of global distribution and delivery channels that brings products to more than 100 countries every day. We do more than meet the growing demand for computer networking and communications solutions - we

fuel it. Whether it is to suit the needs of the home consumer, a business or service provider, we take pride in offering award-winning networking products and services. We will continue to lead the way in building networks for people around the world.

D-Link Middle East FZCO and Trigon LLC began its partnership since the year 1996. Trigon LLC is one of our strongest and oldest distributors in the region. We are able to maintain a good partnership over the years and continuously grow with them through our strategic plans and commitments, towards our common goals, that will allow each company to double the size of its victory. Having said, we are immeasurably proud that D-Link Middle East and Trigon LLC have remained committed to our partnership goals for the past 26 years, which is to provide and deliver quality products and services throughout UAE and in GCC region. With this, we constantly strive to bring best-in-class products and innovative solutions to benefit our customers. We share a great success story over the years exploring new opportunities and boundless ideas in growing together as networking partners to continue in leading the way in building networks for people.



# D-Link®



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Experience the **Power** and **Convenience**  
of **Artificial Intelligence** Powered Wi-Fi

Wi-Fi  
6



AI Mesh Optimizer



AI Wi-Fi Optimizer



AI Parental Controls



AI Traffic Optimizer



AI Assistant



## Be Part of the History as You Watch the World's Most Exciting Sports Game, Live Onscreen with the **136" All-in-One Display**

The 136 large screen which is offered as an all-in-one package including an embedded controller and built-in speaker. Not only it is easy to install, it gives even better when all you need to do is to turn on the screen with a remote control and enjoy like a home TV.



All-in-One  
LED Screen



Built-in Speaker



Plug & Play



Remote  
On/Off



Compatible  
with TV Box



## LG ELECTRONICS GULF



**Hong Ju Jeon**

President

At LG, we have long recognised the value that technology can bring and we've made it our mission to offer our customers in the UAE the most advanced solutions commercially available. First establishing its presence in the UAE in 1988, with its Middle and Africa headquarters located in the country, LG has since gone on to become synonymous with smart, intuitive technology among both businesses and consumers alike. With a country that loves to break records, LG added to its accolades with the installation of the world's largest OLED display at Dubai Mall.

Creating a vision to become a lifestyle innovator that serves a truly intelligent way of living, LG has amplified its presence in the UAE to provide access to some of the most advanced and flexible products and technologies. Whether you require the latest medical displays for a hospital upgrade or a specialised create board for an immersive

classroom, LG technology offers a wide range of IT and ID products for every vertical.

Trigon has been a long-standing partner of LG Electronics for many years now. As a leading supplier of IT and ID products for both retail and on-ground markets in the United Arab Emirates, Trigon is a key distributor for LG's IT portfolio.

Over the years, LG has relied on Trigon's depth and breadth for landmark projects across the UAE. They have been instrumental in providing end-to-end solution support to LG customers. Offering excellent supply management systems and premium customer and post-sale service which has been a strength for Trigon in customer retention and acquisition. Their commitment to quality service and collaboration has no doubt attributed to the steady growth of our partnership. We look forward to many more years of purposeful business together.

## ERGOTRON



**Giljam Nijse**

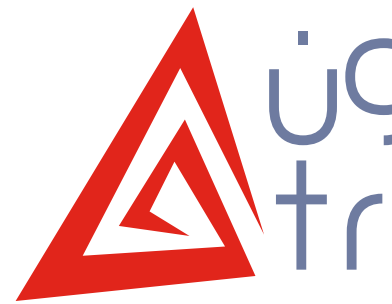
Senior Director Sales, EMEA

Ergotron was founded 40 years ago and is headquartered in Eagan, USA. Our EMEA head office and central warehouse are located in the Netherlands and we have been present in the Middle East since 2006. From Dubai and in close cooperation with Trigon as our distributor, we cover the entire region, with a focus on UAE and KSA.

Ergotron manufactures ergonomic solutions that improve productivity and wellbeing in the workplace. We bring technology products to the point of use in various vertical markets such as Healthcare, Industry and the Corporate Office. We take pride in our solutions being used in the majority of hospitals and clinics in the region for improving workflows and the wellbeing of caregivers. The product portfolio includes (medical) carts and wall mounts and a variety of monitor arms and stands.

Our partnership with Trigon dates to 2006,

when we started our activities in the region by joining forces with them. Trigon's value add distribution approach has facilitated our rapid joint growth. Besides the logistic operations and the financing activities, Trigon provides sales, marketing and service support. Trigon engineers are trained and certified to provide installation, warranty and maintenance support on site. In addition, there is close cooperation between Trigon and Ergotron sales teams on customer-focused activities such as presales consulting and the use of our (demo) programs. These joint efforts present a compelling proposition for our reseller partners and in turn enable them to provide comprehensive solutions to their customers. We are very appreciative of the longstanding partnership that we have with Trigon and look forward to a continued successful partnership with its committed leadership and team members.



## TRIGON STORY I

Established in  
**1997**

Offices in UAE, KSA,  
Bahrain, Oman

A Distributor

**SAMSUNG**

**ASUS®**



**D-Li**

**brother®**

**acer**

**PHILIPS**

**AOC**

**PNY®**

**LOGIC**



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customers

**135**  
Associates

Distribution Network  
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**NETGEAR®**



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Unfold the Incredible  
World's 1<sup>st</sup> 17" Foldable OLED Laptop



17.3" 2.5K foldable  
OLED display



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Core™ i7 processor



Long-lasting 75Wh  
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ASUS No.1 OLED: GfK and NPD combined retail data in 2021 Q4~2022 Q1, worldwide market.



## ASUS MIDDLE EAST



**Mubasher Malik**  
Sales Manager

ASUS is a global technology leader that provides the world's most innovative and intuitive devices, components and solutions to deliver incredible experiences with the objective of "How to make people's lives easier and better."

For ASUS, the answer lies in product design and feature innovation that enhance the lives of people everywhere. We have been in the Middle East region for the past 18 years that we primarily focus on catering to the computing needs of end-users with a wide range of laptops, all-in-one PCs, desktops, monitors, servers,

networking and storage solutions.

The partnership between ASUS and Trigon has contributed several achievements in this region. Trigon is the perfect partner with wide distribution coverage in GCC countries.

ASUS has secured a key presence in the MENA region thanks to supportive partners like Trigon who show a strong association and trust, which simultaneously propelled the partnership into a strong and lasting alliance. 'We are looking forward to bringing out more of the best products and innovative and intuitive devices to the region along with Trigon.

## TPV TECHNOLOGY



**Carol Anne Dias**  
Regional Sales Director - MEA

TPV Technology Limited is a leading display solutions provider. The group designs and produces a full range of PC monitors and LCD TVs on ODM basis for its distribution worldwide. TPV markets products under its own brands "AOC" and "Envision".

Since 2009 TPV owns the exclusive trademark license to sell Philips Brand monitors globally & IT accessories in most parts of the world.

The company has been listed on both Hong Kong and Singapore stock exchanges since October 1999.

The branch office opened its doors in the Gulf region almost a decade ago in DMCC Freezone catering to the MEA region through their distributors and partners.

The partnership between TPV Technology & Trigon goes a long way since TPV technology established their branch office in the Gulf region. Distributing both brands AOC & Philips monitors across GCC in retail and channel resellers, Trigon has been a key partner in establishing a YOY substantial growth rate over the last decade. With our strong partnership we have been able to ensure our comprehensive range of monitors with a state-of-the-art technology and sleek design to be distributed across home & business through the strong alliances Trigon has across channel partners. Our partnership with Trigon has been key to growing the AOC & Philips monitor brands within the GCC and will continue to be our preferred distributor for years to come.

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And then some.

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speeds with reliable, multi-layer security.

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**Reliability  
that lasts from  
moment  
to memory**

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**Kevin Wang**  
VP, Sales & Marketing

## LEXAR

**L**exar, as a leading global brand of flash memory solutions, offers industry-leading storage products and solutions with a view towards innovation. Our award-winning product line-up includes high-performance memory cards, USB flash drives, card readers, solid-state drives and DRAM for retail and OEM customers.

With the strength of research and development capabilities supported by Longsys, the supplier of Lexar, and the combined expertise of both, Lexar will keep bringing unparalleled storage experience and creating clear value for all kinds of consumers—from daily users, creators, and gamers, to professional users.

Recently, Lexar has also been committed to expanding its gaming product portfolio. With the recent launch of Lexar Professional NM800PRO M.2 2280 PCIe Gen4x4 NVMe SSD and with Heatsink version, Lexar continues to bring better solutions for users to deal with data-heavy applications for gaming, design and more.

In MEA region Lexar had grown exponentially

with the changes in technology and consumer behaviour, we are well positioned in capitalising the consumer behaviour due to technology advancements.

Trigon is one of the region's oldest and most prominent distributors, focused on consumer electronics. We have partnered with Trigon for retail distribution of the consumer range since 2020, keeping in view our longer-term goals for the region. This partnership has strengthened our presence in the retail channel. As we brace for everchanging consumer behaviour, we believe this partnership best suits serving consumers in this region.

What we found as strengths in Trigon are the investments in upgrading resources and the ever-evolving thought process in leadership, which are the most critical factors in tackling challenges in the retail business.

With considerable operational investments, Trigon is gaining more strength in supply chain management. We want to leverage Trigon's strengths to scale our business in the coming years.

## NETGEAR



**Marthesh Nagendra**  
Country Manager  
India, Middle East & SAARC

**A**t NETGEAR, we turn ideas into innovative networking products that connect people, power businesses, and advance the way we live. Easy to use. Powerful. Smart. And designed just for you.

Netgear, Inc. is an American computer networking company based in San Jose, California, with distribution setup in about 100+ countries. It produces networking hardware for consumers, businesses, and service providers. The company operates in three business segments: retail, commercial, and as a service provider. Netgear products are sold in approximately 24,000 retail locations around the globe, and through approximately 19,000 value-added resellers, as well as multiple major

cable, mobile and wireline service providers around the world.

We have been associated with Trigon for more than 10+ years. Trigon has strong presence in Middle East region and they understand the market well. We have close association with Trigon and am happy to say that they are one of the very few distributors present in the region who are strong in retail, channel & B2B. Our business has been growing at a greater pace since we associated with Trigon. Best thing about them is their wisdom and simplicity. They can easily ascertain the depth of the issue and come up with a solution quickly. Trigon means business & their meticulous planning excites us to invest more in them and grow with them.



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Excellence**  
For Over 100 Years

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## TRANSCEND



**Jenson Pan**  
Regional Sales Head  
Middle East & Turkey

**T**rascend is a 34-year-old, Taiwan-based memory solution brand company serving both consumer and industrial IoT categories with one-stop shopping strategies offering more than 2,000 SKUs catering to the diversified demand for the Middle East regions. Transcend strives to offer unique features with industrial grade endurance and quality for each product line-some of the most well-known are the Transcend military grade anti-shock technology for external HDD and external SSDs, plus exclusive app and software for data security & recovery, android phone/tablet backup for offering holistic value for ME customers. Transcend's core business is to provide industrial IoT memory solution for GCC/ME key System Integrators, awarded key projects as for airport e-gate kiosk/factory automation computer/retailer's digital signage, electric bus/truck in vehicle computer systems, Transcend's mission critical memory solution design and development experience is the solid foundation for Transcend's entire product line being positioned as a premium brand.

About our partnership with Trigon, I'd call it the Double T synergy (Transcend & Trigon) for building up a strong brand image in the Middle East region. With more than a decade of strong partnership, the Transcend team appreciates Trigon team's extraordinary service and professional sales team efforts to build up Transcend anti-shock image as a unique selling point for market approach, especially Kamran Khayal and Rohit Bhatt's professional leadership and strategy implementation. Rohit, Hakkib, Ramesh and Masood always takes good care of Transcend for new business development. Transcend & Trigon (the double T icon) work together as one team to continuously keep offering the best fit memory solutions for end users and SI clients in the Middle East. With booming new demand from 5G/AIOT new applications, the Transcend team, Jenson & Miss Trista (ME country manager) and Trigon are already prepared to create the next legend, let's embrace the next 25 years of cooperation and challenges. Together we advance, cheers!

## BROTHER INTERNATIONAL (GULF) FZE



**Kennosuke Hirano**  
Managing Director

**F**ounded in 1908, Brother is a leading international brand that produces quality innovative products for the print and imaging, business products and solutions, labelling and sewing markets that revolutionize the way we live and work in more than 100 countries worldwide.

Established in Dubai, UAE in 1991, BROTHER INTERNATIONAL (GULF) FZE is a group company of Brother Industries Limited of Nagoya, Japan and Brother's regional headquarters for Middle East, Africa & parts of South Asia and operates via authorised distributors in more than 30 countries across the region. It has fully integrated localised sales, marketing and customer service capabilities covering key Brother products

such as printers, multi-function centres, document scanners, label printers and sewing / embroidery machines.

We have been working with Trigon since 2017. They are our distributors for Brother printing products and related consumables for the UAE Retail & e-commerce business. Over the past five years, our partnership has resulted in consistent business growth as we have found their support, market knowledge and extensive experience to be helpful in growing our business. We are expecting to strengthen our relationship and substantially grow our mutual business with Trigon in the next 3 years, in line with the vision of the UAE government towards the growth of the UAE economy.



# AOC

## PLAY AND WORK ON AN ULTRA SLIM MONITOR



### 24V2Q

- ▶ IPS wide viewing angle
- ▶ Super slim design at 7.7mm thickness
- ▶ 3-sided Frameless Design
- ▶ FreeSync Anti-tearing Technology
- ▶ DisplayPort and HDMI for universal connection



IPS WIDE VIEW



ZERO EDGE

AMD  
FreeSync



FLICKER FREE

HDMI  
MONITORING AND AUDIO INPUTS

# PHILIPS

Monitors

## Collaboration simplified with built-in webcam



34E1C5600HE



USB-C



Wide Viewing  
Angle



WQHD  
3440 x 1440



Ultra Wide-Color



MultiView



Flicker-free



LowBlue Mode



EasySelect

## PEOPLELINK UNIFIED COMMUNICATIONS PVT. LTD.



**Amit Chowdry**  
Founder & CEO

**W**e at PeopleLink Unified Communications Pvt. Ltd. enjoy a very strong relationship with the GCC countries. Our presence in UAE dates back to 2013-2014, when we had just entered the market. Countries in the Middle East have been making a massive effort to diversify their economies — namely, in new technologies and digital transformation.

Our video conferencing room solutions include cameras, audio devices, interactive panels and podiums that come in various configurations be it USB based (wired), wireless, or AI powered smart collaboration devices which can comfortably equip to deliver an equitable experience for all the users. These solutions cater to the needs of a huddle room to large boardrooms and from virtualising classrooms to digitising mission critical command centers. We have also introduced a portfolio of products to cater to the workforce operating from home post pandemic.

Our simplified collaboration suite InstaVC help bring people closer for more effective video collaboration. With the combination of HD video, High-quality audio, and web-conferencing capabilities, we empower cloud-based meetings and interactive events. The product lines of InstaVC cater to various verticals including education, retail, healthcare etc. We not only offer a pre-built visual collaboration workflow but also

offer a BYOC (Build your own Collaboration Platforms / portals) using our in API offerings.

PeopleLink's engagement with Trigon is built on strong fundamental values and is poised for a stronger collaborative growth as our distribution partner in the region. With this engagement we wish to empower their team to manage the product portfolio with ease and enrich the market with the latest technological advancements suited for the market. We have also enabled the team with our in affiliate program, which is one of its kind to enable the distributor, further enable channel partners and their employees to be able to sell the software offerings with ease and analytics to reward the efforts of the individuals making the sale.

PeopleLink has put together a distribution agreement with the supply specialist – Trigon to offer its complete range of video and audio solutions in the Middle East. The partnership will extend video conferencing solutions across the ME market to help enterprises to operate efficiently through conducting meetings, providing training, and discussing business plans from distant locations. The utility shall also enable other sectors, including governance, education, defence, healthcare, etc.

## PNY TECHNOLOGIES MIDDLE EAST



**Talus Arukalil**  
Regional Manager –  
MEA & IND

**P**NY celebrates over 35 years of success as a provider of electronic solutions for several high growth markets. As a long-standing leader in the field of memory, the company has further expanded its offer with storage products such as USB sticks, memory cards and SSDs. For over 20 years, PNY has forged a special partnership with NVIDIA and supplies the latest GPU technologies for the gaming and integration markets, which gives PNY a unique edge as the supplier of choice for all components. With facilities in the United States, Europe, Asia and the Middle East, PNY is able to provide all around the world, the power of a global supplier, as well as local technical, commercial and logistics expertise. PNY opened its Middle East

operations to serve the GCC & Africa markets, in 2016.

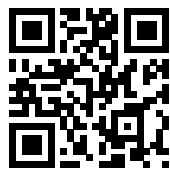
The PNY - Trigon partnership is one of the first partner agreements we signed in the region in 2016. While entering the ME markets, our strategy was to launch the brand in retail market to gain the visibility to build the brand. Trigon's strong relationship with all formats of retailers was instrumental in establishing the PNY brand in the Middle East market within a short period. We are proud to have Trigon on board with us with its stable performance and strong commitment. As Trigon celebrates 25 years of business success, we congratulate the visionary leadership of Al Ghurair group and a great team under Kamran Khayal.



# TRACE<sup>™</sup> monitor mount

## Shape a new experience

TRACE<sup>™</sup> creates agile workspaces that effortlessly shift between users and tasks to encourage healthy movement, productivity and collaborative spirit.



**ergotron<sup>®</sup>**  
*moving you forward*



## ONLINE INSTRUMENTS INDIA PVT LTD



**Shivanand Mahashetti**  
Managing Director

**T**he Logic brand is a subsidiary of Online Instruments. We are a 28-year-old company that began with its head-office in Bangalore (India), and domestic offices across India and international offices in Dubai, Singapore, Philippines and USA.

Logic has 3 major business verticals:

- AV that caters to mounting and connectivity solutions.
- Displays which is into IFPD and Active LED Displays
- Unified communication catering to video conferencing solutions

Our mounting solutions can be adapted for displays ranging from 32" to 98" catering to the needs of applications across a variety of industries.

In the retail segment, we provide unique and customised mounting brackets for LCD video walls which are runaway hits in the APAC markets.

In our catalogue of connectivity solutions, we offer cable managers with features like hydraulic popup, motorised and rotatable panels, and units with retractable smart cables. We also offer customised cable managers that are designed to suit customer requirements.

Our display solutions have been used in numerous indoor and outdoor LED solutions, which include indoor solutions ranging from P0.9 to P4.0 and in the outdoor segment from P2.6 to P10.0

We have recently launched Interactive Flat Panel Displays (IFPD) in Middle East, with the most advanced Android 11.0 technology and an option for Windows OS as well.

We have been associated with Trigon for about 2 years, as a brand originating from India. We ventured to Dubai in 2017 and our partnership with Trigon in 2020 helped us expand further into the Middle East and African markets. Trigon's well-established distributorship in the Middle East helped us promote our products and seamlessly serve industries like AV, IT, Retail and Hospitality. Together, we have successfully executed some prestigious projects including the ones for World Expo 2020.

We would like to thank our friends in Trigon - notably Kamran - for taking Logic's business to the next level in the Middle East region.

## ACER



**Hany Mohamed Abdelsadek**  
Regional Manager, KSA,  
Egypt, Levant & Bahrain

**A**cer is renowned for its laptops, desktops and monitors and are in the top 4 brands in the Middle East. We are very powerful in gaming and education devices.

Trigon is our only distributor in Bahrain and we made great progress in Bahrain specially in retail, with huge support from Sunil as he is working like

a full Acer team representative in Bahrain, and we are planning to be in the top 3 in 2023. We recently started business in Saudi in gaming desktops and monitors, then we began laptops-the KSA team are working very closely with the Acer team and the plan is to be one of Acer's key assets in Saudi by 2023.

# SAMSUNG THE WALL



A next-generation display that redefines the meaning of visual experience. Delivers AI-optimized visuals for up to 8K resolution with different sizes.



## The best 98 inch screen with special offers

UHD display that provides visibility from all angles, anytime of day allowing businesses to deliver accurate information 24/7, the best Football & Sports TV for your Majlis, Cafe, or Restaurant.