



PRESS RELEASE

Alpha Data participates in The Hotel Show 2008

Technology and security sectors highlighted elements this year

June 2008

Alpha Data, the UAE's leading systems integrator, is taking part in this year's Hotel Show showcasing cutting edge technology solutions for the Hospitality sector.

The biggest exhibition for the hotel environment which takes place at Dubai International Exhibition Centre introduces over 800 manufacturers and suppliers from 43 countries who will demonstrate new products, services and technologies for the hotel, leisure and catering divisions.

With the theme "Shaping the Future Success of the Hospitality Industry", the growing technology and security sectors and their significance for the hospitality business are two of the expanded key elements incorporating this year's show.

"Hoteliers are increasingly using exciting, innovative technologies to create unique, positive guest experiences, increase revenues, and reduce costs. What's most important in any hospitality organisation is not what technology is used, it's how the technology is integrated and pieced together that counts and this is what is driving our presence at this year's hotel show," said Julia Ibbini, Alpha Data's Marketing Manager. "We are one of the few system integrators in the region capable of implementing the often complex requirements in a hotel project and we are looking to showcase some of the specialist capabilities available to integrate these technologies."

Alpha Data will be showcasing solutions integration from industry leaders such as Nortel, Belden, Data Pulse, iBAHN, Minxon and Optimiza with solutions ranging from kiosks and digital signage to room management, interactive television, specialized IP telephony and many more.

Participating for the second time now, Julia Ibbini, Marketing Manager of Alpha Data says, "We are very pleased to take part in The Hotel Show as we've seen this exhibition grow year on year alongside huge growth that the hospitality sector in the region is experiencing."

"Alpha Data is promoting the importance of IT in further enhancing services in hotels and we are really looking at raising Alpha's profile as a leading technology provider – specifically for the hospitality industry," added Ibbini.

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About Alpha Data

Founded in 1981, Alpha Data is one of the largest IT and Telecom Solutions companies in the Emirates with revenues in excess of \$120 Million and offices in Abu Dhabi and Dubai. Alpha Data strives to build long term client relationships based on mutual trust and respect. With a team of over 650 qualified personnel, Alpha Data provides complete end-to-end solutions in the following areas of expertise: Telecommunications & Radio, Networking & Security Solutions, Infrastructure Cabling, Enterprise Computing, Audio Visual Systems and Applications. Each of our specialist areas are backed up by highly qualified presales and post sales support teams who handle both project implementation and post-sales support. Beyond our offering, what counts most to our clients is the technical skills of our staff. Alpha Data's people have both high level industry certification & in depth experience in their respective fields.

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