

AOPEN and Almasa working together to start distribution in the United Arab Emirates

Almasa Value Distribution, will distribute the entire AOPEN hardware portfolio, including the eTILE series, the Digital Engine series, Chromeboxes and Chrombases

Rosmalen, **DATE** 2019 – Recently, AOPEN and Almasa Value (A division of Almasa IT Distribution) have started working together to create a new line of distribution for the United Arab Emirates.

With their vision - to maximise value by adding it - in mind, Almasa and AOPEN have decided that this collaboration is one that will benefit both companies as well as the U.A.E. market.

Jason Hagemeyer, Regional Sales Manager MEA Region at AOPEN says: *“Almasa is developing in a vast tempo and so is this region. The opportunity to work with Almasa was something we couldn’t miss. Our hardware brings more variety to their product ranges, which makes Almasa an interesting distributor for new clients who value in-house knowledge, quality products and good service.”*

The current Almasa brand portfolio consists of 4 pillars: Convergence, Security, Network and Professional Products.

Within these pillars multiple brands are sold, but not one with a Commercial Grade Chrome player or with the ability to offer everything from value to high range within a Mini PC (Digital Engine) or all-in-one touch display (eTILE) range.

CITATION ALMASA

Somkant Misra, Director - Components & Audio Visuals of Almasa Value Distribution stated, “There is tremendous potential for AOPEN range of products. Almasa’s partnership with AOPEN will compliment our existing signage business and give the customers a source of options that are specifically tailored for the environments and business goals of verticals such as retail, hospitality, QSR and transportation. Together, we anticipate robust demand from hospitality and retail leaders who appreciate the value and return-on-investment.

The AOPEN Hardware

AOPEN creates hardware for different solutions in different scenarios. Our hardware is especially designed for usage in tough environments. The devices guarantee 24/7 operability in these environments and a lower TCO. Combine this with our commercial and industrial grade ratings and you will find the right product for every solution.

AOPEN offers three main product lines:

- **eTILE all-in-one touch displays:** available in 15", 19" and 22".
- **Digital Engines:** the AOPEN Computing Platform consists of a range of computing devices, available in value, mid and high range.
- **Commercial Chrome devices:** enterprise and commercial grade Chromeboxes and 10" and 22" Chromebase displays.

More information about AOPEN can be found on www.aopen.com

About Almasa Value Distribution

Almasa Value Distribution is a division of Almasa IT Distribution (Almasa ITD) Founded in 1995, Almasa is a multi-Million dollar conglomerate focusing on Technology Distribution in the Middle East and North Africa region.

Almasa Value, delivers trusted solutions and services addressing regional networking, communication and security challenges through strategy, expertise, firsthand market experience, focus and investment.

The company has further replicated its success to become a major player in the distribution of Systems, Mobile Computing, Peripherals, Networking Solutions, Audio-Video Solutions and Collaboration Solutions. The rapid expansion and commitment to service excellence has positioned Almasa as the market leader in the Middle East and Africa (MENA) and the resellers' first choice for sourcing leading IT solutions.

Almasa is dedicated to the reseller and retailer channel and consistently delivers expert logistics services in order to fulfill the differing requirements of the market and demands for quick product turnaround.

Almasa represents an array of world leading vendors. Headquartered in Dubai, with its main logistics hub in Jebel Ali Free Zone, Almasa provides in-country services in UAE, KSA, Kuwait and Iraq in order to guarantee reliable logistics support, responsive supply chain service and localized in-country services to customers in the region.

More information can be found on www.almasa.com