

Optimiza debuts GITEX TECHNOLOGY WEEK kiosks information terminals at DICC

For the first time in the Middle East: 24 kiosks set up across GITEX Convention Centre to provide full information about the show and exhibitors



Dubai- UAE, 29 August 2007- Optimiza, a regional technology solutions and business consulting services company, will bring to visitors and exhibitors at GITEX TECHNOLOGY WEEK a unique information-finding tool that will provide up-to-date insight to the show. The company will be installing 24 Optimiza Kiosk Terminals in the Dubai International Convention Centre that display a comprehensive map of the show, including names and locations of exhibitors, and information and updates about The Global Conferences taking place at GITEX TECHNOLOGY WEEK.

“We are bringing these state-of-the-art touch screen kiosks to the region, and deploying them for the first time at GITEX TECHNOLOGY WEEK to offer visitors a single-source point of information, to enhance their experience at the show,” said Hazem Malhas, CEO, Optimiza. “We are looking forward to the success of this technology, and

ultimately rolling it out across other events and exhibitions in the region.”

At GITEX TECHNOLOGY WEEK, visitors will enjoy and experience the Optimiza kiosks’ highly interactive, self-service tools and breakthrough technology in its

uniquely modern, elegant form. The kiosks will be located at the entrances of every hall covering the exhibitors' halls, conferences' halls and the media center as well as the main concourse. In addition to the location maps, the highly user-friendly query system and touch screen kiosk will provide contact details for all exhibitors. Users can easily browse all the available information they may need, as well as locate the exact location of every exhibitor to help optimize the outcome of their visit to GITEX TECHNOLOGY WEEK.

The kiosk concept is built around not only providing information, but also enhancing quality of service and speed of access. The numerous kiosk applications available are flexible and tailored to different requirements, which enhance their appeal to users and advertisers.

From a business point of view, in the retail sector, for instance, the benefit of installing digital kiosks and using them in one's operations results in a 100% - 500% Return on Investment through the increased numbers of transactions, value per transaction and end user/consumer loyalty. With kiosk solutions, consumers can instantly locate and purchase products, allowing businesses which use kiosks to sell more for less while presenting consumers with a more exciting buying experience. These types of kiosk offerings have proven to substantially lead to increased customer satisfaction and loyalty.

Some of the major companies which have successfully adopted kiosks are Rolex, HSBC, Bank of America, Marriott, Nokia, Audi, Mercedes Benz, AOL and Microsoft.

Optimiza will be making its regional debut during the GITEX TECHNOLOGY WEEK this year, and will be showcasing a world class range of products and solutions at its pavilion located in the Gitex Business Solutions area, Hall # 6/ pavilion # B6-21.

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