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GEC MEDIA GROUP RINGS IN 10TH ANNIVERSARY CELEBRATIONS AT THE GEC AWARDS 9.0

GEC Media Group hosted the 9th edition of the GEC Awards on 10th October 2022 at The Shangri-La in Dubai, UAE. The event was attended by over 200+ ICT players and decision makers in the region. The cherry on the cake was the 10th year anniversary celebration of GEC Media Group, as a part of which many fun-filled and nostalgic acts stole the hearts and minds of the delegates present.

The awards evening felicitated 75 Top ICT solution providers and project executioners of 2022 (more details inside).

Ronak Samantaray, Co-Founder and CEO of GEC Media Group addressed the audience and said, "It is an extremely sentimental at the same time a joyous moment for all of us at GEC Media Group as we look back to the decade that has gone by. The journey definitely had its own share of delights, proud moments and challenges, but was definitely worth every moment of it. A big shout out to all my team mates at GEC Media Group, who made this journey possible. I would also like to extend my gratitude to all the partners who have stood with us throughout the

journey and trusted us."

GEC Media Group also revealed GEC 2.0 and its new brand identity with three core pillars – Productivity, Profitability and Persistence.

As an industry first, GEC Media Group introduced the Hall of Fame 'Legends of the Decade' Award as a part of its tenth anniversary celebration that felicitated the Top 10 Legends of the ICT Industry who have stood the test of time and emerged as Role Models for the industry, leading their organization by example.

The event was co-partnered by- StarLink, Aruba HPE, Emitac Enterprise Solutions, Help AG, HPE, Logitech, SentinelOne, 3i Infotech, Amstergi, Atos, D-Link, FVC, GBM, Sophos, Riverbed, Asbis, Finesse, Icewarp, ManageEngine, Naizak, Rittal, SendQuick, Synology, Whitelabel.

The event, through many attractions like the GEC's Journey in a Decade Rampwalk, breathtaking act by Mind2Mind duo James and Marina, full-blown performances and much more made this event carve yet another niche in the industry.



SUCHIT KUMAR
CEO, TEXUB

TEXUB presents verified B2B sellers and buyers, B2B marketplace

TEXUB is participating in Gitex, the region's premier technology exhibition. The company is exhibiting its innovative global B2B marketplace – a safe, stable, and seamless trade ecosystem for global IT trade, and demonstrate how it digitally connects verified B2B sellers and buyers from all around the world. TEXUB is also introducing its 'DigiNOMICS' program, which offers training for sales personnel to specialise in digital sales and help accelerate digital transformation. Launched in Dubai earlier this year, TEXUB is a non-subscription-based business that provides verified buyers and sellers with unlimited access to commercial business and IT transactions. Sellers can easily upload products on the platform and sell them globally across multiple hubs, with the flexibility to set geographical limits if necessary. Buyers can expand their supplier base by purchasing globally at competitive prices. The platform assists businesses, both large and small, in establishing themselves in worldwide marketplaces and provides prospects for expansion by diversifying their sources. Headquartered in Dubai, TEXUB serves as an ideal channel facilitator as it overcomes the physical limitations of customer reach. A true B2B marketplace, TEXUB is a convenient platform that facilitates distributors, buyers, resellers and brands within the industry. With a strong digital ecosystem and scalable cloud platform, TEXUB spotlights an unprecedented and compelling journey into the IT and mobility business economy.

Dahua demonstrates 3-sided immersive LED display, smart IoT video



Dahua Technology, the world-leading video-centric smart IoT solution and service provider, today is participating at Gitex, the Middle East's premier technology exhibition. The company is showcasing its full range of security solutions and highlight its latest immersive LED Screen at the event.

Committed to its mission of enabling a safer society and smarter living, Dahua Technology offers innovative end-to-end security solutions, systems, and services to create value for city operations, corporate management, and consumers. The company works across multiple verticals, providing diverse security solutions to transportation, banking and finance, building and critical Infrastructure sectors. Their powerful, proprietary research and development develops software and customizes functions that cater to specific customer requirements. In addition to their smart CCTV solutions, Dahua also manufactures LED and LCD screens in partnership with Rainbow LED in the UAE, expanding the company's offerings to a much wider range of products.



SHAHNAWAZ SHEIKH
Vice President-Business
Strategy, AmiViz



GAURAV NAGAR
CEO and Co-Founder of Evren

AmiViz partners with Evren to launch highly secure desktop OS

AmiViz, the Middle East region's first enterprise B2B marketplace, announced that the company has joined hands with Evren to introduce a highly secure desktop Operating System that is purpose-built for enterprises to streamline IT and enhance security. Evren OS offers a unique solution that is deployed on the user's endpoint devices but managed centrally from cloud or on-premise web portal, thereby ensuring better cost-efficiency, improved user experience, with no latency issues; and complete end-point security. Evren works on all laptops and PCs, using an automated installer, with a deployment time of only 30 minutes. The OS has a user-friendly interface and requires no end-user learning

curve. The employees can switch swiftly and easily, and continue to focus on their actual work, instead of spending valuable time adapting to a new and daunting digital workspace. By offering both on-premise and cloud-based management for the OS, Evren offers a smooth user experience, with no lag or latency issues even while running large files or heavier apps such as those for video streaming. Operating on Evren allows for easy handling of workload and traffic, with no dependence on a limited storage infrastructure. Moreover, Evren supports all popular and widely used enterprise apps—from communication, development, to productivity—across sectors, thus avoiding the hassle of secondary solutions or workarounds.

ASHRAF SHEET

Vice President
of Middle East,
Turkey and Africa,
Swimlane.

Swimlane showcases cloud based, low-code security automation platform

Swimlane, the low-code security automation company, is participating at Gitex. The company plans to showcase its innovative cloud-scale, low-code security automation platform at the Middle East's largest technology exhibition. Swimlane Turbine is a breakthrough in low-code security automation, capturing hard-to-reach telemetry and expanding actionability beyond closed extended detection and response ecosystems.

Swimlane co-founder and chief strategy officer Cody Cornell to join the event with other Swimlane executives at the event to showcase the platform's capabilities.

At Gitex, Swimlane plans to demonstrate how low-code automation can help organisations overcome security talent shortages, unify complex environments and processes, accelerate responses as attack surfaces grow, and can quantify the value of security to business stakeholders. Swimlane Turbine is different from traditional security orchestration, automation and response platforms that are notoriously complex and used exclusively to automate basic security operations center workflows such as security information and event management alert triage, phishing, and threat intelligence.

By combining human and machine data into actionable intelligence that security professionals can seamlessly leverage, Swimlane Turbine multiplies the capabilities of an organisation's security teams and improves ROI, mean time to detect/discover and mean time to repair. The solution unlocks the true promise of XDR with low-code automation that unifies visibility and actionability at the point of inception.

BACHIR MOUSSA

Regional Director MEAR,
Nozomi Networks

Nozomi presents OT, IoT security solutions at Gitex with Oregon Systems, StarLink

Nozomi Networks is participating at Gitex with the intent to educate visitors about growing vulnerabilities stemming from the rapid convergence of OT and IT systems in an increasingly digitalised world.

The technology-focused event is also serve as a platform for Nozomi Networks to demonstrate its new subscription-based Threat Intelligence Feed, which can now be used with third-party cybersecurity platforms. The continuously updated feed provides data on malicious IP addresses or URLs, new indicators of compromise signatures, threat sources, malware hashes, and methods and tactics to gain system access. It serves as a comprehensive security feed for OT and ICS applications, with new use cases and tools to improve defenses against new and emerging threats.

Airports, automotive, building automation, chemical, food, logistics, manufacturing, smart cities, transportation, and water are key verticals increasingly leveraging IoT platforms and IT to find new efficiencies, effectively address market and user demands, and reduce costs. As part of their digital evolution, organisations must secure their digital assets against all manner of local and global cyber threats.

Ring presents video doorbells, indoor and outdoor security cameras

Ring is participating at Gitex this year. The company to spotlight its innovative suite of devices from Video Doorbells, and Indoor and Outdoor Security Cameras, as well as the company's latest offering – Ring Alarm. Visitors can also enjoy interactive product demos, giving them the opportunity to experience the benefits of a whole-home security system.

Ring customers can secure their homes using the company's range of devices, from DIY-installed video doorbells to battery-powered security cameras, while keeping an eye on their property whether home or away.

At Gitex, Ring is showcasing its entire range of smart home security products, including Floodlight Cam Wired Pro, an outdoor camera, hardwired for reliable protection. With advanced motion settings, 1080p video with HDR, powerful LED beams and a security siren, homeowners can secure their property, talk to anyone on their premise, and even set off the siren remotely.

Ring Alarm, the latest addition to the Ring product line, to be on display at Gitex for visitors to experience. An easy-to-install home security system, Ring Alarm includes a Base Station, Keypad, Contact Sensor, Motion Detector and Range Extender.

MOHAMMAD MERAJ HODA

Vice President of Business
Development, Middle East and
Africa, Ring

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MOUSSALAM DALATI
General Manager, MEA, Liferay



Liferay presents cloud based Digital Experience Platform

Liferay is showcasing most advanced solutions including its new cloud-based DXP-as-a-Service offering. Liferay's single platform, delivered in a SaaS based cloud environment, enables tailored digital solutions to help organisations stay seamlessly connected to people and systems. The solutions range across building a modern e-commerce site to setting up a secure portal for customers, employees, partners, or suppliers. Visitors to Liferay at Gitex can witness digitisation of customer journeys across key industry verticals that include government, insurance, and banking. Digital Experience Platforms play a major role in enabling organisations to enhance, personalise a full-service customer experience across the life of a customer journey. With open-source advantages endorsed globally and regionally, Liferay continues to provide flexibility to customers to create applications with reduced complexity, accelerating its delivery to customers. Gitex is the most dominant tech show in the global digital economy that enables us to showcase our innovations and support company goals of rising to the top in CX and EX.



MOHAMED ZOUARI
General Manager, Middle East, Turkey, and Africa, Snowflake

Snowflake demonstrates partner opportunities around Data Cloud

Snowflake is participating at Gitex, the biggest regional tech exhibition, to showcase how Snowflake Data Cloud can help organisations unlock and mobilise their data.

Visitors to this year's show to experience how Snowflake's platform powers the Data Cloud which is built entirely in the cloud to address the challenges and opportunities of multiple industries, including healthcare, media, finance, retail, advertising, and manufacturing. Snowflake is showcasing how companies can build applications directly on top of its platform, monetise their data-intensive applications, and deploy them directly in the Data Cloud. Users can then easily enable discovery and collaboration throughout their business using Snowflake as the basis for application development. Through Snowflake, the obstacles to enterprise collaboration are removed, and businesses can embrace the new data sharing economy.

At Gitex, Snowflake hosts a keynote presentation by Mohamed Zouari, General Manager, META, Snowflake on "Data Without Borders - Innovating in the Data Cloud". The organisation is also hosting a panel session on The Path to Secure Data Sharing and Monetisation with esteemed speakers.



BAHAA HUDAIRI
Regional Sales Director
META, Lookout

Lookout partners with CyberKnight by presenting SSE technologies

Lookout is participating at Gitex. With a presence at the CyberKnight stand, Lookout to showcase how its Security Service Edge technologies enable organisations to gain the insight and control required to secure data throughout its entire life cycle. At Gitex, attendees to get the opportunity to learn how the Lookout Cloud Security Platform safeguards an organisation's data with security that goes everywhere the data goes — whether it's in a data center, public cloud or downloaded to an endpoint. With a unified platform, Lookout is integrating its endpoint security offering "Lookout

Mobile Endpoint Security" with the Lookout Cloud Security Platform, comprised of SSE technologies including Lookout Cloud Access Security Broker, Lookout Zero Trust Network Access and Lookout Secure Web Gateway. Focusing on use cases for phishing, ransomware, and zero trust, the team is also hosting a series of demos of the Lookout Cloud Security Platform. Also, as part of the company's participation at Gitex, Matt Walmsley, Senior Director at Lookout is hosting a session titled Achieve Freedom of Control for Your Digital Transformation, on the X-Labs stage.

**TAJ EL-KHAYAT**

Managing Director for EMEA South, Vectra AI

Vectra AI showcasing how to reduce security team's alert fatigue

Vectra AI, a leader in artificial intelligence-driven threat detection and response for hybrid and multi-cloud enterprises, is participating at Gitex in Dubai.

During the Gitex, Vectra AI to show attendees how they can reduce alert fatigue for security teams and mount a more effective defense of their digital estates by leveraging attack-signal intelligence.

Vectra's focus on attack-signal intelligence is based upon the approach's proven ability to enhance an organisation's resilience to attacks. Unlike other approaches that center on anomaly detection and require human tuning and maintenance, Vectra's attack-signal intelligence exposes the complete narrative of an attack by continuously monitoring for known attacker tactics, techniques, and procedures, and executing pre-defined models in real-time to detect and correlate those TTPs and sift out the threats that are most relevant to the business.

Vectra's signal-intelligence approach means processes and workflows are more efficient. It reduces SIEM costs as well as the need for creating detection rules. It allows for the automation of many traditionally manual tasks and speeds up detection and response. It also optimises investments in EDR, SOAR and ITSM, and makes analysts and threat hunters more effective by greatly reducing the incidence of false positives and alleviating alert fatigue.



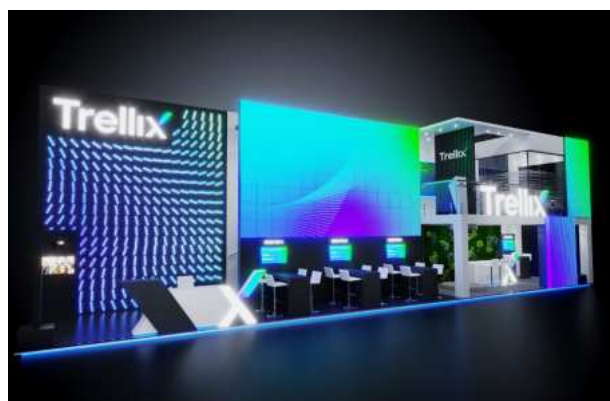
Delinea focussing on PAM solutions and regional channel partners

Delinea, a leading provider of privileged access management solutions for seamless security, is participating at Gitex under the theme 'Privileged access is now more accessible'. With this marking the first time the company is participating at the region's

largest technology show under its new brand identity, Delinea is set to demonstrate the full breadth of solutions within its award-winning PAM portfolio. Delinea's comprehensive solutions portfolio enables companies to provide authenticated users with

just-in-time, just enough access to data, servers, and applications to complete their tasks, without hampering productivity. It also offers end-to-end monitoring and reporting for auditing purposes and to quickly identify abuse of privilege and thwart attacks. With a 100% channel-based approach to

the market in the Middle East, Delinea sees Gitex as the ideal platform also to highlight its commitment to the regional channel. Partners have an essential role to play as trusted advisers to clients, providing accurate information on the latest challenges and suggesting the most appropriate solutions. For this reason, Delinea is investing heavily in training and enablement programmes to help partners achieve certification, overcome cyber skills shortages and expand their business opportunities.



Trellix debut showcases living XDR security

Trellix, the cybersecurity company at the forefront of extended detection and response, is participating at Gitex. The company is ready to showcase how Trellix XDR — with its unique ability to learn and adapt while being open and native — enables

organisations to stay one step ahead of adversaries, adapt to new threats, and accelerate detection and correction. At Gitex, visitors to the Trellix stand to get the opportunity to understand how the company's XDR platform is redefining the future of

cybersecurity. The Trellix XDR ecosystem allows organisations to bring security to life, empowering organisations to stay one step ahead of attacks. Combining artificial intelligence, machine learning, and automation, the living security platform is always learning and adapting, so businesses can remain resilient with advanced detection, response, and remediation capabilities.

By outfitting organisations with native and open technology, Trellix XDR give them the ability to safely manage their IT ecosystems — no matter their unique circumstances. Finally, by embedding intelligent tools in their operations and offering expert insights to their security teams, Trellix ensures companies are better prepared to handle incidents when they do occur. In addition to Trellix XDR, the company's Gitex showcase also included demos on Trellix Endpoint and EDR, Trellix Data Security and Trellix Professional Services Consulting.



Epson presents solutions for healthcare, retail, construction, education, signage

62% of organisations in the Middle East and Africa want to reduce energy costs, according to recent Epson survey results with 58% of respondents looking to invest in sustainable technology. Epson's focus on range of sustainable, energy-efficient solutions that address the pressing concerns of many of the region's leading industry sectors identified in this new data. Epson's solutions for the healthcare, retail, construction and education industries to take centre stage during Gitex, reflecting the sustainability and energy-efficiency concerns identified in research that

included 1,400 respondents from the Middle East and Africa region. Underscoring Epson's commitment to sustainability through its Heat-Free technology strategy, visitors to Gitex can see the Epson Workforce business inkjet printer range in action, highlighting an energy reduction of up to 83% for companies, compared to laser printing options.

HEALTHCARE

As it expands, the Middle East's healthcare industry needs technology that simplifies and streamlines workflows, saving time and resources to invest

in patient care. 65% of those working in healthcare in the MEA region claim that poor scanning technology is preventing the move to digitisation, according to the recent survey results.

RETAIL

Epson solutions are found across the region's retail sector, from fashion to cafés, enabling companies to enhance their customer experiences and increase engagement with shoppers through dynamic digital signage.

CONSTRUCTION

The real estate and construction

sectors in the region have specific challenges, and for Gitex, Epson has targeted technology solutions to address these issues. One stand-out technology is the Epson Moverio Augmented Reality industrial smart glasses designed for industrial applications such as remote assistance, workflow guidance and training.

EDUCATION

60% of respondents in teaching and education, believe that technology provides students with greater access to learning materials. With many hybrid learning trends in the GCC, Epson's education technology helps support the new roles of the teacher, while enabling creative collaboration in the classroom.

SIGNAGE

Epson's state-of-the-art immersive technology, with its range of high lumen laser projectors, creates a thrilling, transformational customer experience. As the world's leading manufacturer of projectors, with over a third share of the global projector market, Epson offers solutions that cater to a range of industries such as digital signage and events.



TAMDEED, Siemcom, Samcom, EXD present Extreme Networks

Extreme Networks is participating at Gitex. At this year's show, Extreme will demonstrate how regional enterprises can leverage its market-leading cloud solutions for more intelligent, flexible, and secure network infrastructure. With its largest presence at Gitex to date, attendees who visit Extreme's stand to learn how machine learning, artificial intelligence, analytics and automation can help organisations successfully modernise their operations and more easily scale for future growth. During the show, Extreme to announce

several strategic partnerships and celebrate customer successes from across the region. At Extreme's stand, Gitex attendees to have the opportunity to experience hands-on demonstrations and offerings including: Enterprise AIOps through Cloud Management: Acting as a 24/7 AI-powered digital advisor, ExtremeCloud IQ CoPilot enables network administrators to monitor highly distributed network environments more easily, reducing the risk of missing potential network issues and lessening time spent on network management.



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Blackberry showcases Cylance Endpoint Security with AmiViz

AmiViz, the Middle East region's first enterprise B2B marketplace announced a joint showcase of security solutions with BlackBerry at Gitex. The companies boast a strong relationship, with AmiViz hosting the full portfolio of BlackBerry cybersecurity products on its online marketplace. During the five-day event, BlackBerry is showcasing its Cybersecurity Platform – Cylance Endpoint Security suite – which provides complete security, effectively predicting and protecting against sophisticated threats using advanced artificial intelligence and machine learning. It provides a total Zero Trust solution with coverage across the full spectrum of devices, ownership models, networks,

apps and people. Furthermore, it continuously authenticates users and dynamically adapts security policies to deliver a Zero Touch experience that improves security with no user interruption. The BlackBerry Cylance Endpoint Security suite is a comprehensive Unified Endpoint Security solution that is capable of delivering complete prevent, detect, and respond cybersecurity to enterprises of any size, and in any industry, across the region. If enterprises from the Middle East need the extra security layer of Unified Endpoint Management, BlackBerry's Cybersecurity Platform natively integrates with BlackBerry Cylance UEM, or works alongside any UEM solution from other vendors.



StorIT enters MENA distribution agreement with AutomationEdge for hyperautomation solutions



StorIT Distribution, a UAE-based leading Value Added Distributor in the Middle East and North Africa, specialising in Data Management and Datacentre Solutions, has entered into a MENA-wide distribution agreement with AutomationEdge, to provide robust Automation and AI solutions to customers through its extensive region-wide reseller channel network. Serving across the MENA region for over 2 decades with a wide-spread reseller community and extensive market experience, StorIT also offers Pre-sales Consultancy,

Project Assessment, Solution Planning and Design, Technical Implementation and Deployment services. While AutomationEdge offers HyperAutomation technology platforms like CogniBot – Conversational AI platform, Robotic Process Automation, DocEdge – Intelligent Document Processing platform and Intelligent Service Desk Ticket Data Analysis that have been enabling organisations globally with improved productivity and efficiency. The region's accelerated Government strategy for Artificial Intelligence, Digitisation and Automation with the aim of relying on Artificial

Intelligence and Automation Platforms to enhance productivity, improve service response times and create innovative work environments. This can dramatically increase the dependence on artificial intelligence and machine learning based automation platforms for business process automation, IT process and customer support operations etc. Conversational RPA can be one of the biggest contributors to improving customer and employee experience with automated operations for IT, Customer Support and manual data processes.

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IceWarp releasing Epos gen3 and new brand identity



PRAMOD SHARDA
CEO, IceWarp Middle East and India.

With the theme Think Global, Act Local, IceWarp is looking to amplify its presence as a global company with local support in the Middle East. The company has established a foothold in the region over the years and during Expo 2020, and is looking forward to growing further by engaging with prospects and peers to build meaningful partnerships with channel organizations and VARs that are prominent in the region. IceWarp Epos gen3 is being unveiled on the first day of Gitex. IceWarp will also showcase new features that have been added to its revamped

interface and advanced solutions. The local, as well as global team, are hosting live demo sessions for all the delegates, partners, and customers.

Visitors to the booth will get an exclusive opportunity to experience the new features and design of the upcoming version prior to the official release.

IceWarp's local team, along with CEO Adam Paclt and the senior leadership from India and Czech Republic, will be unveiling the new brand on the first day of Gitex.

Gitex Diamond sponsor Huawei using Unleash Digital as theme

Huawei is participating as Diamond Sponsor of GITEX Global 2022, with its largest-ever presence at the exhibition. The participation also reflects the theme of this year, Unleash Digital, as Huawei will be representing strategies and values for enabling a stronger digital economy, and how Huawei can help organisations address the challenges of digital transformation. Huawei aims to build an ecosystem for collaboration and shared success.

Huawei is displaying its newest end-to-end products, solutions and advanced ICT technologies focusing on 5.5G, cloud, AI, digital power, cybersecurity, and industry applications designed to meet the needs of various industry scenarios and sectors. Huawei will be revealing solutions integrating digital and power electronics technologies that can address climate change and drive clean energy development.

In Cloud, Huawei is showcasing how cloud can be incorporated into industry solutions in government and enterprises, boosting the cloud ecosystem in the Middle East through more open collaborations; under its Everything-as-a-Service model. Huawei will reiterate the importance of a secure-by-design principle that considers security not as an added-on feature but a fundamental part of the product blueprint, a common challenge that all stakeholders have a shared responsibility to confront.

Huawei's participation as Diamond Sponsors will be supported by partners such as Gulf Applications and Redington, Gold Sponsors 2B Innovations, Al Rostamani Communications, Enterprise Systems, Foresight Technology and Mindware, Silver Sponsors Advanced Technology Consultancy, G2K, Visiontech and Tamdeed Projects.

Huawei will also reflect how it stands for boosting economic growth, creating employment opportunities and enabling the digital transformation of industries across the Middle East and the world, by supporting local and regional industry ecosystems and SMEs while developing digital talents in all our markets.

Huawei will be running the second edition of Huawei MEA Innovation Day, which will be done in collaboration with Arab ICT Organisation under the theme of Collaboration to Unleash Innovation for Sustainable Digital Future. This event will cover themes such as Green ICT for the sustainable future of sectors and industries and the ICT talent ecosystem, nurturing future digital leaders and empowering women in ICT in the MEA region.



NILESH GUPTA
Chief Cloud Officer, 3i Infotech.

3i Infotech showcasing Zero Trust, cloud and edge solutions

3i Infotech has a product portfolio offering end-to-end solutions by implementing its cloud first strategy through a range of Cloud and Edge computing products with the most recent addition of NuRe 3i+ powered by Oracle. This is a Zero Trust Sovereign Cloud, launched in Malaysia, which is slated to be a game changer in the way SMBs, and enterprises embrace transformation.

NuRe Campus, NuRe Velocity are hosted on various public and private cloud ensuring security till the edge.

3i Infotech has a strategic partnership with Oracle of many years and has recently added NuRe Park, an initiative by the company, to bridge the skill shortage within the technological space, with its First Centre of Excellence to train and incubate fresh engineers in Tier II & III towns. This Hub & Spoke Network will spread across India and beyond, for Oracle Applications development as well as cloud, security, application, and analytics certified by Oracle University and promoted by 3i Infotech's NuRe University.

Nilesh Gupta, Chief Cloud Officer, 3i Infotech said, "We are pleased to be seen as an emerging leader in the Cloud and Edge space. Enterprises needed a better and safer way to leverage all their investments in cloud, edge, and the security to navigate such unprecedented disruption in the last two years. With Zero trust solutions on cloud, borderless workforce will be able to connect from anywhere, using any device over any network securely."

Juniper Networks presenting AI, datacentre, security, cloud solutions

Juniper Networks, is presenting how organisations can eliminate traditional networking constraints to transform the way they operate, connect and work in the cloud-era. Leading with the theme Demand more from your network, Juniper's automated solutions can improve customer experience and drive positive business outcomes. "There is no place for network downtime because the business impact can be incalculable, sometimes even non-recoverable," said Yarob Sakhnini, Vice President, Emerging Markets, EMEA at Juniper Networks.

AI-DRIVEN NETWORKING

Juniper has consolidated wired, wireless and SD-WAN network management into a single, cloud-based portal with insights and automation driven by Mist AI. This allows network operators to continually optimise end-user experiences from client to cloud, saving time and money with faster problem resolution and fewer on-site visits. Users benefit from a network infrastructure that is

more predictable, reliable and measurable.

DATACENTRE NETWORKS

Juniper Apstra, an intent-based software solution, automates and validates data centre network design, deployment and operations across a wide range of vendors. Juniper Apstra was built from the ground up to address this new era of operations. The recently announced Apstra Freeform is the latest expansion to Juniper's multivendor data centre automation and assurance platform.

CONNECTED SECURITY

Juniper Connected Security safeguards users, applications and infrastructure by extending security to every point of connection, from client to cloud, across the entire network. Juniper announced expansion of its SASE offering with the addition of Cloud Access Security Broker and advanced Data Loss Prevention capabilities to the Juniper Secure Edge solution.



YAROB SAKHNINI
Vice President, Emerging Markets, EMEA at Juniper Networks.

CLOUD METRO

Juniper introduced a new category of solutions for service providers, optimised for metro transformation and sustainable business growth: Cloud Metro. Traditional metro networks are device-centric and are buckling under the extreme scale, agility and

experience demands with the advent of 5G services. Juniper's new Cloud Metro portfolio features industry-leading energy-efficient, adaptive power designs as their foundational principle, enabling unused features and Packet Forwarding Engines to be automatically switched off when not in use.

Technology Innovation Institute participating at Gitex as Platinum sponsor

As the Platinum and Lanyard sponsor of the event, TII will showcase its futuristic projects on research-driven solutions for real-world challenges. Furthermore, TII has confirmed the participation of its speakers at key sessions in the Cybersecurity, Energy, Telecom, and Digital Cities X AI conferences taking place during the event.

TII's demonstrations will span three of its 10 verticals: AI and Digital Science, Directed Energy, and Autonomous Robotics.

XR UAV CONTROL

This showcases the potential of ultra-reliable communications in transforming communication paradigms. The prototype

simulation allows visitors wearing a VR headset and a pair of haptic gloves to experience a live stream from a drone positioned in a remote location. Via low latency and a 5G network, the AIDRC team shows that one can transport the senses from one point of the planet to another point – a holistic VR experience.

GROUND PENETRATING RADAR

The simulation provides insight into how commercial demining practices are conducted and that improvements are crucial to reduce operational time and risks to operators. The most critical scenarios concerning landmines are in third-world countries, with civilians often becoming



DR RAY O JOHNSON
CEO, Technology Innovation Institute and ASPIRE.

the victims when they step on these mines long after armed conflict has ceased.

UNMANNED GROUND VEHICLE

This highlights capability to

navigate autonomously from one location to the next. In the event of a humanitarian rescue mission, a Bunker that is part of the UGV can self-navigate to the person in need by tracking their precise position on a map.

Epson adding sustainability, augmented reality, immersive to solutions

Epson is highlighting specific solutions that resolve the challenges facing customers in healthcare, retail, education and construction. As sustainability becomes a priority, Epson will showcase WorkForce business inkjet printers, highlighting an energy reduction of up to 83% f

Epson's guests can take a swing at the longest drive in a virtual golf simulator, highlighting the company's high-resolution projection and display solutions, and celebrating Epson's global partnership with the Ladies Professional Golf Association

HEALTHCARE

Hospitals can now scan and print quickly with Epson's WorkForce printers and scanners, and interact effectively with Epson's ultra-short throw projectors, enabling faster patient care.

RETAIL

Epson will showcase three-dimensional image mapping on a couture gown, while also demonstrating laser

installation projectors that deliver promotional content in high definition. Epson's tablet point-of-sale and portable receipt printers show how regional retailers can deliver quality service anywhere in this rapidly evolving industry.

CONSTRUCTION

One stand-out technology is the Epson Moverio Augmented Reality industrial smart glasses designed for industrial applications such as remote assistance, workflow guidance and training. Hard-hat compatible, Epson Moverio smart glasses connect construction personnel on-site with technical experts based remotely. In addition, the construction zone will feature the Epson SureColor SC-T7700D technical series for printing and scanning.

EDUCATION

Epson's simple educational switches include interactive display solutions, education document cameras, inkjet printers and scanning solutions for an engaging, optimal learning environment.



JASON MCMILLAN

Sales Director, Epson Middle East

SIGNAGE

Epson's immersive technology, with its range of high lumen laser projectors, creates a transformational customer experience. The recently launched Epson EB-PU2220B is among the world's

smallest 20,000lm laser projectors. With high lumens and 3LCD technology, this compact projector has easy installation and set-up, simple maintenance and great image quality, delivering high-impact immersive experiences.

ViewSonic exhibiting solutions for education, workspace, entertainment

ViewSonic decided to switch things up this year and base its exhibit on scenario experience rather than product demonstration. ViewSonic designed its stand to illustrate three umbrellas: education, workspace, and entertainment as ViewSonic is active in these three lines of business.

At the education section ViewSonic will launch Universe by ViewSonic. Universe is a metaverse for education, with ViewSonic being the first company to provide this solution to partners and end users in MEA region ViewSonic will be showing its newest ViewBoard, interactive Flat panels, along with myViewBoard which creates a solution for

educators and students. For the workspace section, ViewSonic will be launching its newest All-in-One Direct View LED Display solution kit targeting corporate and big education spaces powered by the latest 4K technology and connectivity. For the entertainment segment, ViewSonic will showcase its newest LED portable and professional smart projectors for home and on-the-go use, under the concept of Re-imagine your space.

UNIVERSE by ViewSonic will be the main launch during Gitex. Universe is a metaverse for education that ViewSonic was the first to provide to partners and users in the MEA region.



MAX HSU

Regional Manager and GM, ViewSonic ME

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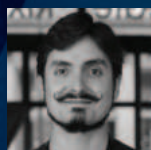
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Travis Oliphant
Creator of NumPy
& Co-Founder



USA



**Sebastian
Ramirez Montano**
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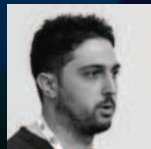
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Co-Founder & CEO



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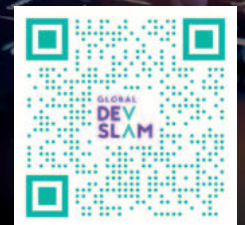


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