



## Press Release

### **DTK announces strategic tie-up with AMD to accelerate IT penetration in the Middle East**

*Move to introduce revolutionary high performance machine at subsidized US\$ 249 for all societal sectors*

23 April 2006

DTK Computer Middle East, leading technology brand and IT developer, has announced a strategic understanding with AMD, global supplier of integrated circuits for personal and networked computing and communications, at a press conference held today (Sunday, April 23<sup>rd</sup> 2006) at the Jumeirah Beach Hotel, Dubai. The move comes as DTK and AMD introduce a new range of AMD-powered comprehensive business and mobility solutions to the Middle East region to increase IT penetration in all sections of society.

“DTK is aiming to introduce a new high-performance personal computer subsidized by both AMD and DTK to reduce the technology gap in the region. DTK’s new Cruiser 5015 digital home solution is designed to provide high performance at a budget price of US\$ 249, and will be a first step on the technology ladder for many young individuals who are not taking advantage of IT’s potential. DTK is committed to fulfilling clients’ needs and generating value for the society we operate in,” said Nimar Al Attal, Managing Director, DTK Computer Middle East.

The Cruiser is expected to increase IT usage in the region by providing a younger generation comprising up to 70 percent of the regional population a viable option to take advantage of enabling technology. Increased connectivity and heightened IT awareness

will improve the region's e-governance readiness by allowing more citizens to access services online.

AMD is aiming to further its presence in a vibrant Middle East IT market by liaising with DTK in a bid to follow through with its 50 x 15 promise wherein 50 percent of the world population is expected to enjoy connectivity to enabling information technology by the year 2015.

Gustavo A. Arenas, Corporate Vice President & General Manager, AMD Corporation, said "The Middle East is an increasingly dynamic market that is seeing exponential IT growth with an increasing number of people taking advantage of the latest technology, and we look forward to working closely with regional partners such as DTK to consolidate our presence in the region. AMD has increased efforts in R&D and accelerated the pace of new technology introduction in line with our customer-centric approach that seeks to empower end users through integrative connectivity."

"AMD's vision is to empower people with connectivity on a global basis. In an increasingly connected world, our ability to effect positive change will no longer be just a result of new technology, but also depend on our capacity to place technology into the hands of a far greater percentage of the world's citizens. This calls for introducing technology accessible by all income brackets," he added.

Apart from the Cruiser, DTK is introducing its new range of AMD powered Advantage Business Servers that provide flexible computing power on demand for business needs in the Middle East. The DTK line-up will be augmented by high-performance AMD Opteron driven Grafika Workstations that combine exceptional processing ability with competitive prices.

Further, DTK is also bringing to market AMD technology in the form of its HomeVista Digital Entertainment Centre that offers full IT connectivity as well as built-in video recorder, HD TV, DVD/CD combo drive and a multi card reader.

“The adoption of AMD chipset will allow DTK to develop a range of adaptable and mobile computing devices that can successfully run next-generation software and operating systems. Our goal is to make IT widely available to all sections of society throughout the Middle East region,” concluded Nimer.

-ends-

**Editor's Note:**

**About DTK Computer**

DTK, a leading global brand, is a registered trademark of DTK Computer, Inc USA. Founded in 1981 on the principles of commitment to quality, reliability and product innovation, DTK has been dedicated to design, develop, manufacture, and market microcomputer products with cutting-edge technologies. The consistency of DTK's market orientation has allowed the company to become one of the leading system manufacturers in the industry. DTK Computer is one of the leading manufacturers of desktops, notebooks, feature rich NT workstation, and state of the art NT servers. All of DTK systems can be custom configured with a wide selection of quality, high-performing components and peripherals to build the ideal systems that deliver reliability and price/performance for the business computing environment or the home office.

DTK Computer FZE, a branch office of DTK Computer, is a leading IT company in the region, distributes its line of products through a network of carefully selected, high quality sales and service partners and value added resellers in the MENA region, GCC, Lebanon, Syria, Jordan, Egypt, East & North Africa, Cyprus, and the Indian subcontinent. DTK Computer FZE established its operation in the Jebel Ali Free Zone, UAE in August 1996. Just after a year, DTK moved to its current facility, expanding its space to 7000 Sq. feet to meet its growth objectives. Today, DTK Middle East has an expanded 12,000 sq. feet of space.