



Al Mazrouei - ICAS w.L.L

DECEMBER 2020 - NEWSLETTER



A MESSAGE FROM THE MANAGING DIRECTOR

QATAR: A SUCCESS STORY

Businesses all over the world had been drastically affected by the pandemic in 2020. Apart from the following 6 industries which are getting better in the Pandemic era: Semiconductors, Pharmaceuticals, personal products, software, technology hardware and medical, most of other industries are getting worst results in 2020 compared to 2019. The drop of revenues differs from sector to sector. I would like to share with you why we have achieved our targeted goals in Qatar while we did not have similar results in other gulf countries.

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Our Best Sellers

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Talent Management

Office Update

During the pandemic situation 2020, we have adopted our working culture to incorporate working efficiently from remote locations while increasing our product knowledge and trust among teams. This was achieved by providing various training to our staffs through online presentations & meetings.

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PROMOTIONS



[Audio/Video Cables](#)



[Control & Fire Alarm Cable](#)



[Telecommunication Products](#)



Case Study - Msheireb Down Town

The Msheireb Downtown Doha project was launched in January 2010 with the end goal of a complete overhaul and refurbishment of the district. It is a \$5.5 billion project covering an area of 31 hectares (310,000 square meters). Msheireb Downtown Doha brings Doha's old center back, its mixing elements of traditional heritage with the latest smart city technology provides a unique experience to those that live in, work and visit, reviving the historical commercial heart of Doha in line with Qatar's 2030 National Vision.

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New Technology - DCX System

DCX Optical Distribution Frame Manage high numbers of fiber connections and support high density without compromising on ease of use with Belden's new DCX Optical Distribution Frame. It optimizes the ROI of your fiber infrastructure, offering lower total cost of ownership in terms of capital and operating expenses.

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Technology Trends Smart Homes

Homes just keep on getting smarter. In recent years, people have increasingly used to leverage connected devices in their homes such as lighting, AC, shades, electronic devices or other home appliances. All smart home devices can now be controlled remotely by homeowners using a mobile application.

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HAPPY NEW YEAR



MARKETING INITIATIVES ENHANCING VISIBILITY



360 Degree Virtual Tour Of Home Automation's Showroom

In 21st century, now homes are more technically sound to provide better comforts than even before to the residents. We are representing pioneer brands from Europe & U.S.A. , to enhance your home comfort.

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Upgrading Home Automation Page On Our Website

At present we are upgrading Home Automation section of our website to enrich the visitor's experience by adding new more convincing web page structure.

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Cables & Accessories



Home Automation



Telecommunication



Power



A MESSAGE FROM THE MANAGING DIRECTOR

AZIZ GHADDAR

QATAR: A SUCCESS STORY

Businesses all over the world had been drastically affected by the pandemic in 2020.

Apart from the following 6 industries which are getting better in the Pandemic era: Semiconductors, Pharmaceuticals, personal products, software, technology hardware and medical, most of other industries are getting worst results in 2020 compared to 2019. The drop of revenues differs from sector to sector. I would like to share with you why we have achieved our targeted goals in Qatar while we did not have similar results in other gulf countries.

A-EXTERNAL FACTORS:

According to Fitch Q4 2020 country risk report, Qatar is the MENA outperformer in terms of the lower logistical risks that businesses will face when operating in this market. Fitch had attributed a mark 73.7/100 to Qatar exceeding UAE mark for the first time (68/100) while the MENA average is 47.7/100.

The main best performance areas for Qatar are its utilities and transport. Since the inauguration of Hamad port in 2017, Qatar has access to new international shipping routes with new direct lines between Hamad port and Oman, Turkey, India, and Pakistan ports.

A2-FIFA 2022 WORLD CUP:

Qatar will host for the first time this international event in Q4 2022. This will provide a significant boost to GDP. It is expected that retails businesses, tourism and hospitality sectors will benefit the most from this event. Qatar had invested a lot on the infrastructure related to this event such us Metro lines and construction of many iconic stadiums. Such investment contributes to higher productivity & growth and facilitates trade & connectivity.

A3-HAMAD INTERNATIONAL AIRPORT EXTENSION (HIA):

This extension is being implemented on a fast track to meet FIFA 2020 event. Upon completion, the airport capacity would increase from 35 million to 53 million per year.

HIA is a world class Airport which has achieved major awards. To complement and continue the top-quality installations, HIA authorities has stringent quality control procedures. This gave us a major advantage in getting the approvals from the consultants. Systems Suppliers and contractors were under contractual obligations to comply with supply and installations of quality Cables. Belden is the best brand of cables for the complete range of ELV packages (BMS, Security, Broadcast/AV, etc). Mazrouie Icas Qatar is well equipped to provide quality Sales consultations to all project stake holders with both knowledge and stocks.

Thus, Mazrouie ICAS Qatar, was the perfect fit to cater to the cabling needs of HIA which is so critical to the Qatar Government's vision of providing a world class Airport in welcoming the FIFA 2022 tourists and visitors. This would help in building, maintaining, and enhancing Qatar's reputation in the long run. And we at Mazrouie ICAS Qatar do feel proud by doing our bit in the contribution of the Qatar's good image.

B-INTERNAL FACTORS:

B1-BEING PRODUCTIVE FROM HOME:

Covid 19 had imposed a new way to do business. Nowadays, Work from home (WFH) is a must. The challenge is: How to be productive from home?

Management had conducted 2 webinars in Q2 headed by an expert tutor. Qatar staff had attended to these webinars at all levels: management, sales, logistics and technical engineers.

The 4 dimensions learnt and implemented efficiently by Qatar team (Physical space, Time space, Mental space and having the right tools), assured the high productivity while working from home.

B2-TEAM WORK AND NEW SALES APPROACH:

Salesforces had attended a sales webinar headed by an expert tutor to learn about how to make an effective cold call to attract a client in the pandemic era, especially in-home automation business unit. The new sales technique had been implemented with high commitment, integrity, and dedication.

B3-RETAINING EXISTING POTENTIAL CLIENTS:

A typical example of retaining an important client is Msheireb downtown project. We were awarded phase 1 of the project in 2013 and since then we are working with the different sub-contractors to supply video intercom system and integration of many low current systems. We are proud to be referred by the end user as a system integrator. We believe our success is due to the hard work achieved by our professional technical engineers who were able to deliver even in rush times such pandemic era.

Al-Mazrouei Icas want to express its gratitude to all our engineers and technicians who achieve a high customer satisfaction level and secure a continuous business from this project from 2013 up to today.

B4-GAINING NEW CLIENTS:

An example of a new potential client is XXX (we could not disclose the name of our new client in this newsletter-We shall symbolize it by XXX). XXX were sourcing out their needs of structured cabling from Panduit and R&M. We started working with them since 2018 to get Belden approved. We have met client's engineers and invited them to a roadshow in 2019. We have met all their technical requirement and worked out closely with Belden to satisfy both technical and commercial requirements.

After being approved, we were able to win many orders in 2020. Al-Mazrouei-Icas is proud to be on the XXX approved supplier list and will do our best to retain our new client by delivering on time and offering competitive prices.

B5-COMMITMENT, INTEGRITY AND DISCIPLINE

These 3 values are part of our culture in Doha. Following up business in the following procedure enabled us to win a variety of projects which were turned in fast track by the authorities with the aim to be on time with FIFA 2022 event:

- 1- Morning Huddle Meetings (enabling us to have face to face sessions to discuss issues, challenges, and plan).
- 2- Creating a dedicated WhatsApp group where manager and his team share information and issues enabling them to solve it on a priority basis.
- 3- Close follow ups on each Opportunity.
- 4- Pursuing the clients to pay on time.
- 5- Making monthly Sales Projections based on CRM and active quotes.
- 6- Maintaining constant rapport with the existing clients (Harvesting).
- 7- Nurturing good relations with the new clients (Cultivating).
- 8- Getting Belden's support in terms of pricing for strategic projects.
- 9- Good logistics and Sales support (professional submittals) which enhanced our service quality to the end users.
- 10- Pitching Belden's brand as a premier quality with system suppliers and integrators with the supporting credentials like QCDD approvals, Project references, Case Studies etc.

All above internal and external factors contributed together to our success keeping our business in Doha a Corona proof business!

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OUR BEST SELLERS

HUSSEIN ISSA - AUTHOR

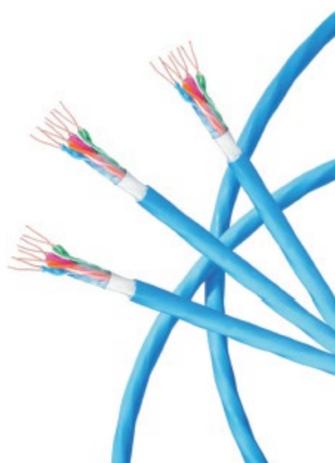


2412 005A1000

Balanced Twisted Pair Enhanced CAT6 UTP cable, suitable for Horizontal, backbone and CMR installation; Used in different application such as Data communication, Security and Telephone system with an operating temperature up to 75°C.

2412 is approved by several international fire resistant standards such as UL 1666 - USA , FT4 - Canada and EC 60332-1-2 / Europe as well as complying to ANSI/TIA-568.2-D Category 6 standard.

This cable has been used in several phases at Udeid Air Base and other military projects so far.



10GB24.07500

UTP Balanced Twisted Pair Cat6a Cable, suitable for indoor application up to 50°C operating temperature with Zero amount of Halogen LSZH verified based on IEC 60754-1.

Comply to ISO/IEC 11801-1 and ANSI/TIA 568.2-D Category 6A standard and suitable for backbone and horizontal installations for several Network applications.

10GB24 cable has been installed in many Towers and Hotels such as Huwailah Tower, Tulip Inn Hotel, Doha Intercontinental Hotel, Al Fardan Tower, Com18 Lusail Tower and been approved and installed in several Qatar Armed forces Projects recently along with the related connectivity.



10GXE01.06500

It's the Double Foil Shield F/FTP category of the 10GXExx Cat6a Balanced Twisted Pair series; It consists of an overall Foil Shield (F) with Foil screened on each individual pair (FTP) in order to provide a high level of shielding and noise protection against high-frequency disturbance signals and EMI interference.

It's a LSZH cable, suitable for network indoor applications and exceeding the bandwidth performance of Cat6a by supporting a range up to 625MHZ instead of 500MHZ and complying with ANSI/TIA 568.2-D Category 6A standard.

10GXE01 cable is an approved cable by several end users such as " Supreme Committee for Delivery & Legacy " and " Msheireb Properties" and been installed in Qatar 2022 FiFa World Cup projects in Thumama Stadium , Rayyan Stadium and FiFa Training site pitches as well as Musheireb Heart of Doha Phase 2 and 3 Projects and Hamad Medical Corporation HMC Covid-19 Field Hospitals.

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TALENT MANAGEMENT

ALI NEHME - AUTHOR

OFFICE UPDATES

During the pandemic situation 2020, we have adopted our working culture to incorporate working efficiently from remote locations while increasing our product knowledge and trust among teams. This was achieved by providing various training to our staffs through online presentations & meetings. All face to face collaboration was replaced with video conferencing and emails. This new way of work allowed us to approach new clients and build new relationships. Due to the pandemic situation 20% of employees were coming to office in April, then 40% were coming during the month of May & June and from July onward 80% of employees were coming to work. We had few staffs tested positive for COVID19. They were quarantined & got better care & treatment. Now they are fully recovered.

EMPLOYEE UPDATES

During this period, we are truly proud with the Qatar sales team for putting full efforts in achieving the agreed sales figures despite the negative circumstances resulting from the pandemic.

We would like to express our appreciation to the Home Automation Division technical team who did excellent/professional job during the pandemic to complete lot of installation/commissioning/ Advanced integration work in many important projects.

We wish Qatar team continuous success in future.

We are proud to have our first registered communication distribution designer (RCDD) in Doha. Our engineer Mr. Hussein Issa was able to win his valued certificate in November 2020. An RCDD engineer will assist system integrators and end users on the design and installation of ICT systems as per latest BICSI regulations. With this support, our company will contribute actively to the development of the city



"We will assist you in all aspects by extending our knowledge and experience to support on the design and installation of ICT systems as per the latest BICSI Regulations"

TO SUPPORT ON THE DESIGN

Mr. Hussein Issa
BICSI RCDD CERTIFIED
KNX TUTOR CERTIFIED
ICT & POWER MANAGER

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AUDIO/VIDEO CABLES - PROMOTIONS

AHMED KHATIB - AUTHOR



BELDEN 1502R

Description:
Media Control, 1 Pair 22 AWG TC, 2 Cond. 18 AWG, Riser (Cresnet)

Application:
Multi-Media & Lighting Automation / Control, AMX™ and Crestron ® Control Systems

Original Price:
2050 QR/305M Roll

Promotional price
1500 QR/305M roll

Available Quantity:
78 rolls

Note: Connectors are not included



BELDEN 7731ANH

Description:
RG11/U, 75 OHMS, DIGITAL VIDEO, 14AWG SOLID, HDPE/LSNH, BC, DUOFOIL+95%TC BRAID SHIELDED, HDTV/SDI

Application :
HDTV/SDI Suitable for High quality Digital and analog Video circuits

Original price:
13.5 QR/M

Promotion price :
10 QR/M

Available quantity:
5820 Meter

Note : BNC High Quality gold plated connectors from ADC brand are provided for free

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CONTROL & FIRE ALARM CABLE - PROMOTION

MOHAMMED WAJHI UDDIN - AUTHOR



BELDEN # 4302UE, 4C 18AWG UNSHIELDED LOW SMOKE NO HALOGEN CABLE

Belden offers one of the broadest lines of UL Listed, NEC and CEC multi-conductor cables. Belden # 4302UE comes under New Generation cables these are used in building management and controls systems, lighting and energy management systems as well as commercial application like audio, security and alarm system.

Installations: installs at important facilities such as offices, hospitals, airports, amusement parks, retail establishments, educational facilities, casinos, sports stadiums, prisons and other places.

Purpose: The purpose of these systems is clear to protect people, to protect the facility and to protect its assets.

WE SUPPLIED THIS CABLE TO PRESTIGIOUS PROJECTS IN DOHA STATE OF QATAR

Vendome Mall - Lusail
Lusail Rail Transit system Lusail
Doha Convention Centre West Bay
Qatar National Museum

Original Price:
2330 QR/Reel (500M)

Promotional Price:
1500 QR/Reel (500M)

Available Quantity
24 Reels



BERICACAVI EURO SAFE

Description:
2C 1.5 SQ MM Shielded Bare copper Solid Conductor Fire Alarm LSZH jacket cable.

Application:
Fire alarm and Signals, Public Address and Fireman Telephone.

Original Price:
QR: 2450/Reel (500M)

Promotional Price:
QR: 1125/Reel (500M)

Available Quantity:
23 Reels



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TELECOMMUNICATION PRODUCTS

MOHANNAD BOU MATAR- AUTHOR



7965ENH.00305

Description:
CAT6 (250MHz), 4-Pair, U/UTP Unshielded, Premise Horizontal Cable, 23 AWG solid bare copper conductors, Polyethylene insulation, Nonbonded-Pair, LSZH jacket, CPR Eca

Application:
Horizontal and building backbone cable; Support current and future Category 6 and 5e applications, such as: 1000Base - T (Gigabit Ethernet), 100 Base - T, 10 Base - T, FDDI, ATM

Original price:
550 QR/Roll

Promotion price:
200 QR/Roll

Available quantity:
146 Reels (305 Mtr/Roll)



121872A

Description:
Industrial Ethernet Cat 6, 4 Bonded-Pair 23AWG (Solid) Bare Copper, PO Insulation, PVC Inner Jacket, Aluminum Interlock Armor, PVC Outer Jacket, CMG CM

Application:
Harsh environment, IIoT, factory or process automation, IP cameras and devices, data communication, etc. exposure to rodent, crush, or cut through force.

Original price:
10 QR/ft

Promotion price:
4 QR/ft

Available quantity:
2714 ft



GOCND12.004100

Description:
Outdoor Corrugated Steel Tape Armour Rodent Protection Central Loose Tube Optical Cable 12 x 50125-/OM3-BI A-DQ(ZN)(SR)2Y

Application:
For outdoor use in structured (data) wiring systems such as industrial backbone, campus backbone, building backbone (riser) and/or horizontal cabling. For outdoor use in networks for industrial, telecom, cable TV and/or broadcast. Easy to install in ducts, tunnels and trenches and/or tubes. Suitable for Direct Burial.

Original price:
12.5 QR/Mtr

Promotion price:
5 QR/Mtr

Available quantity:
2700 Mtr



AX100041

Description:
FiberExpress Patch Panel, Rack Mount, 1U, Black.
Application:
FiberExpress Solutions, Backbone, Telecommunications Room, Main Distribution Room

Original price:
800 QR/Pc

Promotion price:
400 QR/Pc

Available quantity:
23 Pcs



GCAD848.002100

Description:
Universal (Indoor/Outdoor) Dry Core Multi Loose Tube Optical Cable 48 x 9125-/G652D/G657A1-OS2 AVI-DQ(ZN)H

Application:
For outdoor and indoor use in structured (data) wiring systems such as industrial backbone, campus backbone, building backbone (riser) and/or horizontal cabling. For outdoor and indoor use in networks for industrial, telecom, cable TV and/or broadcast. Easy to install in ducts, tunnels and/or tubes.

Original price:
20 QR/Mtr

Promotion price:
8 QR/Mtr

Available quantity:
1610 Mtr



SALS1LCAZZZ.1

Description:
FIBER OPTIC PIGTAIL, LC/APC, SM OS2 9125/UM, 1 MTR, LSZH
Application:
Are intended for inbuilding networks, for instance, LAN (local area network), SAN (storage area network), Access network, optical fibre CATV network and etc.

Original price:
20 QR/Pc

Promotion price:
10 QR/Pc

Available quantity:
1090 Pc



A0649869

Description:
FiberExpress Splice Organizer Kit with 8 inches tray
Application:
FiberExpress Solutions, Backbone, Telecommunications Room, Main Distribution Room, Data Centers

Original price:
450 QR/Pc

Promotion price:
200 QR/Pc

Available quantity:
45 Pcs

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CASE STUDY: MSHEIREB DOWN TOWN

SAMER HAJJ CHEHADE - AUTHOR

INTRODUCTION:

The Msheireb Downtown Doha project was launched in January 2010 with the end goal of a complete overhaul and refurbishment of the district. It is a \$5.5 billion project covering an area of 31 hectares (310,000 square meters).

Msheireb Downtown Doha brings Doha's old center back, its mixing elements of traditional heritage with the latest smart city technology provides a unique experience to those that live in, work and visit, reviving the historical commercial heart of Doha in line with Qatar's 2030 National Vision.

THE KEY FEATURES OF THIS PROJECT INCLUDE:

100 mixed-use buildings
800 residential units
More than 300 retail units
17 commercial buildings
Four hotels, a school
Three mosques
Msheireb Museums
The Galleria Mall and many other buildings.

OUR SOLUTIONS

In Msheireb Downtown, all the townhouses, residential complexes, and few hotels and business buildings have an advanced Video Intercom System that provides visual communication between the visitor and the people inside the apartments or offices or the reception stations.

Al Mazroui ICAS Qatar proud to take a part of this iconic project. Our scope of work included:



IP VIDEO INTRCOM SYSTEM

SSS Siedle intercom units and Crestron Touch screens installed and configured by Al Mazroui ICAS, supports seamless video communication and the advanced integration with Central Management System provides information about the system statuses as well.

Modular systems with a wide range of color variants and steel intercom door stations with advanced devices installed as per client's choice had provisions for open protocol communication to send the device status information.

Siedle Access is a server-based IP-system for the building communication. It offers the entire range of Siedle communication systems, from audio- and video connections to concierge functions and intercom capability, up to complex switching and control functions. Siedle Access is working on its own IP network or become integrated via VLAN into existing structures.

SMART HOME SYSTEM

Wall-mounted Touch screens from Crestron, USA installed and configured by Al Mazroui ICAS, enhances the smart control of the entire household ranging from lighting control to the entertainment system and energy metering. The system provides a visual communication point for the intercom system as well. The graphical user interface design and configuration of the control processor were done by the experts from Al Mazroui ICAS.

SERVER-BASED SYSTEM:

- Extensive central configuration with storage facility and client capability via web browser
- Optimum location networking
- Centrally available link to non-Siedle systems
- Several parallel audio and video channels
- Individually adjustable authorization system

INTEGRATION CAPABILITY:

- Integration of SIP telephones with and without video
- Integration of TC systems
- Link to KNX automation systems (only with Access Professional)

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NEW TECHNOLOGY - DCX SYSTEM

MAHMOUD JALBOUSH - AUTHOR

BELDEN'S NEW ODF SOLUTION: DCX OPTICAL DISTRIBUTION

DCX Optical Distribution Frame Manage high numbers of fiber connections and support high density without compromising on ease of use with Belden's new DCX Optical Distribution Frame. It optimizes the ROI of your fiber infrastructure, offering lower total cost of ownership in terms of capital and operating expenses.

Designed to handle extreme high density, DCX can support nearly unlimited numbers of fiber connections for unrestricted growth potential and maximum ROI. In fact, it offers the highest density available in the marketplace: 55% higher than other systems if you compare the number of terminations per square foot (4,608 fiber terminations in three square feet the cabinet has a 12 in by 36 in footprint). It offers this density without compromising on anything else.

As your fiber connections increase, DCX's modular frames act as building blocks; you can easily add cabinets and cable management accessories as needed to support new fiber connections.

DCX SYSTEM COMPONENTS INCLUDE:

Customizable cabinets (left-to-right or right-to-left) with different options for top panels, bottom panels, sides, doors and cable management

Customizable 4U housing (left-to-right) with 576 fibers, designed to take up only half of a data center floor tile; they feature a front access design with 12 trays that pull out for easy access to cables and built-in cable and patch cord management

Modular adapter frames, pre-terminated MPO cassettes and splice cassettes

WHAT DCX OFFERS THAT OTHER ODFS CAN'T

From top to bottom, the DCX Optical Distribution Frame is designed for easy access and ease of use while maintaining high density. It helps integrators, consultants, installers and end-users achieve successful cable management, handle high numbers of fiber connections and add density to the ODF.

The small number of components needed to configure the system simplifies bills of materials (BOMs) and makes it easy to design and configure large fiber cross connects. Customizable cabinets with built-in cable management translate to time savings that helps integrators and installers stay on schedule. The pull-out trays feature plenty of labeling space near connector ports to help end-users achieve efficient cable management.

DCX BENEFITS INCLUDE:

1.Highest Density in a Small Footprint

DCX can manage nearly unlimited numbers of fiber connections and the highest density available in the marketplace. Its density is 55% higher than other systems if you compare number of terminations per square foot (for a total of 4,608 fiber terminations in three square feet).

2.Maximum Signal Integrity

By protecting incoming and outgoing cables, they won't be bent or crushed and performance issues won't occur as a result.

3. Simple Maintenance and Access to Patch Cords

Moveable, pull-out trays provide easy access to the DCX frame, patch cords and cassette backs. Connected trunk cables are protected when trays are opened. A cover that controls bending also protects patch cords. Fingers can easily grasp them for easy connection and disconnection.

4.Futureproof Functionality and High ROI

When the time comes to migrate from Base-12 to Base-8, Base-16 or Base-24connectivity, you don't need to invest in new infrastructure. You can continue to build on your initial investment instead of starting from scratch with new housing and cabling. Simply install what you need inside your housing to connect the new equipment and leave the rest of the components undisturbed.

5.Flexibility of Termination Methods

This system was designed for ease of use, including the flexibility to use any termination method: MPO trunk cables, multi-fiber trunk cables with LC connectors, fusion splicing with pigtails or splice-on connectors. Any of these fiber termination methods can be selected to meet specific project requirements (quick deployment, tight loss budget, budget constraints, etc.) and used in the system and even in the same housing. There's no need for special accessories just pick the correct connector interface module.

6.System Scalability

Extremely scalable, the DCX ODF takes a modular approach to system expansion. If you have fewer than 4,608 fiber connections in your system, you can simply build your cross connect in a single DCX cabinet.

DCX KEY FEATURE

- Easy Access
- Easy to Use
- Cable Management
- Handle High Numbers of fiber connections



Coming article:
Single Pair Ethernet (SPE)



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TECHNOLOGY TREND: SMART HOMES

SAMER HAJJ CHEHADE - AUTHOR

Homes just keep on getting smarter. In recent years, people have increasingly used to leverage connected devices in their homes such as lighting, AC, shades, electronic devices or other home appliances. All smart home devices can now be controlled remotely by homeowners using a mobile application.

However, this smart home trend will certainly grow in the years to come as Market Researches expect that the value of the smart home devices market is set to grow from \$55 billion to \$174 billion by 2025. In other words, what we see today in terms of connected, smart home devices and applications is just the tip of the iceberg.

As the technology continues to change our daily lives, it will be interesting to see how smart home systems and devices will offer domestic help in new and innovative ways.

Let's have a look at the top emerging smart home trends transforming the way of living.

VOICE CONTROL

Hand's free control- Convenient and clean: Voice control is a key element of what is probably the fastest growing trend today in smart home applications and has potential that goes beyond convenience. Everything from cooling and ventilation to lights, locking the door, or turning on music can be controlled by voice. Market leaders, such as Google and Amazon, are pushing development and expanding this trend potentially into home technology.

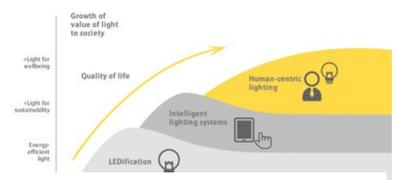
Voice control has the ability to make life easier at home for people with a wide range of challenges, including limited vision and mobility restrictions.

Using voice control means also people can avoid commonly touched surfaces around the place which is an additional incentive during the time of pandemic.



HUMAN CENTRIC LIGHTING

Human-centric lighting is dynamic, flexible light that simulates natural light and enhances the human experience. It seamlessly blends with daylight, allowing you to start your day with bright, energizing light, and wind down with the same warm evening glow of sunset. By satisfying the human craving for natural sunlight, human-centric lighting allows people to look and feel their best.



The approach combines four elements of lighting design: Quality Light, Natural Light, Connection to the Outdoors, and Adaptive Personalized Control. HCL incorporates lighting with smart home technology and allows people to manage their environment with a variety of customized control.

INTERNET OF THINGS

As the world has approached 5G network connectivity, smart home devices will now be connected by faster, more powerful networks. Faster bandwidth means increased use and efficiency of cloud services and will provide better access to data and processing resources and revolutionize the delivery of IoT services. All of these improvements will allow for the creation of a robust smart city infrastructure, industrial and residential IoT solutions with hundreds of thousands of smart sensors and devices.



Web Services e.g. IFTTT are also interesting platforms that can be used in the case of IoT which enables users to automate tasks and create simple conditional statements across various connected devices, services or cloud applications.

ARTIFICIAL INTELLIGENCE AI-DRIVEN SMART ENERGY

A connected smart home not only makes smart device management a breeze, but also helps to reduce energy consumption. With the help of a connected thermostat and smartphone app, the owner of the house can create optimal scenarios or leave it to an AI-powered service which analyzes user's habits and behavior patterns and can offer the most energy-efficient temperature control scenes without any impact on comfort. Lighting and other variables can also be controlled automatically in a similar way.

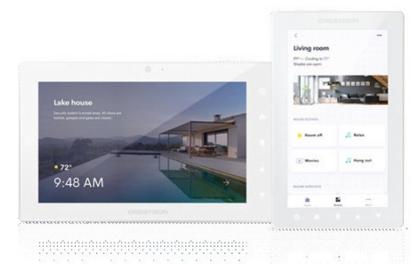


The use of AI makes smart home solutions more intelligent. Moreover, the geolocation capabilities of smartphones allow, for example, for the AI to prepare a certain scenario (temp, lights, coffee, music, etc.) when the user is commuting home.

AI Mazrouei ICAS has several guides for automating your home and turning it into a highly-sophisticated hub. Having an automated home is increasing in popularity, which is something homeowners should seriously consider with all the benefits it has to offer.

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- TELECOMMUNICATION PRODUCTS PROMO
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MARKETING INITIATIVES ENHANCING VISIBILITY



360 degree virtual tour of home automation's showroom

In 21st century, now homes are more technically sound to provide better comforts than even before to the residents.

We are representing pioneer brands from Europe & U.S.A. , to enhance your home comfort.

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This 360 Degree VIRTUAL TOUR of our SMART HOME

SHOWROOM will be placed on our website and linked with demonstrating videos which will enrich the visitor's awareness about the products & solutions in a better way .



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At present we are upgrading Home Automation section of our website to enrich the visitor's experience by adding new more convincing web page structure .

New web page structure will have more informative content in relation to latest technologies & products .

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