



Sybase participates in third WiFi Summit

Oak Company, December 12, 2005

URL: <http://www.pr9.net/comp/science/3233december.html>

The Market Leader in the Mobile & Wireless area plans to introduce its cutting edge solutions at the summit

PR9.NET December 12, 2005 - Dubai, United Arab Emirates, Sybase Products Middle East, the market leader for Mobile Middleware, Mobile Databases, Mobile Device Management and Security, announced today that it will be participating in the third Middle East Mobility and Wireless Broadband Summit to be held in Dubai from December 13 - 14, 2005 at the Emirates Towers Hotel. During this Summit, Sybase will talk about its cutting edge mobile & wireless solutions, technologies and the framework in which it can be used.

"This will be our second year at the WiFi Summit. We view this event as the perfect platform to showcase our market leading mobile and wireless solutions and present case studies of Sybase's implementations of these technologies in different verticals especially in telecommunications, banking, and governments," says Hisham Malak, Channel and Marketing Manager at Sybase Products Middle East.

"Worldwide, Sybase is the recognized market leader in the Mobile & Wireless area with leadership positions in Mobile Databases, Mobile Middleware, Mobile Device Management & Security, to name a few. As a testament to the company's innovation in this area, Sybase has recently been voted as one of the top 10 most influential companies in the world in Mobile & Wireless field by Computer Business Review. " Hisham adds.

Mr. Jagdish Bansiya, Director of Engineering, Product and Technology Division and the champion of all the Mobile & Wireless initiatives at Sybase Inc, will fly down especially for the Summit to talk about the various mobile technologies offered by Sybase with special focus on Sybase's "Unwired Accelerator".

The "Unwired Accelerator" is a powerful technology that allows organizations to mobilize any web based application, portal or website with little redevelopment work required - saving companies money, time, and resources and allowing them to extend their solutions to the mobile space in a extremely short period of time.

Sybase's vision is to create an Unwired Enterprise, where business-critical information flows freely within the organization and can be securely moved back and forth from the data center to the end device. To that end, Sybase offers a rich portfolio of information mobility products that enable companies to manage and mobilize their client/server and Web-based content and applications. These solutions empower organizations to securely extend relevant information and deliver it to the right person, anytime, anywhere. This "always-available" information model gives organizations and their employees the ability to improve efficiency, increase productivity, make better decisions and respond faster to changing business needs.

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About Sybase

Sybase is the largest enterprise software company exclusively focused on managing and mobilizing information from the data center to the point of action. Sybase provides open, cross-platform solutions that securely deliver information anytime, anywhere, enabling customers to create an information edge. The world's most critical data in commerce, communications, finance, government and healthcare runs on Sybase. With Sybase, customers can optimize and enhance the investments they already own, link together the valuable data resources already in place, and extend the reach of business-critical information to users on the front lines—giving them a financial, agility and productivity edge across all areas of their business.

For more information, visit the Sybase Web site: <http://www.sybase.ae>

Sybase is a trademark of Sybase, Inc. ® indicates registration in the United States of America.

About Oak Company

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