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Dubai Internet City to welcome Intel's first AI software R&D center in the GCC

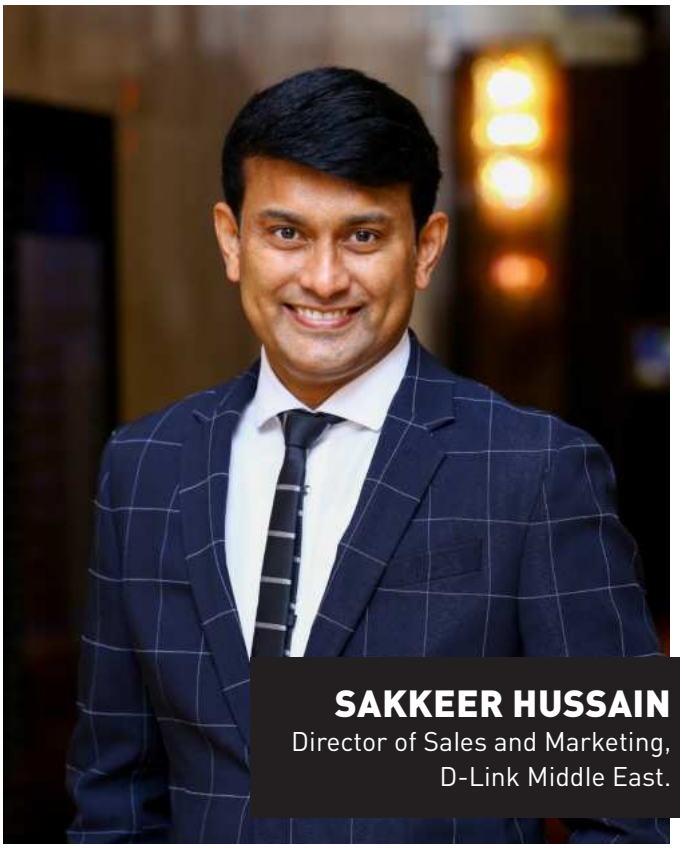
Dubai Internet City, a global business and technology hub and member of TECOM Group PJSC, announced that it will house Intel's newest artificial intelligence software research and development center. The first of its kind in the GCC, the center will help to advance the capabilities of Intel's leading artificial intelligence software solutions.

In alignment with the Middle East region's digital transformation strategy, Intel and the center will closely collaborate with the respective artificial intelligence, software business and academic ecosystems in Dubai and connect with the wider region to allow the company to pursue strategic partnerships, boosting digital adoption and 4th Industrial Revolution technologies, whilst building a robust knowledge-sharing platform on the latest artificial intelligence trends, technologies and solutions.

Intel will use its regional and global experience to support cutting edge, latest artificial intelligence products and services for Intel's artificial intelligence portfolio. The center will work closely with the academic community to build a strong talent pool for future products and technologies, benefiting from Dubai Internet City's proximity to Dubai Knowledge Park and association with Dubai International Academic City. Intel will also relocate artificial intelligence experts from various global offices to bring international tech talent and skills into the community.

Dubai Internet City has been the cornerstone of UAE's economic diversification and digital transformation strategy for more than 20 years. Home to Fortune 500 companies, SMEs, start-ups and entrepreneurs, the business district also includes 15 customer-operated innovation centers that are developing specialised technological solutions for the region and enhancing global innovations to better meet the needs of local governments and businesses.

D-Link supports lifestyle by delivering intelligent, strong network connections to households



SAKKEER HUSSAIN
Director of Sales and Marketing,
D-Link Middle East.

D-Link's most recent technologies supports lifestyle by delivering intelligent, strong network connections for bandwidth-intensive applications in densely populated households. D-Link also highlighted the three product development methods for producing breakthroughs that allow the current digital revolution. D-Link improves the performance of home networks by producing solutions that use AI technology to identify network issues and adjust accordingly. D-Link Green is environmentally friendly approach to packaging goals, ensuring that the corporate responsibility goals are satisfied. D-Link is also dedicated to creating a vertically integrated ecosystem of network communication equipment that meets the Made In Taiwan (MIT) quality assurance standard.

The EAGLE PRO AI Series brings AI-enhanced capabilities to optimize your Wi-Fi, and the AI Assistant to intelligently monitor network usage to give simple, actionable recommendations to keep your network at peak performance for everyone in the family.

EAGLE PRO AI Series – It features a comprehensive range of routers to fulfil everyone's needs for home Wi-Fi and 4G Wi-Fi. Equipped with Wi-Fi 6 Technology, the R15 AX1500 Wi-Fi 6 Smart Router, M15 AX1500 Mesh Router, and E15 AX1500 Mesh Range Extender deliver up to four times more capacity and 40% throughput increase than Wi-Fi 5. The R03, R04, and R12 Wi-Fi AI Routers are entry-level devices for emerging markets that provide the latest WPA3 security encryption for more secure connectivity. The EAGLE PRO AI series also includes 4G AI Routers G415 and G416, as well as entry-level models G403 and G412, all with two built-in external LTE antennas. Additionally, the G416 utilizes Carrier Aggregation Technology to boost data speeds up to 300 Mbps. Carrier Aggregation provides the foundation for deploying 4G and 5G networks, with the capability to combine several frequency bands for higher peak rates and increased cell coverage.

The series routers are equipped with built-in EAGLE PRO AI capabilities, which monitors traffic and improves the home network. The AI Wi-Fi Optimizer searches and monitors the network in real time to ensure that users are connected to the optimum Wi-Fi channel. D-AI Link's Mesh Optimizer is an AI-enhanced Beamforming Technology that provides more strong, dependable Wi-Fi across the home. The AI Traffic Optimizer prioritises and assigns bandwidth to different apps automatically, while also informing users about which devices are creating congestion. The AI Assistant collects actionable data to keep users informed about network quality, and AI Parental Control gives parents greater control and freedom over their children's online activity. The EAGLE PRO AI App has an integrated Speed Test to evaluate Internet speed, a Health Mode to manage sleep patterns, and voice control compatibility for Amazon Alexa and Google Assistant.

The EAGLE PRO AI series is a first-of-its-kind Wi-Fi solution that enables customers to embrace the new stay-at-home lifestyle and rethink home Wi-Fi. D-Link's EAGLE PRO AI series delivers quicker, more secure, and more dependable connectivity for endless possibilities, whether for video conferences, HD streaming, or high-quality gaming.

Get the EAGLE PRO AI Series in your home and experience the power and convenience of AI powered Wi-Fi.

X2 from XPENG completes demonstration flight

XPENG AEROHT, the largest flying car company in Asia and affiliate of XPENG, conducted the first flight of its electric flying car, the XPENG X2, at Skydive Dubai.

It is XPENG X2's first public display after completing the specific operations risk assessment and achieving a special flying permit from the Dubai Civil Aviation Authority.

This first flight was witnessed by representatives from Chinese Consulate in Dubai, Dubai International Chamber of Commerce, Dubai Department of Economy and Tourism, the Dubai World Trade Centre and global media. The public flight took place at Skydive Dubai.

The XPENG X2 first public flight was supported by the Dubai International Chamber of Commerce. The Dubai Chamber has been involved in the whole process since the launch of the project, providing strategic consulting to XPENG AEROHT.

The XPENG X2 is the fifth-generation flying car independently developed and manufactured by XPENG AEROHT. X2 adopts an enclosed cockpit with a teardrop-shaped design that takes high-efficient aerodynamics into account. In order to reduce weight, the XPENG X2 has a complete carbon fibre structure.

Aruba signs MoU with AIR to modernise and transform network infrastructure

Aruba, a Hewlett Packard Enterprise company, signed a Memorandum of Understanding with Advanced Inhalation Rituals to provide seamless connectivity and simplified operations and pave the way for the Group's digital transformation strategy.

AIR is a global market leader with the aim to revolutionise inhalation rituals through constant innovation. Geared for the future, the Group's pioneering spirit is backed by state-of-the-art labs and factories in the United States, the United Kingdom and the UAE. Al Fakher is one of the key brands under the Group's portfolio.

The company began as a quality-driven tobacco manufacturer in 1999. Today, it is present in over 100 countries, gaining the trust and loyalty of shisha lovers all over the world. While retaining its absolute commitment to product quality, it is also focused on finding new ways to delight their customers. Quality, consistency, and innovative, are the key aspects of Al Fakher.

The agreement was signed at the region's top technology trade event. AIR will leverage the power of Aruba Edge Services Platform, the industry's first cloud-native solution for automating, unifying, and securing the Edge, all driven by advanced artificial intelligence that proactively addresses network issues before they lead to business impact.

Avaya partners with Startek to support global businesses through packaged CX offering

Avaya has signed a memorandum of understanding with Startek, a global customer experience solutions provider, that will see the two companies partner to make it easier for global businesses to meet the ever-evolving needs of their customers.

As part of the MoU, Startek will explore hosting a range of Avaya OneCloudTM portfolio solutions with the intent of making them available to businesses in a compelling package that includes contact center agents and institutional expertise in customer experience. This one-stop solution will be made available through a subscription-based pricing model, enabling organisations to purchase the capacity, services and people they require, as and when needed, without large upfront costs.

The agreement will aim to create a packaged solution of both technology and services that can be extended to Startek customers globally, with the technology built on the Avaya OneCloudTM experience platform.

This collaboration will enable businesses to deliver better experiences to their customers through an all-inclusive, easy-to-manage, subscription-based service. This will help them roll out new services faster and significantly reduced total cost of ownership to deliver a better return on investments.

(Left to Right) Nidal Abou-Ltaif, President, Avaya International and Abhinandan Jain, Chief Digital Officer, Startek

Huawei unleashes digital with EI technology innovation

Through its largest-ever presence, and under the theme Unleash Digital, Huawei is showcasing at Gitex this year as its Diamond Sponsor and running a series of conferences reflecting its different goals and values to partners and customers.

Huawei hosted its HQ and regional executives, who delivered keynotes on various topics across the venues of the event. For example, from its HQ, Huawei's Dr Tian Qi, Chief AI Scientist at Huawei Cloud, delivered one of the main keynotes of Gitex, titled Unleash Digital with EI Technology Innovation.

Throughout the day 1 activities, Huawei welcomed high-level customer and partner visits at its stand within Gitex, who explored the company's ongoing key innovations for the future in 5G, cloud-native 2.0 architectures, artificial intelligence, digital power, cybersecurity, and industry applications.

Visitors were introduced to how Huawei designs and strategies to meet the needs of various verticals and industries, as it continues to reveal how these solutions and technological advances are creating new economic value and enabling a green and intelligent society toward the net-zero target as the company strives to address national digital transformation goals.

Returning this year as big as ever, Gitex continues to build larger expectations from visitors and customers every year. As digital transformation takes the industry lead as more countries are revamping their governmental agendas to incorporate digital goals, the industry witnesses interchanging customer and industry needs.

RAJ MISTRY
Executive Vice President of Sales for Europe and Middle East Region, Automation Anywhere

Automation Anywhere launches automation success platform to re-imagine work

Automation Anywhere unveiled the Automation Success Platform, a comprehensive set of innovative solutions that help enterprises engage with employees, connect disparate applications, whether cloud-native or on-premise enabling business growth and workforce productivity.

Over the five days of product demonstrations, inspiring meetings, and keynotes at Gitex, Automation Anywhere is arming customers with the tools to thrive in this new era – the Automation Economy. Automation is expected to add an estimated $15 Trillion benefit to the global economy by 2030, according to Gartner.

Today, every company is operating in the Automation Economy, with 95% of organisations embracing automation. However, a Deloitte study shows that only 13% of companies have been able to scale their automation efforts, often struggling to customise one-size-fits-none automation tools and on-premise platforms.

(Left to Right) Khaled Al Melhi, CEO, CPX and Naim Yazbeck, General Manager, Microsoft UAE.

CPX Holding and Microsoft sign MoU to enhance cybersecurity capabilities of UAE organisations

CPX Holding, a leading provider of digital-first cybersecurity solutions and services, and Microsoft have signed a memorandum of understanding to collaborate in helping organisations across the UAE to mitigate unprecedented security risks in an increasingly digital economy. The memorandum was signed during Gitex by Khaled Al Melhi, CEO of CPX, and Naim Yazbeck, General Manager of Microsoft UAE.

Together, the two parties aim to establish joint practices and solutions built on Microsoft Security Technologies to serve the UAE market. This will include sharing relevant information and resources, while exploring go-to-market strategies that assist organisations in the enterprise and corporate space to reduce their exposure to digital threats and increase opportunities to innovate.

Established in 2022 in the UAE, CPX provides end-to-end cybersecurity capabilities to ensure organisations are compliant with stringent cybersecurity standards and can in turn focus on driving value and growth.

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Aruba signs MSP partnership agreement with OmniClouds

Aruba and OmniClouds, a leading technology challenger in the cloud service provider space and migrator for MEA and Emerging markets, signed a strategic Managed Service Provider agreement to drive digital transformation and ICT as a service in the Middle East and Africa region. The signing took place during Gitex.

The two companies will work in close partnership to promote regional uptake of HPE GreenLake for Aruba Network as a Service, that enables organisations to quickly and efficiently deploy critical use cases, such as hybrid work, connected retail, and hybrid learning.

NaaS is becoming a top priority for organisations around the world. A recent survey by Aruba indicates that the appetite for Network-as-a-Service is rising and driving conversations across 86% of companies in Middle East and South Africa. Over three quarters 82% of companies agree that having the flexibility to scale their network based on business needs is key to their interest, and 43% see it as a potential game changer in how they are able to manage activities.

Sheikh Mohammed visits Microsoft

His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, explores Dubai's various attractions virtually at the Microsoft stand on the second day of the Gitex event in Dubai.

His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai visited the Microsoft stand at the ongoing Gitex.

His Highness was briefed on the various technologies and solutions for fintech, retail, education, cybersecurity, energy, utilities, and smart cities, that had been jointly developed by Microsoft and its partners. Sheikh Mohammed also viewed Dubai's various attractions virtually through the HoloLens 2 device that has been created through a partnership between Microsoft and Kagool. The device utilises advanced Metaverse technologies to create a unique experience for tourism, allowing visitors to experience Dubai virtually using Microsoft artificial intelligence capabilities.

Microsoft is showcasing a vision of what the future of mixed reality will look like at the region's premier technology exhibition under the theme 'Believe the hype, it's real. Enter the next Digital Universe'.

Aruba enables Saudi German Health UAE to deliver world class healthcare services

Aruba announced that it has provided network infrastructure technology to Saudi German Health UAE, that has underpinned the Group's digital transformation and enabled it to drive new innovation in the healthcare space.
Saudi German Health UAE is a beacon of excellence and professionalism when it comes to healthcare across the Middle East. It is a premium brand, that has earned a reputation for its commitment to the health and wellbeing of the community and people it serves, by caring like a family. In the UAE, it has hospitals in Dubai, Ajman, Sharjah, clinics in Jumeriah, Damac Hills and Damac Hills 2, with further facilities being added with a Centre of Excellence opening soon in Dubai and a hospital in Mirdiff.
Shah also disclosed that with future-proof technology now on offer, there are numerous use-cases that they can adopt, and one of the key things they are looking for from their partnership with Aruba is the ability to innovate together. He also adds that one of the many benefits of partnering with Aruba, is that the company's network infrastructure is robust and the security is very strong.
Saudi German Health implemented Aruba Edge Services Platform which is the industry's first cloud-native platform designed to automate, unify, and secure the Edge — using artificial intelligence to spot and fix problems before they impact your business. The Group has also leveraged Aruba's WiFi 6E technology that has played a key role in empowering the institution's infrastructure.

Ministry of Climate Change and Environment showcases digital projects and services

In line with the ongoing digital transformation and efforts to enhance the flexibility of government services and customer happiness, the Ministry of Climate Change and Environment is presenting five of its most important digital service projects at Gitex.
The Ministry's showcase includes the electronic portal for veterinary products E-Vet Gate, the Emirates Mine waste collection project, the Digital Services Platform, the smart Geographic Information System, and the digital version of the UAE National Red List.
MOCCAE established E-Vet Gate with the aim of ensuring the proper implementation of the Federal Law No. 9 of 2017 regulating the handling, trading, marketing, and circulation of veterinary products that aims to curb illegal activities across these processes. The portal represents a new way to inform workers in the livestock sector about safe and approved veterinary products traded in UAE markets, their specifications and uses. This supports livestock development – one of the priorities of the Ministry within its strategic direction to strengthen food security.

The Emirates Mine project that collects waste from residential neighborhoods is part of MOCCAE's drive to enhance the country's integrated waste management system and adopt circular economy principles. The initiative seeks to raise awareness about best practices in waste management, increase waste treatment rates, and motivate all segments of society to adopt sustainable practices to protect the environment and conserve natural resources.

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Honeywell showcases advanced solutions to automate the future of key sectors

Honeywell is presenting its latest digital solutions that are playing a key role in advancing future growth in the retail, logistics and healthcare sectors at Gitex. Under the theme 'Automate Your Future,' Honeywell demonstrates how technology solutions can empower retailers, make supply chains faster and more agile transform distribution centers and enhance the future of healthcare.

Honeywell showcases a portfolio of next-generation technology at Gitex, which includes:

Retail solutions: At the event, Honeywell is showcasing how its solutions and technologies are empowering the retail associate. Bringing together people, assets and merchandise in powerful new ways, Honeywell ensures mobile computers, scanners and software come together to enable mobile workers to efficiently execute tasks and access business-critical data.

Logistics solutions: Honeywell is demonstrating how, together with FarEye, its solutions such as the rugged mobile computer and handheld computer are empowering enterprises to have complete visibility of goods while in transit from the plant, right through to the final destination with seamless integration with all available data sources.

Healthcare solutions: Committed to developing technology-led solutions for the future of healthcare delivery, Honeywell to display its robust portfolio of healthcare technologies that are driving better patient outcomes, delivered in efficient, safe and secure environments for caregivers and the communities they serve.

Warehouse solutions: With rising service level agreements dictating order fulfilment process improvements, Honeywell to demonstrate how its wearable scanners, handheld computers and voice headsets are helping bring stability and predictability to unlock greater efficiency to warehouse operations.

ROMAN POLUDNEV
General Manager of Safety and Productivity Solutions Middle East, Turkey and Africa, Honeywell

FAHAD AL HASSAWI
Chief Executive Officer, du

du is powering governments, shaping the emirates reality

du, from Emirates Integrated Telecommunications Company is embracing disruptive technologies of tomorrow to create further growth and opportunities under the 'Powering governments, Shaping the Emirates Reality' theme during Gitex. Visitors to enjoy an incredible showcase that fosters a conducive environment for growth in line with the UAE government's innovation roadmap including concepts that are accelerating the development of future ready cities in the new digital world.

As a steadfast supporter of the UAE government's digital transformation goals, du is pioneering smart concepts with advanced technologies and industry partnerships to spearhead innovation. du's digital agenda and strategy of leading innovation across the industry has manifested in futuristic solutions for governments, enterprises and consumers alike.

ABDULLA QASSEM
Group Chief Operating Officer, Emirates NBD

Emirates NBD participates in Global DevSlam and X-Verse pavilions

Emirates NBD, a leading banking group in the Middle East, North Africa and Turkey region has announced its presence at Gitex. The participation demonstrates the digital-first bank's commitment to banking innovation as Emirates NBD's joins global technology leaders at the biggest technology gathering of the year, partnering with government and top tech brands to bring visitors truly innovative events and experiences. Emirates NBD holds a solid track record of pioneering several first-to-market innovations and digital-first banking solutions that simplify banking.

The bank to have presence at the Global DevSlam and X-Verse pavilions, where they are hosting a series of innovative events, including a hackathon, the final demo day for their recently launched global accelerator programme for metaverse start-ups and other interesting, curated experiences for visitors.

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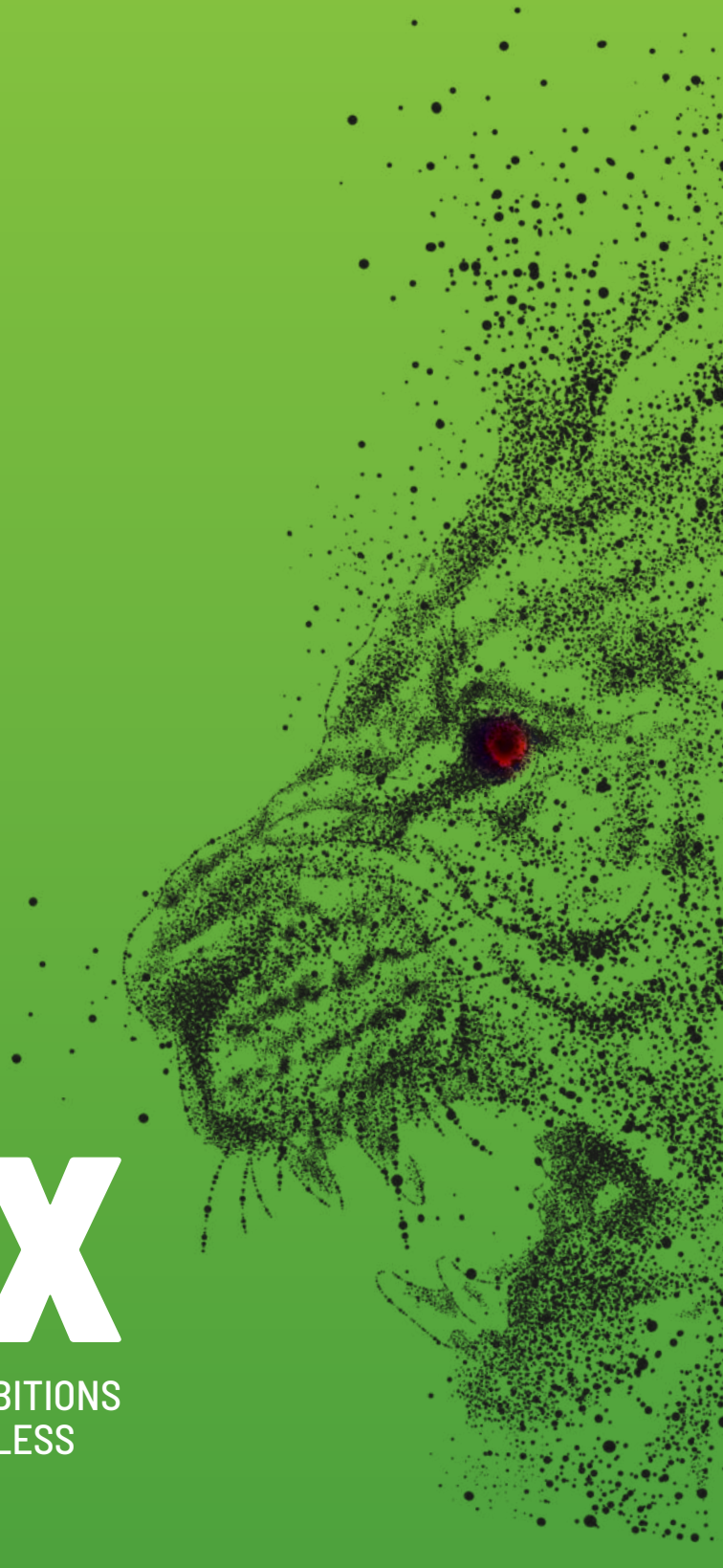

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