

CIT Minister opens IoT academy at ITI

THE Minister of Communications and Information Technology Amr Talaat opened, the Internet of Things (IoT) academy at the Information Technology Institute (ITI), established in co-operation between ITI and the Academy of Scientific Research and Technology (ASRT). The aim is to provide comprehensive applications for young Egyptians and startups in several areas, including smart universities, health, education, transportation, energy and water; as well as smart homes, cities and buildings.

The opening ceremony was attended by ITI Chairwoman Heba Saleh, ASRT President Mahmoud Sakr, and the President of the Arab Academy for Science, Technology and Maritime Transport (AASTMT) Ismail Abdel Ghafar. The academy includes the programmes available on Mahara Tech platform <https://maharatech.gov.eg/>, and an IoT lab at ITI premises in Smart Village. The lab provides six wireless IoT technologies and a range of IoT mobile applications that allow using the lab to develop applications



through mobile phones, without having to physically be in the lab. This comes within the framework of the Ministry of Communications and Information Technology (MCIT) strategy for implementing the state's vision to build the Egyptian citizen through providing training programmes in emerging technologies, particularly cybersecurity,

IoT and blockchain. In his speech, Talaat underscored MCIT keenness on increasing the number of trainees in advanced technologies, such as IoT and blockchain, representing a key pillar for achieving digital transformation. He added that digital transformation projects help create a large number of job opportunities for young people.

Ericsson, Microsoft team up for connected cars

ERICSSON and Microsoft are bringing their connected vehicle expertise together. Ericsson is building its Connected Vehicle Cloud on top of the Microsoft Connected Vehicle Platform that is running on the Microsoft Azure cloud platform. The integrated solution allows automakers to deploy and scale global vehicle services such as fleet management, over-the-air software updates and connected safety services much easier and faster while reducing costs. It provides flexibility through modular design and multiple deployment options. Ericsson's Connected Vehicle Cloud connects more than 4 million vehicles across 180 countries



worldwide – approximately 10 per cent of the connected vehicle market. The platform is tailored to fit vehicle manufacturers' growing demand for scalability and flexibility with the capability of supporting any connected vehicle service. The Microsoft Connected Vehicle Platform (MCVP) empow-

ers automotive companies to accelerate the delivery of safe, comfortable and personalised connected driving experiences. It combines cloud infrastructure, edge technology as well as AI and IoT services with a diverse partner ecosystem. With MCVP, Microsoft offers a consistent, cloud-connected platform across all digital scenarios on top of which customer-facing solutions can be built, including in-vehicle infotainment, advanced navigation, autonomous driving, telematics and prediction services, and over-the-air updates (OTA). MCVP includes the hyperscale, global availability, and regulatory compliance that comes with Microsoft Azure.



LDC, Microsoft Egypt hold 'Empowering Future Makers 2019'

LINK Datacentre the leading integrated technology solutions provider and Gold certified Microsoft partner, expanded its education portfolio to include the well-known Minecraft Education Edition platform. Together with Microsoft they hosted "Empowering Future Makers 2019" last Wednesday to better familiarise and showcase the immersive power of this latest education solution. The event included a challenging competition between five international schools where students were asked to solve multilevel mazes and puzzles through the Minecraft world.

Based on the famous Minecraft game, Minecraft Education Edition is an interactive learning platform where students embark on limitless engaging gaming journeys to learn about their various subjects and topics. Using Minecraft Education Edition strengthens the students problem solving, and collaboration skills in addition to enriching their creativity and improving their understanding. Minecraft Education Edition was met with massive adoption after having a whopping two million users plus across 115 countries after only one year of its release in 2017.

Intercom targets 30% growth rate in 2020

INTERCOM, an integrated systems solutions company, has implemented projects worth one billion Egyptian pounds during the past year, planning to achieve a growth rate of 30% during the coming year, a senior company official said.

Ismail El-Kammash, Managing Partner & CEO of the company, added that the company will focus on providing integrated solutions to the banking, government, oil and telecom sectors, to achieve the aspired growth rate of 30%.

"Three months ago, the company established a new business unit dedicated for the information security solutions and gathers nearly 300 engineers," he said, adding the company aims through the LE300-400 million during 2020.



Ismail El-Kammash

Furthermore, the company works on qualifying its human cadres and exporting the experiences to the region's markets in conjunction with the government's adoption of a clear and ambitious plan towards implementing the digital transformation through the Ministry of Communications and

the Administrative Control Authority, El-Kammash said.

He added that the company has already started communicating with its customers to activate the artificial intelligence applications, pointing out: "Intercom has its own technological solutions in various economic sectors, including electronic archiving solutions for the banking sector. These solutions work effectively for the Al Ahly National Bank, Banque Misr, Banque du Caire, CIB and QNB".

Intercom is an Egyptian joint stock company established in 1992 and acts as an agent for many international technology companies in the field of communication network systems and technology solutions, including in the IBM Cisco and Palo Alto companies.

Nokia C1 available soon

HMD Global, the home of Nokia phones, announces the Nokia C1, a smartphone designed to entertain – anytime, anywhere. Featuring an impressive 5.45" display, fans can watch their favourite videos and listen to music with ease. With lighter apps and less bloatware, you are able to store up to 3,000 songs or 24 hours of videos for offline consumption, cutting down on data usage. Combined with all-day battery life, you'll have enough power to keep you watching, listening and talking from sunrise to sunset.

Tamer El Gamal, Managing Director – HMD Egypt said "We are proud to launch Nokia C1 in Egypt that promises to meet the



needs of our fans. Nokia C1 brings an impressive display and offers a seamless experience through the 'go to' apps for a long lasting entertainment at an affordable price."

The Nokia C1 comes with 1GB RAM and 16 GBiii of internal storage and is available in Black and Red from 30 January at a retail price of LE915.

Fine plans investments exceeding \$35m here

FINE Hygienic Holding (FHH), one of the world's leading Wellness Groups and manufacturer of hygienic paper products and diapers, announced a massive investment in the Egyptian market exceeding USD 35 million in new equipment, research and development, marketing strategies, in addition to investing in its people. FHH CEO James Michael Lafferty announced the Group's investment in a press conference which was held under the patronage of the Minister of Investment and International Cooperation H.E. Dr Sahar Nasr, where he praised the Ministry's continuous support in facilitating Fine's investments throughout the years. The press conference was also

attended by Mohamed Farouk, Senior economic researcher investment promotion sector along with other government officials, Rawan Emeish, Chief Commercial for Egypt and Levant, and media figures. "Egypt is a strategic market for us. Among the 75 countries in which we operate, Egypt is in the upper tier alongside KSA and Jordan. We opened our first factory in the country in 1989 and we have been pumping investments into it ever since," said Lafferty. He commented that this new investment will reinforce Fine's prominent market position and build on the trust that the company has earned from consumers through years of excellence.

Realme 5 Pro: A good choice for youth

REALME launched its fifth generation of smartphones Realme 5 Pro, the company has been trying to cater to users' every imaginable need and quite successfully at that.

Indeed, Realme has jumped from dual-straight to quad-camera arrangements. And the Realme 5 Pro setup is rather impressive with a 48MP primary, an 8MP ultrawide, a 2MP macro, and 2MP portrait snappers. Advanced 2x digital zoom is available thanks to the high-res primary, as well as Nightscape and Chroma boost modes.

Another thing the Realme 5 Pro impresses with is the large battery and the presence of 20W VOOC charging via the USB-C port.

Design

Realme 5 Pro adopts the diamond cutting design that is typical of realme design gene and thoroughly upgrades it. Different from the matte cutting texture of the previous generation, the new generation adopts the original polished surface and new nanoscale tex-

tures. Its process has also been adjusted and upgraded accordingly. First, the "nanometer holographic color" is carved by five-axis laser. Second, the silver mirror bottom is electroplated and printed with the silver mirror LOGO. Finally, it is colored through ink screen printing and cover with the hardening polish coating.

Imaging

In image technology, realme offers transcending image by opening the ultra-high resolution quad-camera era, providing users with all-round photography experience that is applicable in various scenarios. For this purpose, realme 5 Pro features a quad-camera combination of 48-megapixel main camera (Sony IMX 586) +119° ultra-wide-angle lens + ultra macro lens + portrait lens on the back.

2.2. 16MP Front Camera

realme 5 Pro's front camera features a 16-megapixel samples, f/2.0 aperture Sony IMX471 image sensor with 5P high-concentration lens, supports Quad Bayer smart pixel 4-in-1 technology that can synthesize 2µm large pixels for excellent selfie performance in low light. The skin color of the image is natural and the detail is highly restored. In addition, the image stabilisation of the front camera video shooting is better, and the nightscape mode will supported by the OTA later.

Battery Life and Charging

realme 5 Pro is equipped with a 4035mAh high-capacity battery, it can satisfy the

daily moderate use demand of the users while improving performance. At the same time, realme 5 Pro has the AI Freezer function at the system level, which can intelligently predict the user's app usage, and promptly freeze the unused apps to save power.

4. Colour OS 6.0

realme is equipped with the latest ColorOS 6.0 operating system, and has a customized design and stock Android experience exclusive to realme that were designed based on this system, so as to create a simple and smooth system experience for the users.

Obviously the Realme 5 Pro is without any competition in the markets it's available in. It is an amazing offer with a great screen, powerful hardware, and one very capable versatile camera. The battery life turned out excellent as well. If you are lucky enough to have Realme phones available where you reside, there is hardly a better phone for this amount of money.

Raya-IT named system integrator by Genesys

RAYA Information Technology (Raya-IT) has been named a System Integrator by Genesys, the global leader in omnichannel customer experience, and contact center solutions. As the leading system integrator in Egypt, Saudi Arabia, Gulf and East Africa, Raya-IT will help businesses in the region deliver more personalised services to customers across any channel using Genesys PureCloud and PureEngage services.

As contact center technology plays an increasingly critical role in every aspect of business, companies have recognised they need to accelerate the development of digital solutions in order to remain competitive. The partnership will enable businesses in the region to capitalise on Raya-IT's under-



Hesham Abdel Rasoul (L) Mohamed Afifi

standing of integrating Genesys technologies for contact center.

"With over 20 years of system integration experience in the Middle East, we are excited to provide joint clients a trusted partner

with a reputation for helping innovation," said Mohamed Afifi, managing director of Middle East at Genesys. "We are looking forward to working with Raya-IT which is well positioned to further help our customers accelerate and extend the value of their Genesys solution so they can transform the service experiences they deliver faster."

"Signing the partnership agreement with Genesys will help businesses in the region to improve their customer experience operations," says Hesham Abdel Rasoul, CEO for Raya-IT. "We have had success in helping more than 500 customers in the region to apply new technologies such as PureCloud to deliver agile solutions, but will also provide PureEngage for the more sophisticated enterprise customers.

Panasonic launches new IA network Camera

PANASONIC Marketing Middle East and Africa (PMMAF) has announced an expanded security product and solution portfolio aimed at addressing the region's growing demand for intelligent security and surveillance systems. Heading the new launches is the WV-X6533LN, a Full-HD 1080p iA PTZ Network Camera with long-range infrared.

The Japanese manufacturer is also releasing brand new H.265 Series Multi-Sensor Network Cameras that feature

four repositionable lenses, each with 4K image sensors. Completing the brand's enhanced security offerings is a more powerful and more intuitive FacePro WV-ASF950, which now comes with the Unregistered Face Detection feature. FacePro is Panasonic's an ultra-powerful Facial Recognition Software that uses Deep Learning algorithm to identify faces otherwise difficult to recognise using conventional video surveillance technology.



Mohamed Khaled Al-Assal (L) Mohamed Okasha

'Misr Italia properties' launches new customer e-services

IN co-operation with "Fawry" the Egyptian leading platform for digital transformation and E-payments, "Misr Italia Properties" announced offering new e-services to its customers through Fawry digital "Loyalty Program", which enables them enjoy discounts and offers from a big and diversified list of merchants. The new initiative is the first of its kind in the real estate market, aimed at providing MIP's customers with different new services out of the box, allowing them to enjoy the benefits of e-payment technology.

For his part, Eng. Mohamed Khaled Al-Assal, CEO of Misr Italia Properties, expressed his happiness with the new cooperation with "Fawry" in providing significant technological services to customers making them proud of being part of the Misr

Italia community. The new offering enables customers to enjoy discounts and offers from a wide list of merchants of nearly 60 brands, which meets their needs of various goods and services and enhances the customer's trust in Misr Italia Properties.

Mohamed Okasha, Managing Director of Fawry, stated: "The agreement with Misr Italia Properties is considered a new step of co-operation with real estate developers, especially that they have a great hand in satisfying their customers with new services to revive the real estate market once again and enhance its role. Adding that "Fawry" helps "Misr Italia Properties" in transferring all their customers' payments to a non-cash community in all projects, whether commercial or residential."

YOR commences work here with accessories

(YOR), the leading Indian company in the manufacture of mobile phone accessories, announced the launch of its business in the Egyptian market as part of its expansion plan to increase the volume of its investments in the Middle East and Africa.

Engineer Mohamed Hussein, Director of Marketing at "Yor Company" said that his company decided to launch its business in the Egyptian market after many marketing studies that revealed

promising opportunities in the mobile phone market and mobile phone accessories due to the huge competition situation for major international mobile companies, adding that due to the increased demand of Egyptian customers and consumers to Buying mobile phones that enjoy high quality especially smart ones, this will give our products many opportunities to compete and spread in the Egyptian market as the main gateway to the African market.

"Hussein" added: "Our Indian company for mobile phone accessories mainly manufactures its products in India and its products are characterised by high quality and medium prices commensurate with the vast majority of customers in the Arab Republic of Egypt and therefore we look forward to achieving a market share in the Egyptian market by 10% within one year Especially since we will be given a one-year warranty on all our products.

