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Gitex Briefs

The time is now right for Ritek

Stand Number: B5a-31

By combining the right technology at the right time with the right products, Ritek has earned its name in the high-tech field of optical storage. "As the optical industry's technology leader, we continuously introduce products ahead of our competitors," says Ritek's Shen Wu. "The company also draws global attention at international conferences such as Gitex by regularly presenting our cutting edge research achievements."

A superior supply-chain management provides customers fast and efficient service and the company is proud of its zero-defects philosophy. From manufacturing and packaging through to delivery, Ritek strives to provide users with the finest quality products from a range that spans all forms of optical storage from recordable disks to memory cards and USB drives.

Greater security awareness a priority

Stand Number: K5-3

Advanced German Technology (AGT) acts as a catalyst and filter, consulting with organisations in the Middle East region and assisting them in finding the most appropriate IT security solutions from its network of partner companies in Europe.

The Gitex tradeshow presents the perfect showcase for AGT and its partners to highlight cutting edge security technologies and, perhaps most importantly, to help

raise the awareness of businesses in the region of the need for comprehensive security solutions.

"The exchange of information within a company and with the outside world is sensitive," says Anas Chbib, AGT's managing director. "Information must be protected from unauthorised access. However, given the complexity of today's information exchange possibilities, security technology gains a whole new definition." Unauthorised access to data may also happen in a very conventional way, such as from physical intrusion, and AGT's partners are showcasing a complete range of solutions to cover all eventualities, from fire, flood and theft to hacking, worms and viruses.

Nortech counts heads at Gitex

Stand Number: W5-1

Nortech International is presenting HeadCount, its a patented counting technology, to the Middle East at Gitex. The technology uses proven pattern recognition to count people accurately.

"HeadCount provides counting solutions suited to shopping malls, retail outlets, airports, theme parks, and corporate office buildings ... in fact, HeadCount is suited to any commercial facility that needs to know people flow, into and out of," says Larin Allison, marketing manager, HeadCount Systems.

"Furthermore, HeadCount is the only counting technology to be independently audited for its accuracy worldwide by Deloitte and Touche. Typically, HeadCount achieves an overall count accuracy of 99% on a daily basis," he adds.

HeadCount is represented by APT HeadCount and the AM Batterjee Group for Saudi Arabia and is seeking partners to represent them in other Gulf countries.