

Under the Patronage & the Presence of
H.E. Eng. Sultan bin Saeed Al Mansouri Minister of Development for Government Sector in UAE

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"Preparing for the Changes Ahead"

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Al Falak to showcase IPTV solutions during Dubai's Arabcom 2007 conference

Global transition to wireless and emerging technologies expected to attract industry leaders to the event

Al Falak, a leading regional IT and communications solutions provider, has announced that it will be exhibiting its Internet Protocol Television (IPTV) technology in addition to its other solutions during the 10th annual Arabcom conference being held from April 11-12, 2007. The global transition to wireless technologies and the broad integration of voice and video onto IP networks are predicted to attract an audience of senior executives and business leaders to the conference being held in Dubai's Emirates Towers Hotel.

Commenting on the conference, Ahmad Ashadawi, President and CEO, Al Falak said, "We are committed to positioning ourselves at the forefront of emerging telecom technology to ensure consistency in high quality service delivery. Our presence at Arabcom will offer opportunities to network with vendors and clients at a time when service providers are increasing their spending on IPTV networks."

The IPTV technology allows the delivery of broadcast quality digital television and other services over a broadband network using internet technology. Al Falak is positioning itself as a technology leader in IPTV and has extended support to the region's telecom operators as they adapt their networks to deliver video over IP – a process with requirements distinct from voice delivery over IP. Al Falak has signed several high-end contracts to provide IPTV technology with major telecommunications companies, including Qatar Telecoms (Qtel) and Etisalat.

IPTV uptake is increasing because the technology enables point-to-point distribution and lower operational costs while providing greater choice for subscribers. In addition, IPTV overcomes the one-way delivery stream of conventional television to offer dynamic two-way interaction that paves the way for a host of smart features to be introduced to TV viewing. IPTV allows two-way feedback between subscriber and content provider that can be tailored to individual settings.

For home users, the IPTV service offers multi-media entertainment facilities previously unseen in the region. The service provides access to more than 125 digital TV channels, in addition to a parental control function that ensures children area protected from violent or unacceptable content.

“Telecommunications companies internationally are recognising the necessity of IP-based video solutions and we believe at the regional level, IPTV has become one of the most talked about new services in telecommunications,” Ashadawi added.

The Arabcom conference will showcase the internationally emerging broadband technological developments, challenges, services and applications in the field of communications. Representatives from companies providing technology solutions, such as broadband, wireless, wireline and IP communications, will be making speeches during the conference including Al-Falak’s CEO; Mr. Ahmed Ashadawi.

“Al Falak has been providing information infrastructure to governments, universities and organisations throughout the region for more than 25 years and we have an impressive portfolio of business partnerships with some of the world’s leading solution, software, hardware and consumable manufacturers. The conference will be a great opportunity to network with international industry leaders,” Ashadawi concluded.

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About Al-Falak Electronic Equipment & Supplies Company:

Al-Falak Electronic Equipment & Supplies Co. is a leading IT and communications solution provider with over 25 years of experience and operations throughout the Middle East. The company is focused on delivering complete End-to-End solutions and provides a wide range of products and services including system solutions and consulting, system integration and networking, analytical and business intelligence, data warehousing, enterprise resource planning (ERP), IT risk mitigation, application software solutions, computer supplies and accessories, e-business and manpower outsourcing.

Since its establishment in 1981, Al-Falak has been providing both public and private organizations across the region with a unique blend of IT consultancy and customized IT solutions. Its Strategic partnerships with leading international IT companies has positioned Al-Falak to meet the most demanding IT requirements of its clients, while assuring maximum client satisfaction. For further information, please visit www.alfalak.com