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MIDDLE EAST

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Show dates: 12 - 14 May 2015, Fairmont Bab Al Bahr, Abu Dhabi | Day 2

Gadgitech ME focuses on smart solutions

Hadi Kobeissi, Managing Partner, Gadgitech ME, discusses the benefits of participating at DISTREE every year.

How long have you been participating at DISTREE?

We have been participating at DISTREE for over 7 years now, alternating between having a booth and coming as guests and meeting distributors.

In what way do you expect DISTREE to make an impact on your business this year?

DISTREE is the perfect platform to engage interest in new potential clients. It is also the fastest way to reach out to customers who are not based in Dubai.

This year is important for us since we hope that our presence will showcase our products' unique variety. We have gone a step further this year and hope it will have the expected impact.

How is your company presenting itself at DISTREE this year to differentiate from competitors?

We are trying as much as we can to represent our brands in an equal way. Gadgitech ME team will be conducting meetings with

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Mahmoud Majed, Head of Marketing at the IT accessories and products brand, Tecpower

Tecpower debuts at DISTREE ME 2015

Mahmoud Majed, Head of Marketing at the IT accessories and products brand, Tecpower, outlines the company's objective at DISTREE ME 2015.

How long have you been participating at DISTREE Middle East?

This is the first time we are participating at DISTREE Middle

East, which is widely reputed as the ultimate professional networking event for senior executives from the consumer electronics, digital device and ICT products retail channel in the Middle East region. We are very excited as the event serves as a strategic platform for us to leverage our diverse line of

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13th May 2015 Sessions of interest

9:00-9:15

Keynote – Smart Technologies

9:15-9:50

Live@DISTREE (Mandatory for retailers)

Ahmed Ashraf, GM MENA, Brightstar

Khaled Kamel, Director, Enterprise Business Team, Samsung

Rahul Singh, VP International Business, Mitashi

9:50-10:40

Panel Discussion: Retail voices

Confirmed speakers:
Alain Goanvec, CEO at Khoury Home; Neelesh Bhatnagar, CEO at Emax; Nadeem Khanzadah, Head – OmniChannel Retail, Jumbo; Mujeeb Hazzaa, Chief Commercial Officer at eXtra

10:40-10:55

Keynote: Connected commerce

11:50-13:00

Retail Academy Sessions

20:30-1:00

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Tecpower...

products while also meeting new contacts, potential partners and even taking advantage of possible business opportunities.

What are your reasons for participating this year?

Our presence at DISTREE Middle East demonstrates our efforts to penetrate the region's power retailer segment, particularly across markets other than the UAE. To be able to do this, we will be aiming to increase our brand awareness — giving participants the advantage and opportunity to know us better.

In what way do you expect DISTREE Middle East to make an impact on your business this year?

Being able to participate will give us the opportunity to promote our products at the event. Additionally, we will also be able to increase more brand awareness, especially across

important power retailer markets such as Qatar, Oman, UAE and other countries within the region. In addition, our presence will serve as a key platform for us to see and measure the direct impact of our competitors and try to understand their brand positioning in the region. Lastly, we are also confident in closing deals with our existing retailers and maybe even meet new contacts wishing to explore potential partnership opportunities.

How is your company presenting itself at DISTREE this year to differentiate it from competitors?

Tecpower is looking to capture a target audience of mid-to-high level consumers with its offer of innovative and cool new gadgets. Our goal is to particularly attract the younger consumer segment with the trendy products included in our diverse portfolio.

What are the key trends influencing your approach to DISTREE Middle East and your offerings?

DISTREE Middle East has positioned itself as a must-attend event for the consumer electronics, digital device and ICT products retail channel segments—being present gives us the opportunity to promote Tecpower as an upcoming player in this rapidly growing consumer segment.

What will be your focus at DISTREE this year? Is there a specific theme in mind? Will you be launching any new solutions or products at the show?

We will be focusing on positioning Tecpower in the market as a highly-preferred consumer choice. We will be launching new products such as power banks, USB cables, headsets, power

batteries, screen protectors and car chargers.

What emerging technologies are impacting your business in 2015? How can you optimise it?

The best way to optimise the advent of many technologies today is to maintain the ability of keeping up with the market trend and to be able to provide these new technologies to your customers via cool gadgets and accessories — making sure that you are the first to offer these latest devices even before they are launched in the market will be key.

Do you believe you will be able to successfully sign up partnerships at the event?

We are very confident that our presence will result in meeting new contacts and partners that can help us explore future opportunities.



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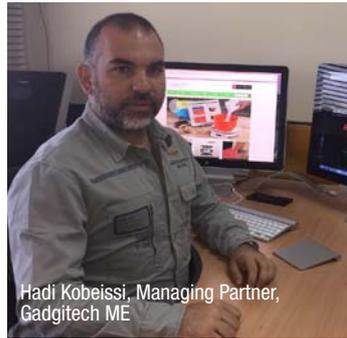
Gadgitech ME...

potential or existing clients with the support of suppliers who have made the trip to come and be with us at DISTREE.

What are the key trends influencing your approach to DISTREE and your offerings?

This year, the trend has shifted from accessories being used as useful tools to becoming lifestyle products in offices, homes, schools and cars.

All the products you used to shop for at electronic stores



Hadi Kobeissi, Managing Partner, Gadgitech ME

can be now found in fashion shops, mother and baby stores, educational stores and home stores. It's all about finding smart solutions adapted to your lifestyle.

What will be your focus at DISTREE this year? Is there a specific theme in mind? Will you be launching any new solutions or products at the show?

This year we are following this trend and featuring various smart lifestyle products that anyone can use and which directly interact with your surroundings. We have Danalock, which is a door lock you can access from your phone, Withings products that are smart health solutions, and this year we are introducing one of the most innovative products for educational and children activities, OSMO.

What kind of opportunities does DISTREE provide in terms of connecting you with the channel?

Being part of DISTREE gives us the perfect opportunity to catch potential clients' attention and give them the chance to experience our product range.

Could you briefly highlight some of the achievements of your company in the past few months?

We have successfully broadened our product selection by signing exclusivity contracts with remarkable brands. We are also present in very big retail entities.

Pocketbook turns spotlight on portable paperless printer



Evgeniy Zaitsev, Head of Sales and Marketing, PocketBook

Evgeniy Zaitsev, Head of Sales and Marketing, PocketBook explains the opportunities DISTREE ME offers and the company focus at the event.

Overview of PocketBook

PocketBook is a vendor company, which does not belong to the retail segment. Yet, we can say that the company is currently at an introductory stage in the region. Now we strive to introduce our products to customers via various communication channels to achieve the widest product diffusion and penetration.

2015 focus

Currently PocketBook is focused on development of green office printing solutions for all kinds of institutions and various industry

fields. We also mostly focus on B2B segment.

Plans for ME

We still lack wide presence in the area and currently are looking for new partners and distributors across the Middle East region. However, we already have a successful B2B Calibro project in Turkey.

DISTREE ME 2015 highlight

Our main highlight at DISTREE Middle East is the A4-sized B&W portable paperless printer.

We expect to extend the circle of our partners and find new distributors for our new product.

We've been participating at DISTREE for three years now.

We expect to showcase our new product and attract new partners as well as potential buyers. We hope to enter new

markets and an event like DISTREE is a great opportunity in this regard.

Trends influencing approach to DISTREE

The biggest change is that we now have to strive to announce the new products at DISTREE earlier than at consumer exhibitions like IFA. We focus on B2B and hurry to make announcements for B2B segment earlier than for mass-market.

Emerging technologies impacting business

They are technology convergence in the context of hardware and software solutions. These days, people need the complete solutions. They don't want to buy software and hardware separately anymore. They look for eco-systems. The e-reader now is to be a part of such a system, to be integrated with other devices and products.

Opportunities with DISTREE

The new customer data-base in each region is a big opportunity. Also we look for key partners, who make decisions concerned with further purchasing.

Company highlights

PocketBook has sold over 3 million devices in 33 countries across the globe by the end of 2014. We also have launched a number of successful B2B projects in Europe.

Linksys celebrates sale of 100 M routers

Linksys, the networking solutions vendor for home and SMBs, showcased some of its latest networking products at DISTREE 2015, announcing the global launch of MU-MIMO router, Linksys EA8500. Launch of EA8500 came as a celebration of Linksys becoming the first router vendor in the world to have sold over 100 million routers since its inception in 1999.

Linksys EA8500 is world's first router with MU-MIMO technology, which enables multiple users to connect to the access point radio at the same time as compared to the conventional system which facilitates only one user at one point of time, said the company. This enhances the overall Wi-Fi speed and experience for each user.

Amanulla Khan, Director-MEA, Belkin International, said, "Linksys as always led the innovations in the home and SMB networking products. Today, here at Distree we are pleased to showcase unique strengths and technological advancements of our latest products.

"We welcome our retail and channel partners to join the celebrations of our achievements, especially of selling 100 million routers, in which they have played a crucial role."

The vendor also showcased its new range of routers, range extenders and accessories such as WRT 1200AC, a dual-band smart Wi-Fi router and RE6500HG and RE6700, Dual-Band wireless range extenders.

MyKronoz unveils new products



Boris Brault, CEO, MyKronoz

With IoT being the key theme for DISTREE ME 2015, MyKronoz showcases wearable and smart products at the event. CEO Boris

Brault explains in-depth. How long have you been participating at DISTREE?

This is the first time we are attending DISTREE ME, however we have had the pleasure to participate in other DISTREE shows for the past two years.

In what way do you expect DISTREE to make an impact on your business this year?

We value DISTREE events for three main opportunities that are given to us – opening new channels, cultivating existing channels and networking with key players of the industry.

Hence, we believe DISTREE will have a great impact because it will help boost our internal expansion, grow current business with existing customers and increase exposure and brand recognition in the industry.

How is your company presenting itself at DISTREE this year to differentiate it from competitors?

Unlike our competitors who develop and market only one model, most of the time compatible with a specific operating system, MyKronoz offers a large product range with a variety of models to suit different user types, compatible across all platforms, iPhone, Android and Windows Phone.

Our Swiss design, affordable prices (starting at USD 39,99 up to USD 199,99) and cross platform

compatibility will definitely be our competitive advantages.

What are the key trends influencing your approach to DISTREE and your offerings?

The key trends are wearable technologies and IOT.

What will be your focus at DISTREE this year? Is there a specific theme in mind? Will you be launching any new solutions or products at the show?

At this year's DISTREE, MyKronoz will introduce a wide range of Swiss-designed wearables organised around four main product categories - activity trackers, smartwatches, analog smartwatches and watch phones.

In addition to that, we will unveil our Premium Collection and Swarovski special edition of smartwatches.

Which are the emerging technologies impacting your business in 2015?

Technologies such as NFC mobile payment, flexible display, wireless charging and interoperability between

different connected objects are impacting the way we do business.

What kind of opportunities does DISTREE provide in terms of connecting you with the channel?

As a vendor, we believe that the DISTREE team does an amazing job at selecting and curating quality distributors. Also, the pre-planned one-on-one meetings appear to be really the perfect format to introduce our brand and products, and discuss potential business opportunities in a concise yet meaningful way. The overall atmosphere and networking opportunities are propitious to connect with a lot of interesting people from the industry.

Could you briefly highlight some of the achievements of your company in the past few months?

We have been able to increase our worldwide presence in more than 40 countries. We have unveiled our Swarovski Edition during BaselWorld - the international Watch and Jewelry Show. And we have launched Windows Phone applications in the last few months.

Shift launches IO Hawk at DISTREE ME 2015



At DISTREE ME 2015, Shift Electronics is introducing the original IO HAWK, a self-balancing motorised personal transporter, which can travel at up to 10 km/h.

The brand introduction at DISTREE ME is the second

official word wide launch after its successful CES debut, earlier in the year.

"The IO HAWK is an evolution in the way that we move. These self-balancing motorized personal transporters are going to change the way you move. Launching

officially the brand during DISTREE is a great opportunity to show our retail partners that IO Hawk is a solid proposal that brings: innovation, design, quality and fair price point into one single easy to use product. We definitely expected to create hype and

turn heads during DISTREE ME," said Mazen Khanafer, Managing Director at SHIFT.

Created by California-based John Soibatian, the device is similar to the Segway (but minus the handle bars), and is powered by batteries, motors and uses slight pressure from your feet to guide it where you want it to go and it can travel at up to 10 km/h and carry a load of up to 120 kg. There's a mild learning curve, but it's easy and fun to ride once you get the hang of it, said the company. It weighs about 10 kg and a single charge will get users 15km - 20km of riding distance. There are also lights behind the base as a security measure.

Along with other 60 CE accessories brands in its portfolio, the Shift has signed the exclusive distribution right for IO HAWK in Middle East.

Alcatel OneTouch launches new line of smart watches



Alcatel OneTouch has recently introduced a new line of smart watches that will soon be available to the market and is on

display at DISTREE ME 2015.

The smartphone brand has implemented its design expertise to offer a series of smart watches

that caters to consumer demands of having the same look and feel as a traditional watch.

According to Zied Merichko, Head of Middle East at Alcatel OneTouch, they have put ample attention on creating a smart watch that has a wearable design and has an aesthetic quality that can be integrated well with everyday life, all at an affordable price.

“The UI has been carefully honed and retooled so users in the Middle East can intuitively take the smart watch’s multifunctional ability to their everyday activities,” he added.

Alcatel’s new smart watch include various sensors such a heart-rate monitor, an accelerometer, gyroscope,

altimeter and e-compass. This can allow users to track their sleep cycle, distance covered, steps taken and calories burned. To monitor their fitness goals, users can access the activity overview that the watch offers.

When connected to a smartphone, it sends users call notifications and social media updates. It can also be used as a multimedia remote control for music and taking photos from the users’ phone.

Available in sporty black and red along with all-white and all-metallic options, the smart watch is compatible with a number of Alcatel OneTouch smartphones in the Hero, Idol and Pop series, as well as with any phone running on Android 4.3 or above and on iOS 7 or above. It is dust and water-resistant and can be recharged with a USB charger integrated into its band for simplicity of use.

ECity Electronics drives ‘smart home life solutions’

Mueez Rahman, General Manager, ECity Electronics, on the focus at DISTREE ME this year and company plans.

ECity Electronics, a DISTREE ME participant for the last five years, is focusing on ‘smart home life solutions’ this year. Over the next few months we will see the retailer reviewing products in the wearable sector as well.

Mueez Rahman, General Manager, ECity Electronics said, “DISTREE provides an ideal platform for business networking. Ecity as a retail entity focused on innovation and technology, always looks forward to new ideas delivered to end users. DISTREE forms a distinctive platform by bringing together the generators and disseminators of these ideas under one roof. We have always been enthusiastic about attending the event to meet new suppliers and their innovative products to launch via our retail stores.

As a specialist retailer, the company identifies a huge potential in the emerging wearable and mobility segments.

Rahman added, “Also another major sector, which has become popular over a period of time is the health care technology segment. Significant attention over the last year has been on smart devices helping people to better understand their personal health and fitness by monitoring exercise, heart rate, sleep patterns, and so on. The sector is shifting beyond external wearable to health and wearable accessories.”

According to the GM, apart from the new health and wearable technologies, the company’s focus has been on smartphones, considering the growing opportunities it offers.

In the previous years, the retailer has been able to successfully sign up relevant partnerships and considers DISTREE a must-attend event.



Mueez Rahman, General Manager, ECity Electronics

“Today’s day and age has become all about keeping up pace with the industry, and it is essential to be a part of an event like DISTREE, which keeps the company up to date on the latest in tech and the channel.”

One of the major highlights for the Dubai-based retailer is that it has been voted Superbrand for the year 2015 for the second consecutive year.

The retailer hopes to change

the retail landscape with unique concepts and evolve its brand positioning as a “Technology Convenience Retail Chain”. The brand aims to emerge as a market leader in organised electronics retail in the region with focus on broad-based market representation across all emirates within the UAE and in the Middle East through newer markets such as Saudi Arabia, Kuwait, Qatar, Bahrain and Oman, said the company.

Withings announces Middle East products at DISTREE ME



As part of their plans to expand in the Middle East, Withings is participating at DISTREE ME 2015 and will be launching a number of their products, which will be available in the region.

Having a strong presence in markets such as Europe and the US, Withings' strategy is now to expand in new countries, the Middle East being a strong focus for the company. Available since a couple of years in the UAE, Withings has just reviewed its distribution strategy to strengthen its presence in the region

to allow customers to benefit from the Connected Health Revolution.

Among the products that are available and will be available in the Middle East include Withings Health Mate Application which is the heart of the Withings 360° healthcare ecosystem. This free iOS and Android application enables users to immediately access all data relating to their health. The application also allows users to share data with a doctor or family member and integrate health data from some compatible applications.

Another is Activité, a Swiss made analog watch with connected activity tracking capability. This watch has a single cell watch battery lasting up to 8 months with no charge required and is waterproof up to 50m, this will now be available in the region for AED 1,999.

Following the heels of the Activité watch comes Activité Pop a new line of wearable health trackers, the device which follows its users steps, distance, calories, and help them monitor their sleep. Activité Pop will be launched in the UAE in July 2015, for AED 749.

Withings will also be introducing Home, an all-in one security camera with air quality sensors. Home helps its users to stay connected to their home and alert them to seen and unseen hazards. Users can also access live video and video footage on a dedicated application. Withings' Home will be launched during the DISTREE and will retail at AED 999.

Unveiled during the 2014 CES, Withings Aura is a three part system that both monitors and improves

one's sleep experience. The sleep sensor discreetly records body movement, breathing rate, and heart rate, providing a complete overview of one's sleep patterns, this will be available for AED 1,459.

Another product that will also be available in the region is the Smart Body Analyser, launched in March 2013, this gadget is a wireless scale that does not only track weight and Body Mass Index (BMI), but also measure fat mass, standing heart rate, and indoor air quality (CO2 and temperature). It can accommodate up to 8 users and is priced at AED 749.

Withings will also introduce the Wireless Blood Pressure Monitor in the region. This product connects directly to an iPhone, this device is wireless and uses Bluetooth connectivity, is FDA approved, and is both iOS and Android compatible, this will be available for AED 629.

Lastly, the Pulse O₂ a product that came to the market in April 2014. Available for AED 599, the Withings Pulse O₂ is a "wear it your way" tracker to monitor activity and sleep; it can be worn on the wrist with a strap or clipped to a belt, pocket, or t-shirt. This device has embedded sensors for measuring blood oxygen levels as well as heart rate.

DISTREE Middle East 2014 highlights



Linksys celebrates sale of 100 million routers



Jurassic Technologies at 60 seconds to convince