



Microsoft and SKY Electronics ready to win at GITEX Technology Week 2007

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SKY will be the first to launch a complete range of Windows Vista PCs pre-loaded with Microsoft Office 2007 Ready and the Windows Vista Ultimate 64 bit PCs in the region at GITEX.

PR9.NET August 22, 2007 - Dubai, United Arab Emirates: SKY Electronics today announced that it is partnering with Microsoft at GITEX Technology Week 2007 to showcase its range of PCs preloaded with Windows Vista Home, Vista Business, Vista Ultimate and Office 2007 Ready. SKY plans to exemplify its presence in the regional market on the strength of its Local OEM status with Microsoft coupled with designing compatible solutions for all market segments with a key focus on customer needs. SKY will also be the first to launch the Windows Vista Ultimate 64 bit version PC in the region at GITEX.

Speaking on their plans with Microsoft, Mr. Manoj Kisani, Director at SKY said, "At GITEX this year, SKY's focus will be two fold. The first will be based on PC Solutions integrated with the latest technology which will be unveiled at the exciting launch of our new PC. This launch will show the world that Microsoft supports local PC builders who can deliver solutions for the industry that are truly world class. It will also prove SKY's ability to adapt the global experience and power of technology to regions that demand and expect more than what IT industry is ready to offer today. The second aspect will be solutions for vertical segments such as Retail, Entertainment, Construction, Designing, Education, Institutional and Private SMB Segments. There are major product plans for the channel partners and power retailers across the region to deliver a whole new experience to end-users on Microsoft Windows Vista."

SKY will be introducing 'The Microsoft Office Ready Program' which is a simple and convenient way where users will be able to convert the trial version of the Microsoft Office Professional 2007 to a complete license effortlessly. SKY has once again managed to create an edge in the Gulf IT market with the announcement of this new capability for its customers in the UAE. In Mr. Kisani's words, "We believe that Global Technology needs local strength to reach real customers, and by delivering it to them, we can fulfill the 'On Time to Market Globally' objective of Microsoft."

Microsoft research has shown that some 40% of small business PCs that are sold without Microsoft Office pre-installed will have the software installed within 60 days. Additionally, Microsoft's research also shows that customers who bought Microsoft Office pre-installed were more satisfied with their PC purchase decision.

"The Microsoft Office Ready Program is a very convenient and affordable way for customers to obtain Office 2007 while buying their new PCs," said Mr. Tolga Altinordu, Gulf OEM Director of Microsoft Gulf. "The strong partnership with our local PC manufacturer such as SKY will enable more customers to benefit from the Microsoft Office Ready Program. SKY is one of the first few to provide their PCs pre-installed with Microsoft Office Ready Image."

SKY, known as an innovator, has been credited with remarkable achievements such as 'World's Fastest PC', 'World's Smallest MINI PC', 'World's first workstation studded with Diamonds' to name a few. SKY launched its eXpression and eXPeditor PCs featuring Microsoft Vista Home, Vista Business and Vista Ultimate along with the latest processors and chipsets on the very same day Vista was launched worldwide - making it possibly the first Company in the region to launch Vista.

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