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ADAOX To Unveil ESET's New Gateway Appliance at GITEX Technology Week 2008

Plans to also showcase ESET Smart Security and ESET NOD32, meet customers and partners as well as recruit more channel partners at the mega technology event.

DUBAI, UAE, October 14, 2008 **/24-7PressRelease/** -- ADAOX, the regional business development centre of ESET NOD32 Antivirus, is set to make its fifth consecutive appearance at GITEX Technology Week 2008. ADAOX plans to unveil the new ESET approved gateway appliance, which is the latest addition to the company's already formidable security product portfolio. The company will also be showcasing ESET Smart Security and ESET NOD32 and looking at recruiting new channel partners from different countries from across the Middle East and Africa region.

"GITEX, being one of the top three IT exhibitions in the world, is an ideal platform to exhibit and promote our products and increase their brand awareness and visibility in the Middle East market. People from different parts of the Middle East and Africa come to GITEX to get to know more about the latest technologies and trends. We see this event as a perfect opportunity to launch ESET's new gateway appliance, showcase ESET Smart Security and ESET NOD32 and interact with our existing and potential customers and partners," says Mr. Neo Neophytou, Managing Director, ADAOX Middle East.

ADAOX continues to see a huge potential in the Middle East IT market. The SMB sector in the region is one of the fastest growing and ADAOX will be looking to maintain the momentum it has created in the market. The company will promote ESET Smart Security and ESET NOD32 Antivirus, which have already made significant strides in the regional market and are much sought after by regional customers.

ESET NOD32 Antivirus is well known for its proactive protection with good scanning speed. It is also very light on the machine making it an ideal choice for heavy users and gamers. ESET Smart Security is an integrated solution that comes with Antivirus, Antispyware, Antispam & Personal Firewall. It provides comprehensive protection to users against all forms of attacks and hackers. This product also features a least-resource hungry antivirus engine with advanced firewall capabilities and anti-spam filter that gets integrated to users email client.

The new ESET approved gateway appliance will be an important addition to ADAOX's portfolio and will feature the state-of-the-art security features for which ESET products have acquired a legendary reputation. This new gateway appliance will help organizations protect their network from attacks on the gateway level.

"The Middle East is the fastest growing market for us. The IT market in this region is growing at a very fast pace and it will continue to grow in the coming years. Many Middle East and African countries are investing heavily on IT security that will keep up the momentum of IT spending in this market," Neophytou explains.

"We want to position ESET NOD32 as the ideal security product for SMBs and Enterprises as it is the lightest and fastest solution available. ESET NOD32 and ESET Smart Security are products ideal for people who are looking for proactive security solution without compromising their system performance. ESET NOD32 is doing consistently well in all the independent tests conducted worldwide. The new Gateway appliance offers excellent scanning abilities at the gateway level and we are absolutely confident that it will do very well in this market," adds Neophytou.

After the last few years of significant achievements, ADAOX wants to consolidate its presence and reach in the region. It has expanded its regional operations by opening a new office in Dubai and has increased its staff in an effort to put out more resources in the market. It is also looking at increasing its channel network across the region. Having achieved tremendous response from its participation in the previous editions of GITEX, ADAOX is hoping to repeat the feat this year. Senior Global executives from ESET as well as ADAOX will be at the event to meet with existing and potential customers and partners.

ADAOX will be exhibiting at Stand B7-25, Hall no.7 at GITEX Technology Week 2008.

About ADAOX:

ADAOX is the regional business development and support center for ESET's range of security products including the award-winning ESET NOD32 and ESET Smart Security. ADAOX, today, is a leading Value Added Distributor which provides IT Security Solutions and Services to customers across the Balkans and the Middle East regions. ADAOX enables customers protect, store and manage their valuable data; and works closely with its Channel Partners to empower them by extending technical expertise, support and training to develop their overall capabilities.

With offices in Cyprus, Greece and the United Arab Emirates, ADAOX specializes in value added distribution and support of IT Security Solutions in the areas of Malware Protection, Disaster Recovery, Web Filtering, Internet Bandwidth Optimization, Unified Threat Management, Antispam and Intrusion Detection & Prevention. ADAOX is committed to ensuring customer satisfaction by offering its partners and customers quick response to all their queries and the best prices in the market.

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About Oak Consulting FZC

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