



## **Gulfnet Communications introduces TOUCH IT screens**

**Kuwait November 2014:** Gulfnet Communications (Gulfnet) recently partnered with TouchIT Technologies, the leading U.S manufacturer of innovative touch based visual communication products, to launch interactive LED screen technologies. As a result of this collaboration, Gulfnet hosted a three-day in house training session for its technical support and sales teams, which was conducted by representatives from TouchIT Technologies with an aim to enhance the team’s technical and commercial capabilities.

The training reflects Gulfnet’s strategic objectives of developing core competencies of its team through the latest technological advancements such as TOUCH IT screens. The company continues to introduce such technology across the public and private sectors, as well as amongst educational institutions in particular to integrate modern teaching methods using interactive and advanced tools.

Mr Ihab Abdul-Razzak Merei, (Please provide title) commented, “Gulfnet continues to work with leading companies to deliver optimum solutions for our customers. We believe the TOUCH IT solution is ideal for schools, hospitals and corporates due to its functionality, ease of use and cost effectiveness. We look forward to further introduce more of our products across Kuwait.”

“Touch screen technology has dramatically changed the way we conduct business meetings, present information and delivery learning materials, added Mr Merei.”

Touchscreen technology has proven its reliability across many fields, specifically on education. It is efficient, and user friendly, and is used to complement high definition technology (HDMI, VGA, and DVI) and connects to wireless connections (WIFI).

Andi Brabin, CEO of TouchIT Technologies stated, “We’re pleased to have now officially launched our product range with Gulfnet in Kuwait and are looking forward to working with the company closely.”

“The need for interactive products in Kuwait is gaining more momentum. Being able to provide high quality products backed up with excellent local service and support through Gulfnet is what sets our product offering aside from the competition. Our Interactive

LED range is ideal for many different vertical sectors such as education, corporate, healthcare and hospitality amongst others, added Brabin.

Touchscreens technology is key to the future of education. With the widespread and adoption of smart tablets, smartphones, and corresponding applications, touchscreens technology is an ideal fit to how teachers communicate and interact with their students.

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