

## **interact Egypt**

interact SpA, an Italian based developer of solutions for the transformation, management and delivery of digital media over IP and mobile networks, announces the opening of its new subsidiary **interact Egypt**, with headquarters in Nasr City, Cairo.

The Company will be in charge of operations in more extended North Africa and Middle East areas, covering all countries where interact SpA is currently operative (Egypt, Tunisia, Algeria and Pakistan) and contiguous territories.

“The commitment of interact SpA is to guide our customers to play Innovation. Since 1995 the Company has developed its knowledge highlighting information by creating, managing, organizing and broadcasting contents through digital networks. Now we are ready to work with new Partners to share our experience, competence and innovative instruments all available at present for the governance of new digital media communications. We trust in this investment and we are ready to put across our evolution together with the flavors of other cultures and lives.” (Sandro Costa – interact SpA CEO).

With the new opening, interact SpA reinforces its presence in the region and creates a new business and development hub in the heart of the Mediterranean and Middle East area aiming at fostering the growth of digital media applications.

interact Egypt will be the focal point there for telecoms, enterprises and institutions that need to distribute digital content over Mobile and Broadband networks and that are looking for end-to-end solutions paired with know how and skilled resources for integration and support.

interact Egypt brings to the region the richness of interact SpA’s long experience in digital media contents management and delivery. This also includes the expertise and the relationship network born out of local deployment and integration projects such as the long-term cooperation with the Orascom Telecom Holding group.

Fady Ramzy, country manager for interact Egypt says, “The telecommunications market is driven by mobile and internet users who are rising rapidly in numbers in our region. Therefore the opening of a new office in Cairo bridges this gap between the rising demand for innovative solutions for digital media regionally and more than a decade of interact SpA’s experience on that front in other areas of the world”.

We are also now closer to our local customers which enables us to serve them more swiftly, rapidly and proactively with a mix of local and international mindset”.

As the country manager, Fady is assisted by a team of sales, project coordinators and developers. The office staff members have been selected considering their highly-qualified business development and technical skills and a strong market experience in Egyptian and Middle East markets.

Fady Ramzy offers over 10 years of experience in digital media solutions and services with a special focus on sales and business development. Prior to joining interact SpA, Fady has worked in several positions in Egypt and Europe serving first class Mobile operators. Working previously as an application development manager, project manager and an account Manager, Fady brings great value onto business, management and technical fronts. He is also a project management trainer and consultant.

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interact Egypt's activities include:

- Support & Management: interact Egypt will handle current interact SpA's operations located in the Middle East and Africa
- Business development and new sales opportunities: interact Egypt will support potential customers in the design, deployment and management of digital communication platforms relating to IPTV, Mobile VAS, Web TV & Social Media. It will also supply digital media technologies, comprising content management systems, for mobile and wireline applications, based on the longstanding technology partnerships of interact SpA
- Innovation and development: interact Egypt is a competence center for content management, mobile applications and VAS platforms, hosting R&D activities on TAL, Android Widgets, SMS Gateway, iPhone Applications

### **About interact SpA**

interact SpA is already a well established actor in the Egyptian and North African mobile markets. Since 2005 it has been working side-by-side with the Orascom Group for the deployment of Mobile TV and Mobile VAS platforms for the group subsidiaries in different African, Middle East and European countries.

Founded in Rome in 1995 for the purpose of creating new communication models based on technology, interact SpA today is one of the leaders in the digital content management, IPTV and Mobile TV marketplace. We develop Web and mobile portals, solutions for managing and broadcasting contents, as well as professional services for audio/video production. As of December 18th 2008, interact became a joint stock company, its company corporate name varying from interact srl (LTD) to interact SpA.

The staff comprises professionals with different professional backgrounds and skills working together in teams organized on the basis of market needs. interact SpA helps companies and institutions by creating engaging experiences for customers and citizens in the Digital World. Merging creativity, content and technology is the key to its success.

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