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Emirates Towers
**Sky High
Luxury**

**GITEX
Special**
Reimage
the Future





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GITEX: Prospects for the Future

Offering the latest innovations and services in the technology sector as well as advanced techniques and participate in symposiums and workshops, GITEX Technology Week is the annual events that attracts thousands of ICT experts, institutions and government bodies and takes them on a journey into the future.

The exhibition also provides the most prominent sectors of technology in the region, as well as the best opportunities to get to know new techniques, programs and applications. Today we can see the impact of technology on our lifestyle – which continues to enhance the level of our communication with others, raise the efficiency of our performance in business and business initiatives – a key factor in stimulating innovation and improvement of infrastructure which as a result creates a vibrant economy. It also is vital in the race for sustainability of the environment and a competitive edge across cities and states.

The Ras Al Khaimah E-Government, is delighted to participate in ‘GITEX Technology week’ because we are part of this movement-based technology and communications revolution that is shaping the nations future under the UAE’s wise direction and purpose to adopt the ‘smart icy’ approach.

Perhaps the message of His Highness Sheikh Saud bin Saqr Al Qasimi, Supreme Council Member and Ruler of Ras Al Khaimah to local students on the occasion of the start of the new academic year embody this as he directed them to diligently pursue science, excellence and success.

We believe that the readiness posed by e-government services and the demand for quality, competitiveness and efficiency will ultimately result in the welfare of society and customer satisfaction. It is with this in mind, that we follow a strategy to start from where others have ended and to coincide with the GITEX event – global technological excellence launched through the Ras Al Khaimah E-Government services. The very smart electronic systems that are important to open new horizons for a prosperous and promising future.

Eng. Ahmed bin Saeed Al Sayyah
General Manager

Ras Al Khaimah News



1

RAK Ruler receives Ambassador of Ireland

His Highness Sheikh Saud bin Saqr Al Qasimi, Supreme Council Member and Ruler of Ras al-Khaimah, received Patrick Hennessy, Ambassador of Ireland to the U.A.E., who paid a courtesy visit at the beginning of his tenure as ambassador of his country to the U.A.E..

During the meeting, Sheikh Saud welcomed the Irish Ambassador wishing him a pleasant stay in the U.A.E. and success in his work on boosting the existing relations between the two friendly countries across various fields.



2

RAK Ruler hails the role of schools in preparing students for university life

His Highness Sheikh Saud bin Saqr Al Qasimi, Supreme Council Member and Ruler of Ras al-Khaimah underscored the vital role of schools in educating and preparing students with the right knowledge before they head to university.

Following a tour of a number of schools on the first day of the new academic year, His Highness Sheikh Saud emphasized that the future will be for those nations who maximize their efforts in the field of



3

The Crown Prince of Ras Al Khaimah attends an Iftar event

education and continuous development. He urged students to apply more effort to achieve academic attainments in order to contribute to the successful ongoing process of education and the success of the nation under the leadership of the President His Highness Sheikh Khalifa bin Zayed Al Nahyan.

Sheikh Saud also exchanged talks with male and female students and asked them about their future plans and dreams.

His Highness Sheikh Mohammed bin Saud bin Saqr Al Qasimi, Crown Prince of Ras Al Khaimah attended an Iftar dinner hosted by Mr. Obaid Mohammed Obaid Al Habsi in his home.

The banquet was attended by Sheikh Sultan bin Jamal Bin Saqr Al Qasimi, Director of Administration of the citizens of the Amiri Diwan and a number of officials and residents of the area.



(Scan to watch)



Electronic Government Authority News



1

Meeting to discuss the award for best government service

When: 25/09/2014

What: The Prime Ministers office met with the E-Government Authority of Ras Al Khaimah to discuss the award for best government service via mobile phone in 2014.

The annual award held under the patronage of His Highness Sheikh Mohammed bin Rashid Al Maktoum, the UAE Vice President and Prime Minister and Ruler of Dubai, aims to stimulate and encourage government agencies to provide innovative solutions in the field of applications of smart phones and mobile phones, including access to government services and around the clock procedures.

The prize includes federal government authorities and local communities in the United Arab Emirates on a national level, government agencies and university students.



2

Semi-annual award ceremony

When: 28-9-2014

What: Organized by the E-Government Authority in Ras Al Khaimah, the biannual awards ceremony rewarded employees for their on going work and commitment to the government authority.

Held at the Hilton Double Tree on Coral Island, the ceremony also included a special note from the Director general of the EGA, Ahmed Bin Saeed Al Sayyah and also featured recreational competitions for the staff. The ceremony concluded with a lunch for all employees.

3

The Electronic Government of Ras Al Khaimah participates in GITEX Technology Week 2014

When: 12-10-2014

What: The RAK E-Government Authority will participate at GITEX Technology 2014 for the first time this year. The thirty-fourth session will be held at the Dubai International Convention and Exhibition Centre from October 12th to 16th.

Visitors to the stand will have the opportunity to see and experience a variety of services provided by RAK government agencies and businesses. Visitors will also be able to learn more about the different features of the eGovernment portal rak.ae and all electronic services offered on the platform.

The eGovernment Authority team will also be available to respond to questions and inquiries at the stand throughout the event as well as explain in detail the latest technological advancements currently used in the emirate of Ras Al Khaimah. The eGovernment stand will also feature the latest electronic services solutions and smart applications.



GITEX 2014: Reimagining the Future

The regions leading ICT event attracts more than 142,000 tech professionals, 25,000 C-level executives and over 3,700 exhibitors from 61 countries. [Hermeine Macura](#) discovers why it's also an inspirational event for home grown technology entrepreneurs eyeing local and emerging growth markets.

The UAE has made some serious advancements when it comes to national technology initiatives with plans to develop smart city features across the country by 2021 – including the Dubai Smart City plan which aims to deliver 1,000 smart government services by March 2017 – under the visionary leadership of His Highness the Vice President, Sheikh Mohammad Bin Rashid Al Maktoum.

The race is on globally, which is why a collective of international ICT heavyweights, global industry experts and high-ranking government and ministerial stakeholders flock under one roof to the GITEX Technology Week in the UAE. The show will also

highlight emerging e-technologies and sustainable human and social improvement initiatives set to transform Dubai into the world's 'biggest laboratory' for interactive and government applications in coming years.

With regional ICT spending projected to cross 15 billion dollars this year and hit 20 billion dollars by 2020 this year's GITEX TECHNOLOGY WEEK – the largest ICT event in the Middle East, Africa and South Asia – is primed to solidify its position as the premier gateway to the world's fastest-growing and investment-rich ICT markets. Trixie LohMirmand, Senior Vice President of Exhibitions & Events Management at the Dubai



World Trade Centre explains. "This year's event will feature the world's top ICT brands in 12 sector-specific technology industries supporting four industry-leading themes: Smart, Cloud, Big Data and Mobility. Visitors can also look forward to cutting-edge technology demonstrations, engaging conference programmes and unparalleled networking opportunities for tailored sectors across the ICT industry."

Positive spend in the developing regional ICT market has spurred exhibitor demand to an all-time high. The significant demand increase has yielded commitments from new country pavilions including the Czech Republic, Singapore and Africa – a huge ICT growth market, strongly represented this year with Nigeria selected as the show's Official Country Partner.

"We plan to go further than ever before in opening business-generating avenues into the emerging African market, as evidenced by the strategic choice

of Nigeria – which has Sub-Saharan Africa's highest unique mobile subscribers at 48.8 million. Nigeria is home to Africa's largest economy and population and is one of the continent's most exciting ICT markets. With plans to increase national 3G wireless coverage to at least 80% of the country's population by 2018, GITEEX Technology Week offers regional and international ICT providers and solutions companies a unique platform to access Nigeria's abundant investment opportunities and build networks with potential partners from across the world."

Visitors to the event can also explore the new 'On Track for the Smart Experience' initiative which features paperless mobile registration, smart networking and interactive navigation as well as a range of innovative Industry Briefings – a key component of this year's GITEEX Trends – where more than 1500 delegates and 150 speakers will debate tech trends in cutting-edge, sector-specific knowledge platforms.

LohMirmand adds, "With the GCC's cloud computing market set to grow from USD 91.7 million last year to



USD 118.5 million by the end of 2014 – the region's unique business potential will see more than 7,000 key buyers attend the Cloud Conference on 13 October. Held under the theme 'Re-think Transformation. Re-think Agility', the Conference will feature a wide range of panels, demonstrations and networking events with industry-leading experts...A diverse range of sessions will explore all aspects of cloud computing agility – from technical areas including network, delivery, storage solutions and support services, to how Middle East telecommunications can generate cloud-driven revenue by developing and leveraging assets such as regional data centres and MPLS networks."

GITEX will also host the second annual Big Data Conference under the theme of 'From Data to Smart Direction'. With the GCC's Big Data market set to grow nearly five-fold from USD 135.7 million in 2013 to USD 635.5 million in 2020 this year's conference will enable Middle East businesses to deliver new customer and product insights, and enhance ROI avenues. Other events running during the tech week include a Social Plaza hosting the Influencers' Reception; the Bloggers Tweetup and the Tech Talk Blogger Programme. Expanded event features include the official press reception ShowStoppers, online community ConneXions, live streaming of social media,



trending topics and tech news via the Content Hub and the 2nd GITEX Hot Stuff Awards recognising top gadgets which can all be watched on GITEX TV - the 53-screen in-house broadcast presence.

Enhanced interactive elements include the GSM Exchange Zone, a platform for the mobile product industry, the C-Level Majlis Lounge for senior executive networking, free Smart Sessions for knowledge sharing, the Retailers and Distributors Lounge and the SME Zone.

Launched in 1981, The 34th GITEX TECHNOLOGY WEEK will run from 12- 16 OCTOBER/NOVEMBER 2014 at the DWTC. www.gitex.com

CONNEXIONS LOUNGE

Search, connect and schedule appointments using the ConneXions matchmaking tool. Then head to the ConneXions Lounge for your face-to-face meeting with key decision makers and buyers from across the region. A quiet, business-ready lounge to host those critical first meetings.

CONTENT HUB EXPANDED FOR 2014

Live blogging, social media interactions, trending topics and real-time news: the Content Hub moves to the central concourse location in 2014 to tap into conversations and harvest the trends coming from GITEK attendees.

GITEK AFTER 5pm

Head to the plaza each evening to catch entertainment and networking with key GITEK participants. GITEK After 5 takes place everyday After 5pm. Relax, network, engage, and catch the latest from GITEK.

New Features GITEK 2014

HOT STUFF AWARDS

The GITEK Hot Stuff Awards will see the best gadgets compete to be crowned GITEK champion, with the winner announced at the Hot Stuff Awards Party. Celebrating the most desirable, most exciting and most innovative products – For inquiries or to submit gadgets, please email: gadgetawards@motivate.ae

TECH TALK

Joining our blogger family from Kenya, Iran, Nigeria, Libya, South Africa, Oman, India, Pakistan and the UAE, the GITEK Tech Talk Blogger Program has been increased significantly, doubling the number of bloggers from across the MEASA region and bringing in global heavyweights. Join the Conversation.

INDUSTRY BRIEFINGS

5 high impact, high value briefing sessions, which include closed door sessions, exclusively available to senior executives on a pre-qualified basis. Tap into the elite of critical sectors such as Oil & Gas, Healthcare, Government, Retail, Banking & Finance.

Green Initiatives

Recycling, energy saving and waste reduction, are just some of many important ways to protect our environment. [Stephan Hobe](#) explains more on the EGA's Enviroteam and their latest recycling initiative.

In a rapidly developing and strongly interconnected world, being eco friendly is no longer the responsibility of only a few. Environmental protection concerns all of us and needs to be addressed on various levels of society. As a local government authority, the EGA is now taking responsibility to extend its environmental commitment and move towards new environmental standards.

With the aim to organize "green initiatives" and to raise awareness about environmental issues, the EGA EnviroTeam was founded in the beginning of 2014. Its core activities are the recycling of electronic waste; the reduction of energy consumption and the participation in public clean up events. While some of these "green



initiatives" come along with the EGAs function as an IT Authority, others were designed to reach out to the residents of Ras Al Khaimah – including participation in world-wide events such as "Earth Hour" in March, when all lights were switched off for one hour.

The team's central initiative of 2014 addresses the proper handling of electronic waste. Computers, printers and telephones are items that most people use on a daily basis. However, as indispensable as their usage is, the proper disposal of discarded, outdated or damaged devices is also vital. The EGA has now taken action to deal with this so-called e-waste.



Due to its toxic substances, such as mercury, lead and cadmium, e-waste is regarded as hazardous waste, which involves considerable risks for humans and the environment if it is not disposed in a proper way.

After the successful IT-Waste Recycling Campaign with the RAK Police G.H.Q. in March this year, the EGA EnviroTeam is now coordinating the “E-Waste Recycling Pilot Project 2014”. As this initiative involves both the governmental and public level of Ras Al Khaimah, the e-waste collection will be executed for the first time on a much larger scale. The first phase will include the collection of e-waste from all participating RAK Government Departments and Authorities.

In the second phase, which will be in December this year, all residents in Ras Al Khaimah have the chance to actively contribute to this “green initiative” by disposing their old mobile phones at selected collection points in the city. As an incentive for their support, each person will receive a financial reimbursement in exchange for each device they deliver. The RAK Public Works & Services Department, will then collect all the items and transport the waste to the collaborating recycling companies in Dubai. Our aim is to develop the proper handling of e-waste into a standard procedure and to make this initiative as an annual event in Ras Al Khaimah. Other upcoming initiatives will focus on raising

environmental awareness amongst EGA employees and encourage green practises – including the saving of printing paper, the reduction of plastic cups or the switching off of lights during the daytime – which all have an significant effect on energy conservation. Furthermore, the EGA will once again participate in the annual Clean Up UAE Campaign, which is organized by the Emirates Environmental Group.





Anchoring Education Across the UAE

Ankabut is the UAE's advanced national research and education network offering academic institutions connectivity to other education networks around the world.

Connecting universities, schools and public institutions across the UAE – Ankabut also co-operates on a national, GCC, regional and international arena representing the UAE in conferences, exhibitions and forums. Funded by the TRA through the ICT fund, there are currently 26 institutional members with over 70 campuses connected to the network.

Ankabut supports initiatives in the e-learning environment, library content, distribution systems, and research collaboration. Ankabut believes that identifying these initiatives and offering network, processing and storage support is the best way to develop a collective collaborative approach to research and education.

Ankabut is a National Asset

Ankabut is a national asset and important for economic growth and prosperity of the UAE. More than 75,000 students, researchers and educators in nearly 70 UAE locations from 28 institutions have connected to Ankabut. International network links to over 200 million advanced network users worldwide. By providing high speed dedicated Internet capacity, and reliability, researchers can use the network to access their colleagues and to conduct data intensive research located anywhere in the world.

Collaboration

The UAE academic and research community can collaborate and connect among themselves and wider global academic community.



Innovation

The development of UAE based international test bed and pilot services that result in new products and services

Economic Benefits

Ankabut provides the benefits of collective buying power to member institutions by procuring networks and services on a national basis

Active Research

Institutions today need advanced network capabilities to share and manage record amounts of data and to develop sophisticated tools and programs, which together solve problems that are growing in complexity.

Dynamic Learning

Educators can use the network to break down classroom walls and open the door to a world of resources, from high quality, real time images to 3D models of the human heart. By providing high speed dedicated Internet capacity, and reliability, researchers can use the network to access their colleagues to conduct data intensive research located anywhere in the world.



Five Minutes: Fahem Al Nuaimi Chief Executive Officer of ANKABUT

How has technology impacted education in the country?

Technology and smart learning impact the pedagogy and helps to develop education across the country – making the Emirates a regional leader when it comes to using technology.

What is your vision and action plan at Khalifa University when it comes to implementing our leaders strategic initiatives?

Our vision is to make the UAE a leader in education globally by introducing programs that will make it an international hub that attracts a diverse range of students and people groups.

What are some challenges you have faced over the years?

The main challenge is the resistance to change to use the new technology

Global figures show that a very small number of women are in the engineering, science and technology fields. What do you think needs to be done in the UAE to encourage young women to enter this field?

There is a culture change that is taking place and it will take time however we are starting to see an increase of women choosing engineering as an area of specialty. The believe the media should play a role in informing young people about the opportunities available to them.

What advice do you have for aspiring youth who want to contribute to the country in a big way?

I advise them to study and work hard and think about what they can give back to a country that has given them so much.

TECH WATCH LIST 2014

Technology has the power to transform lives. In every issue we bring you the top tech trends to watch.



Lineable Bracelet

The Lineable is a tracking bracelet for kids that aims to make it easier for parents to keep tabs on their little ones thanks to the magic of beacons. Essentially a wearable iOS-compatible beacon, the device notifies you when your child is too far away and it allows other iPhones to become a sort of ad hoc GPS system that can track your little one. Created by Tyler Moon, the Beacon and Bluetooth 4.0 compatible device costs around \$5. When the wee ones leave the Beacon tracking area, the parents get a notification. The bracelet battery lasts a year.

Samsung's Gear S smart watch is a 2-inch piece that supports 2G, 3G, and Bluetooth 4.1, as well as Wi-Fi. By tapping into the user's accompanying smartphone, the standalone device can make and receive phone calls, or have messages forwarded from the phone to their wrist. It will also sync with Samsung Gear Apps, including S Health and S Voice, as well as Nike+ Running. Users can also tap into Nokia's HERE mapping and location service, with turn-by-turn walking navigation and public transport directions.

Smart watch

PayPal Enables Bitcoin Transactions For Digital Goods

Amazon's new 'Fire' phone has a 13-megapixel camera with optical image stabilization to reduce camera shake and also physically moves the imaging hardware automatically. Amazon is offering free image backup and storage through its cloud service with the phone. Another key feature is an application called "Firefly," which provides access to company's online retail business by recognizing movies, TV shows, music & books, as well as objects, and allowing users to place recognized items into their Amazon cart for purchase.



Jakks Pacific Ultra Vision Goggles

The Jakks Pacific Spy Net Ultra Vision Goggles are functional infrared goggles that allow you to see in the dark. It also allows you to watch people with various fun video filters, and record anything you see with a built-in camera. The Goggle Design features two arrays of infrared LEDs on one end and two eyepieces surrounded by a rubber shield on the other end. Like real night vision goggles, the Ultra Vision Goggles use a camera sensor and LCD screens to put a picture in front of your eyes.

High Tech Lifestyles

Google's new driverless car is every auto-lovers dream come true. From wearable tech pieces to phones that can manage your entire life – [Madelyn Aminikharrazi](#) explores the ethical implications as well as how the latest lifestyle technology will impact our lives globally.



Thanks to technology this is now a reality. Google among other tech giants has been tinkering with the idea of a driverless car since 2008 – a vision that was realized this year with the launch of its new prototype. A car without a steering wheel, brake or accelerator pedals.

The technology used is called the Chauffeur System and uses LIDAR which is a light detection and ranging radar and a sonar which is highly accurate – it maps points in space using 64 rotating laser beams that take more than a million measurements per second to form an accurate 3D model in its computer brain. Pre loaded maps tell the system where the stationary points are such as traffic lights, cross walks and telephone poles, out to a distance more than two football fields in all directions. The LIDAR fills in the landscape with moving objects including people and cars. Other elements include a camera and GPS, which help to make the car driverless.





Driving as a passenger

People living in busy metros will be able to use their time on the road far more effectively with self driving cars which will help to reduce time and allow drivers to check emails, take calls or read a book. The GPS system can also gauge traffic intensity and therefore can avoid traffic jams and take the quicker routes when needed.

Other benefits include fuel saving cruise control options that boost fuel efficiency of the car by 20-30% as well as lesser accidents, which are caused by human errors 90 percent of time.

Nevertheless critics also highlight that there are also some concerns. Driverless cars run on smart operating systems, which may be open to cyber-hacking, which is a growing industry globally.

New Frontiers

- The 2014 BMW X5 has a traffic jam system that can virtually drive itself up to around 40km per hour with minimum guidance of the wheel.
- Tesla plans to launch a new car that operates on autopilot 90 percent of the time by 2016.
- Mercedes Benz plans to have its self-driving S500 model on the market by 2020.
- Audi's A6 Avant – which uses a Moibleye system to drive itself at speeds up to 60 km per hour – plans to launch in 2020.
- Nissan plans to launch an electric car with LEAF lasers and sensors so it can drive itself by 2020.



Sky High Luxury

Jumeirah Emirates Towers stands tall in the heart of Dubai as a 5 star luxury hotel that caters to business travellers that demand luxury. **Hermoine Macura** reports.

Located in the commercial district of Dubai, Emirates Towers is the hotel choice for many business travellers due to its convenient location and attention to detail. Located a few minutes away from the Exhibition center on Sheikh Zayed Road, the unique twin towers, are joined by the Boulevard, a prestigious shopping mall in Dubai, which is home to leading brands from across the world including Yves Saint Laurent and Montegrappa. Offering 180-degree views, an interesting thing about the rooms is that they come equipped with a unique spa service. But its clear this hotel gains loyal followers because of its high standard of service. Imran Changezi, Hotel Manager at Jumeirah Emirates Towers explains.

"We constantly endeavor to create personalized and individual services that enhance the comfort of our guests. Such efforts and attention to detail has been recognized consistently by our guests as well as the wider industry through a number of awards and recognitions including the 'Best Business Hotel in the

Middle East' award by Business Traveller magazine for past 11 consecutive years." Set in the pulsating financial hub of the city, just a short drive from pristine beaches and The Dubai Mall, Jumeirah Emirates Towers is an iconic structure which heralded new beginnings with its opening back in 2000 and established a pioneering quality benchmark for what followed in the shape of the new financial & commercial precinct of Dubai including the Dubai International Financial Centre.





The hotel is full of elements of surprises for our customers. When a guest goes out of the room, on return the rooms are found cleaned and displayed with complimentary goodies from the hotel management like chocolates, perfumes and sometimes even fruits.

“One of the most important element for business travellers visiting events like GITEX is accessibility. Easily accessible to a number of attractive destinations, Jumeirah Emirates Towers is just 15 minutes away from Dubai International Airport. The nearest metro station is within walking distance and the Dubai International Financial Centre, World Trade Centre, Downtown Dubai and The Dubai Mall are all just a stone’s throw away. The hotel blends elegance and efficiency with function and technology in order to compliment the needs of a business traveller in a comprehensive manner.” Says Changezi.



Apart from the multiple small meeting rooms the hotel offers a Chopard floor especially for female business travelers. Changezi says the Jumeirah Emirates Towers was the first hotel within this region to implement a ladies only floor. “Designed with the executive woman in mind who seeks sophistication, luxury and exclusivity, each room on the Chopard Ladies’ Floor is appointed



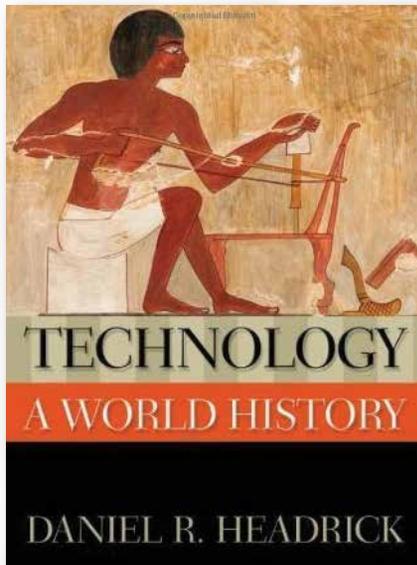
with the finest amenities. The rooms are adorned with beautiful flower arrangements, lavish Chopard products and a dedicated make-up fridge. Additional in-suite yoga facilities, a bathrobe and kimono are also provided. Solo female travellers can feel comfortable in the knowledge this floor is only serviced by female colleagues and caters to the privacy of female travellers, as such is perfect for the GCC market.”

The hotel also constantly updates its facilities with cutting-edge business tools and the latest in working innovation, making guest’s working life easier whenever they’re staying at the hotel. “We firmly believe technological advancement and connectivity are key to all guests, whether they are visiting on business or leisure. All public areas and rooms, our private limousines and buses have complimentary high speed Wi-Fi internet access so guests can stay connected at all times. On Level 3 of the Hotel Tower, the fully equipped Biz Pod business center includes three intimate boardrooms, featuring the latest high definition video conferencing technology. The innovative videoconferencing system in the Biz Pod, Video Life-size, offers high definition video and audio for an amazingly realistic experience. Up to four participants can be displayed simultaneously, making it easy to share presentations, documents and multimedia.”

Other technologies, which can be found in the hotel, include a range of apps, which allow guests to explore the hotel and view restaurant information before their arrival. A press reader app which allows guests access to over 2,000 full-content, current day newspapers and magazines from around the world on any tablet device or smartphone throughout their stay.

Powerful Prose

The books that have influenced a generation of technologists or chronicle the lives of people who changed the world – explore these top four now.



Technology: A World History

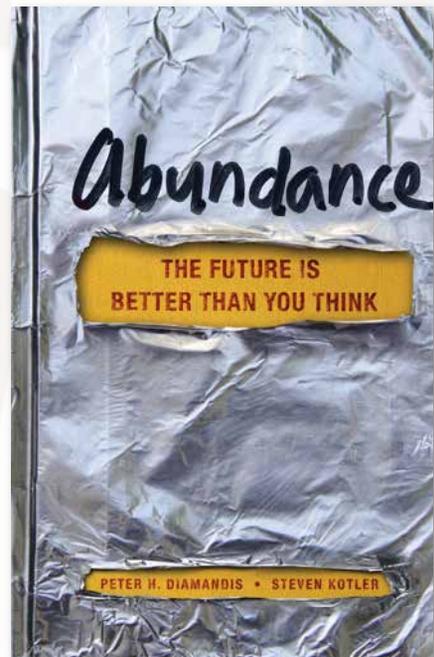
By Daniel R. Headrick

Today technology has created a world of dazzling progress, growing disparities of wealth and poverty, and looming threats to the environment. *Technology: A World History* offers an illuminating backdrop to our brilliant history of invention around the globe. Historian Daniel R. Headrick traces the growing power of humans over nature through increasingly powerful innovations. Filled with illustrations, this book also offers a fascinating look at the spread of inventions around the world.

Abundance: The Future Is Better Than You Think

By Steven Kotler and Peter H. Diamandis

Providing abundance is humanity's grandest challenge and experts say that we will soon be able to meet and exceed the basic needs of every man, woman and child on the planet. This bold, contrarian view, backed up by exhaustive research, introduces our near-term future, where exponentially growing technologies are conspiring to better the lives of billions. An antidote to pessimism by tech entrepreneur turned philanthropist, Peter H. Diamandis and award-winning science writer Steven Kotler, the authors document how four forces—exponential technologies, the DIY innovator, the Techno philanthropist, and the Rising Billion—are conspiring to solve our biggest problems.



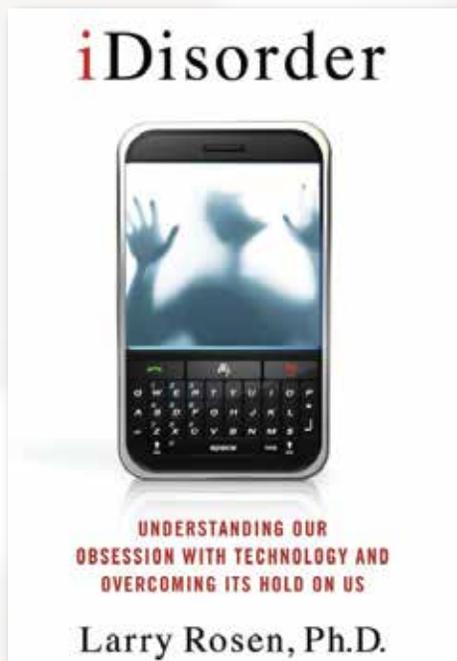
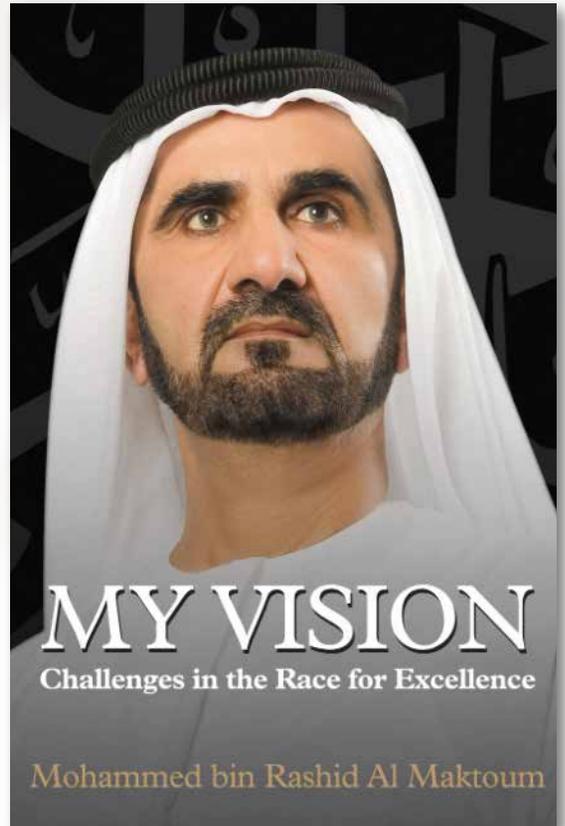
My Vision — Challenges in the Race for Excellence.

By His Highness Sheikh Mohammad Bin Rashid Al Maktoum.

My Vision - Challenges in the Race for Excellence, a new book by UAE Vice President and Prime Minister and Ruler of Dubai His Highness Sheikh Mohammed bin Rashid Al Maktoum, offers a detailed account of the vision that transformed Dubai and the UAE into international hubs for commerce and finance.

His Highness holds Dubai up as an example of extraordinary development based on excellent leadership, management, teamwork and timely decision-making.

Reviewers describe *My Vision - Challenges in the Race for Excellence* as one of the most important books to be published in the Middle East in the past 50 years. The book is dedicated to UAE President His Highness Sheikh Khalifa bin Zayed Al Nahyan.



iDisorder: Understanding Our Obsession with Technology and Overcoming Its Hold on Us.

By Larry D. Rosen

Based on decades of research and expertise in the “psychology of technology,” Dr. Larry Rosen offers clear, down-to-earth explanations for why many of us are suffering from an “iDisorder,” which refers to changes to your brain’s ability to process information and your ability to relate to the world due to your daily use of media and technology.

Our world is not going to change, and technology will continue to penetrate society even deeper leaving us little chance to react to the seemingly daily additions to our lives. Rosen teaches us how to stay human in an increasingly technological world.

App Explore

Check out the latest apps that will make life easier wherever you are.

Stay connected at GITEX

Organized by the Dubai World Trade Centre, GITEX Technology Week is the largest ICT trade event in the Arab world, Africa and South Asia. From industry experts to 5 cutting edge conference programs, this app is great for any visitor that wants to experience and engage with all aspects of the event. Ideal on I-phones and I-pads, the app comes in a variety of languages including French and German.



01



TED Talks

The official TED app for iPhone, iPad, and iPod touch presents talks from some of the world's most fascinating people: Education radicals, tech geniuses, medical mavericks, business gurus and music legends. Find more than 1,700 TED Talk videos (with more added each week) on the official TED app. The entire library is at your fingertips to browse at any time, even when you're not online. With subtitles in over 90 languages, the TED app updates almost every day with new talks from TED events around the world. You can also share your favorite talks with friends.

02

Elevate - Brain Training

Elevate is a brain training program designed to improve focus, speaking skills, processing speed, memory, math skills, and more. Each person is provided with his or her own personalized training program that adjusts over time to maximize results. Experts say that the program helps to improve critical cognitive skills that are proven to boost productivity, earning power, and self-confidence. Users who train at least 4 times per week have reported dramatic gains and increased confidence.



03

(Scan to download QR Codes)