



PRESS RELEASE



Alpha Data Demonstrating Full Audio Visual Integrated solutions at PALME Middle East 2007

For Immediate Release

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Alpha Data, one of the UAE's leading ICT companies is set to showcase its specialized abilities as a systems integrator at this year's Professional Audio Visual and Lighting Middle East Exhibition (PALME 2007).

Audio Visual technologies for facilities such as ballrooms, auditoriums, command and control centers, conference rooms, even classrooms are becoming more and more complex as multiple technologies converge. As the first company in the Middle East to be ICIA certified, Alpha Data is one of the few companies able to integrate numerous technologies to provide a complete solution.

"We are looking forward to the opportunity to showcase our solutions and related product portfolio to decision makers at this important Audio Visual event in the Middle East," said Fadi Ramadan, Division Head of Alpha Data, Abu Dhabi. What makes Alpha Data unique is the fact that we can offer a complete solution that includes the integration of everything from audio visual systems to telephony solutions, networking and intelligent cabling infrastructure. This wide ranging scope means that our clients include some of the largest organization in the Middle East in sectors that include Hospitality, Education, Financial Services, Government and Service Providers.

Santosh Pillai, Division Head of Audio Visual and Security Solutions at Alpha Data, Dubai added that “our specialist audio visual team is one of the fastest growing areas within Alpha Data; a reflection of the sheer volume of developments across the region. Most organisations are recognising the benefits that can be realised through the utilisation of audio visual technologies including projection systems, video and audio conferencing, lighting, sound, access control, and paging systems. Our team can provide design, implementation & support of world leading brands for these organisations.”

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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 500 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.

The Alpha Data services and solutions that fall in the AV system integration category include audio and video conferencing solutions; projection solutions; turnkey Audio Visual integration (for conference rooms, boardrooms, training rooms, auditoriums, public spaces such as malls and convention halls); digital PA systems for hotels and large venues; automation solutions for homes and offices, in addition to interactive TV solutions for the hospitality industry as well as digital signage.

For more information, please contact:

Alpha Data
Marketing Department
P.O. Box 45384
Abu Dhabi, UAE
T 02 6333 644 F 02 6211924
E nicolas@alpha.ae W www.alpha.ae