











**استقرار سعر البيتكوين  
وسط تقلبات الدولار**  
بقلم: نايل جورن

الرئيس التنفيذي لشركة الاستشارات المالية العالمية "دي في بروب"

استقر سعر البيتكوين بين 75,000 و80,000 دولار بعد انخفاض حاد خلال عطلة نهاية الأسبوع، مما يشير إلى مرونة في السوق بدلاً من تراجع، في ظل هيبة المفتوح الاقتصادي الكلية على معنويات السوق لغزة وجيزه. يأتي هذا التحليل إلى الوقت الذي سجل فيه مؤشر الدولار الأمريكي أعلى مكاسب خالد يومين في تسعه أشهر، مما أدى إلى تضليل الأوضاع المالية وتباطؤ الإقبال على المخاطرة على المدى القريب في سوق الأصول الرقمية.

«شهد الدولار تقلبات، وهذا يخلق دافعاً ضاغطاً على البيتكوين على المدى القصير، بما في ذلك تأثير إيجابي لمليوس من خلال فريق عمل متخصص في تقييم أسعار متوفرة بدلاً من تراجع». المهم هو ثبات الأسعار عند اندماجها، حيث يقتضي ذلك انتفاضة عالمية على البيتكوين على أساس التوقعات ببيانات السياسة النقدية الأمريكية أن ينبع عليه الاستقرار.

يعد ارتفاع الدولار مؤثراً إلى حدٍ كبير على البيتكوين، لا عكسه، في عادةً ما يُطلب المزيد من العملة المترقبة، ولذا يتعذر زخم العملة.

ويصل ارتفاع الدولار إلى الحد من الارتفاع الفوري للبيتكوين من خلال تشديد السيولة العالمية، وحيث روسيا تحول نقداً واصطولاً قصيرة الأجل.

نؤكد أن هذه البيانات أثبتت رواجاً وذكرناها مؤقاً في الدورات السابقة.

«ارتفاعات الدولار دارج في إيقاف زخم البيتكوين، لا عكسه، في عادةً ما يُطلب المزيد من العملة المترقبة، ولذا يتعذر زخم العملة.

ويجب أن نشير إلى أن أساسيات البيتكوين تزداد هيمنة مع مرور الوقت، فالعمل لا يزال محدوداً هناك، والصادرون لتبنّيه، وسيتم حاملو البيتكوين على المدى الطويل في التحفيز على فتح قنوات الاتصال.

في الوقت نفسه، ياتي عملة البيتكوين جزءاً لا يتجزأ من مناقشات استراتيجيات المحافظة التجارية بين البورصات والمقاييس العالمية، ودعاوى الخرينة في الشركات، مما جعلها مناسبة إلى استئصال استراتيجي.

وختلاف هذا السوق أدى إلى اشتراك جريدة عن الدورات السابقة، لـ بعد البيتكوين يعتمد على حساب المستثمرين الأفراد فقط، بل أصبح الطلب اليونيكي أوضح نطاقاً وأكثر استقراراً واحتياطاً».

كما يُشير إلى أن حالة عدم اليقين الاقتصادي الكلي تُعزّز جاذبية البيتكوين على المدى الطويل.

«مخاطر انخفاض قيمة العملات المستقرة، وتزايد أعباء الديون السيادية، والتواترات الجيوبالية تواصل تعزيز جاذبية الشتائم في الدولار الرقمية الوداد».

«هذه العوامل لا تخفى لمجرد أن الدولار يتمتع بقوة عالميًّا ماضيًّا».

تحت شعار «رؤية 2030 المستقبل يبدأ الآن»:

## قمة فودافون بيزنس لعام 2026 تناقش مستقبل حلول الشركات اعتماداً على تكنولوجيا AI وـ IOT والحوسبة السحابية

كتب: باكستان خالد

في إطار تزامنا بالمساهمة في تحقيق أهداف رؤية مصر 2030 ودعم التحول الرقمي، كشفت فودافون بيزنس، في المخصصة في قطاع الاتصالات، عن تنظيم قمة «فودافون بيزنس NEXT» لعام 2026 تحت شعار «رؤية 2030 - المستقبل يبدأ الآن». تناولت في الفترة من 28 إلى 30 يناير، باشرف عليها المشاركين أحدث التوجهات العالمية، واللحظة التي ترسّب فيها في تقييمات الاتصالات المتقدمة، مع التركيز على أهم الاتجاهات المتقدمة في القواعد النظمية، وتبادل الخبرات حول العالم، وتحقيق انتقال خالد للمجالات الجديدة.

افتتحت القمة في أسوان، في الفترة من 28 إلى 30 يناير، باشرف عليها المشاركين أحدث التوجهات العالمية، واللحظة التي ترسّب فيها في تقييمات الاتصالات المتقدمة، مع التركيز على أهم الاتجاهات المتقدمة في القواعد النظمية، وتبادل الخبرات حول العالم، وتحقيق انتقال خالد للمجالات الجديدة.

تضمنت القمة كلية رئيسية ودورياً وبالوسائل

حول مختلف المواضيع والمحاور الهامة في مجال المحلول

خلال سنوات القادمة، وافتتحت الحفل الرسمية

النجاح، وتحقيق أهداف معاً ودعمهم في الوصول

لأهداف التحول الرقمي، شملت أحدث الكلمة

افتتاحية لمحمد فودافون، تاب نجاحه في تطوير

الذكاء الاصطناعي، تمهّل ملوكاً وماركاً وأموالاً،

الرئيس التنفيذي لفودافون بيزنس في مجموعة فودافون

العلمية، وافتتحت العياليات بورصة عمل بعنوان «كيف

تدوّل الشركات في المستقبل».

صورة جديدة لمستقبل الأعمال في

2030».

### دعم النمو والاستدامة

للمساهمة في تغيير جاهز أكثر من 53 مليون عميل

استغرق دور الحول الرقمية الابتكارية في تشكيل

صورة جديدة لمستقبل الأعمال في 2030

### الإنجازات

لتحقيق رؤية 2030

تهدف القمة لتحول الروي الاستراتيجية لتطبيقات

الذكاء الاصطناعي، مما ساهم في تيسير حياة

العديد من القطاعات

على أرض الواقع، من خلال ورش عمل تفاعلية

لتمكن المشاركين من تحقيق إنجازات

الذكاء الاصطناعي، مما ساهم في تحسين

الحياة على أرض الواقع، مما ساهم في تحسين

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## LG ELECTRONICS PRESENTS AN EFFORTLESS AI HOME EXPERIENCE AT LG INNOFEST 2026 MEA

### LG's AI Home Ecosystem Integrates AI-Driven Devices, Platforms and Open Connectivity to Bring Ease and Efficiency to Middle Eastern

**Abu Dhabi**

#### Faten Elkholly

LG Electronics (LG) is showcasing the customizable comfort and convenience of its AI Home at LG InnoFest 2026 Middle East and Africa (MEA) in Abu Dhabi. LG InnoFest is an event that brings together key business partners and media to experience LG's latest innovations and its vision for a better life. This year's MEA event puts the spotlight on the company's approach to AI home solutions, featuring intelligent products and services designed to integrate seamlessly into the daily routines.

For its AI Home exhibition at LG InnoFest 2026 MEA, LG has refurbished an entire hotel suite, transforming it into a futuristic and responsive living space equipped with connected appliances, devices and sensors. Through real-life demonstrations, attendees can experience how LG's integrated AI Home ecosystem works autonomously to support everyday convenience, while also enabling intuitive control through conversational interaction. The AI Home also incorporates features such as energy management and home security, which can be configured to reflect region-specific needs.

#### ThinQ ON: Effortless AI Home Management Through Daily Conversation

One demonstration illustrates how customers can manage their AI Home using simple, everyday conversation. Powered by generative AI, the LG ThinQ ON AI home hub is designed to understand natural language and respond in context, enabling proactive support based on user needs. For example, LG ThinQ ON can suggest appropriate clothing based on the weather forecast or review daily schedules after users wake up to help them prepare for the day.

Representing LG's Affectionate Intelligence vision, ThinQON can perform a wide variety of tasks, from answering questions about air quality using real-time information to adjusting the indoor temperature based on user preferences and contextual understanding. Users can also check the status of laundry cycles, set reminders or manage timers through voice interaction. By processing user input and interpreting contextual meaning through conversational AI,



ThinQ ON is able to deliver a new level of personalized convenience.

#### Automated Home Living with LG IoT Devices

Another demonstration highlights how IoT sensors can help automate everyday activities without requiring direct user input. Sensors installed throughout the AI Home detect subtle environmental changes and communicate with appliances and devices to optimize conditions based on conditions and user preferences. The system can also recognize individual users and automatically apply personalized settings across home.

The LG AI Home offers an intelligent home management experience, proactively maximizing user convenience, energy efficiency and site security around the clock. When occupants leave, the system can turn off lights and appliances to reduce power consumption and activate cleaning functions such as robot vacuum operation. Upon return, the home greets them with a welcome message and activates appliances they need.

#### Expanded Customer Experience and an Open AI Home Ecosystem

Beyond the exceptional value delivered by its physical products and devices, LG is presenting an expanded service-based experience enabled through the LG ThinQ platform. ThinQ Care provides proactive voice notifications related to appliance status to help users address potential issues early. The platform also supports daily tasks such as meal preparation, allowing users to select recipes from the ThinQ app and send settings directly to connected ovens. LG's AI Home is designed as an open ecosystem, built on the Homey Pro platform, enabling users to connect



and manage devices from multiple brands. The LG AI Home exhibit demonstrates integrated control of lighting, curtains and switches from various manufacturers alongside LG appliances. Using its open AI Home ecosystem, LG also delivers optimized space solutions for B2B applications, including apartments and hotels. Moving forward, LG plans to further strengthen its integrated smart home package business in the Middle East, combining its smart home appliances with AI and IoT technologies to create a comprehensive solution for the region's fast-growing B2B market. Through this strategy, the company aims to accelerate the expansion of its smart home and smart building businesses across the region.

"LG AI Home is a total smart living solution that leverages our sophisticated AI to meaningfully enhance customers' everyday lives," said Phil Jung, region representative of LG's Middle East and Africa Region. "We aim to reinforce our market leadership in both the Middle East and Africa by providing smart home experiences optimized for local conditions and lifestyles."

#### LG ELECTRONICS TO SHOWCASE AI-POWERED HOME SOLUTIONS TAILORED FOR THE MIDDLE EAST AND AFRICA

— LG Electronics (LG) is introducing a comprehensive lineup of AI-powered homesolutions tailored for the Middle East and Africa (MEA) at LG InnoFest 2026 MEA, taking place in Abu Dhabi from February 3-5. Under the theme "Innovation, Forward Together," the exhibition highlights LG's latest developments across clothing care, kitchen, built-in kitchen and total

cleaning solutions, with a focus on user-centric design and regional relevance. Returning after a seven-year hiatus, LG InnoFest is the company's signature regional event for key partners and media. Designed as a "festival" that celebrates innovation, cooperation and the Life's Good philosophy, LG InnoFest2026 MEA reflects LG's long-term commitment to, and growing presence in markets throughout the MEA region.

#### AI Core-Tech Powers Next-Generation Clothing Care Solutions

LG is strengthening its residential laundry lineup for the MEA with appliances that combine larger capacities, premium design and proprietary AI Core-Tech. The latest models deliver a more intelligent and efficient washing and drying experience with features such as AI Wash and AI Dry.

The lineup is led by the award-winning 29-inch LG SIGNATURE WashCombo™, a premium all-in-one washer-dryer with the world's largest capacity. LG also showcases an expanded LG WashTower™ lineup, introducing a new 25-inch model alongside existing 24-inch and 27-inch versions to support a wider range of installation environments. LG WashTower products integrate a separate washer and dryer into a single vertical structure to improve usability and space efficiency. Making its debut at InnoFest, the new 27-inch WashCombo™ is ideal for larger households with its impressive 25-kilogram washing capacity and 21-kilogram drying capacity. Equipped with LG's DUAL Inverter HeatPump™ technology, the model is designed to supportstable, effective drying



performance and enhanced energy efficiency. LG's laundry solution range also includes a new front-load washer with a sleek, flat design, anintegrated LCD display, and the company's advanced AI Direct Drive™ (AI DD™) motor, which optimizes washing performance based on load weight and fabric characteristics.

The latest dishwasher lineup features QuadWash® Pro, an advanced technology that creates jets of micro-scale air bubbles to enhance cleaning performance and shorten wash cycles, delivering gleaming glasses and spotless dishes in less time. AI SenseClean technologyautomatically adjusts wash times and rinse cycles based on the level of contamination to ensure optimal results. With all these upgrades, the 1-Hour Wash & Dry function will be available with full coverage, enabling users to complete a full wash-and-dry cycle in as little as 39 minutes.

#### Built-In Kitchen Collection Optimized for the MEA

Tailored to the preferences of local customers – and bolstering the company's competitiveness in the premium kitchen segment – the new LG built-in collection offers large capacity solutions that blend high technology with understated minimalist design. The Wide Combi built-in refrigerator has been expanded to a width of 690millimeters (up from 540 millimeters), increasing internal capacity to 385 liters (up from 233 liters). The Inverter ProBake™ built-in oven heats food faster and more evenly than a conventional oven, utilizing a BLDC motor-driven bidirectional fan to ensure consistent, efficient heat distribution.

#### Total Cleaning for Smarter Living

In addition, the exhibition features LG's total cleaning solutions incorporating advanced AI features. Highlights include the LG Wet & Dry stick vacuum with an automatic water supply system, as well as a new robot vacuum equipped with 100-degree Celsius steam mopping and a space-friendly, table-type station with a concealed design.

"LG is committed to delivering user-

centric, locally optimized solutions that make everyday life more convenient for customers across the Middle East and Africa," said Phil Jung, region representative of LG's Middle East and Africa Region. "Through continuous innovation and meaningful partnerships, we aim to create lasting value and shared growth in this dynamic region."

## .. ELECTRONICS ACCELERATES MEA EXPANSION WITH AI-ENABLED INNOVATIONS AT LG INNOFEST 2026 MEA

### LG Reaffirms Commitment to Advancing AI-Driven Living Through Local Market Insight



LG Electronics (LG), a leader in AI-powered solutions for the home, outlined plans to accelerate growth in emerging markets at LG InnoFest 2026 MEA, with a primary focus on the Middle East and Africa (MEA) and additional attention to Latin America and Asia. The event, held in Abu Dhabi, provided a forum to share LG's strategic direction and market outlook with regional partners.

More than 250 B2C and B2B partners and media representatives from across the MEA attended the event. InnoFest 2026 MEA served as a platform for LG to share its strategic direction with industry leaders and innovators, and to reconfirm its commitment to leading the premium market through cutting-edge technology and product innovation.

At the exhibition, LG presented a range of AI-enabled home products designed to enhance

everyday living. The showcase included washing machines that optimize wash cycles based on load weight, fabric composition and soiling level, refrigerators that adjust temperature settings based on usage patterns, and air conditioners that automatically respond to real-time room conditions. LG also displayed its premium TV lineup, including the ultra-thin Wallpaper OLED TV with True Wireless technology. Equipped with AI, the company's TVs deliver enhanced picture quality and sound while providing personalized content through the company's always-evolving webOS platform. These AI-driven advancements reflect LG's vision to create a seamless smart home ecosystem that adapts to user lifestyles. Ultimately, the company seeks to realize the "Zero Labor Home," where customers are liberated from the burden of household chores to spend more time on what truly matters.

LG also announced its intention to broaden its MEA product portfolio by introducing additional mid- and entry-level

offering to reach a wider range of consumers.

Reinforcing its commitment to addressing the unique needs of consumers across the region, the company will be introducing new products that cater specifically to local preferences, such as top freezers, chest freezers and twin-tube washing machines. LG is also expanding its lineup of built-in kitchen appliances to support diverse housing and lifestyle needs across the region.

In response to increasing competition, LG emphasized its focus on strengthening both sales and service capabilities through market-specific insights. The company also reaffirmed its commitment to localized service

enhancement through its "Our Promise" initiative, which includes service programs adapted to the needs and expectations of individual markets.

"LG InnoFest 2026 MEA provided an opportunity to share how we are approaching innovation and growth in this region," said Phil Jung, region representative of LG Electronics' Middle East and Africa Region. "By combining AI-enabled technologies with a deeper understanding of local needs, we aim to deliver solutions that are practical, relevant and valuable for consumers across the MEA region."

Through continued investment in product development, local partnerships and service infrastructure, LG plans to further strengthen its presence in the MEA market while solidifying its position as a trusted premium brand.

## HP Strengthens its Commitment to Hybrid Work with Next-Generation Audio and Video Innovations at ISE 2026

**By : Wael Magdy**

From ISE 2026 in Barcelona, HP reinforced its commitment to hybrid work by expanding its portfolio of futureproof innovations enabling smarter, more intuitive collaboration solutions. From next-generation headsets to intelligent video conferencing solutions, HP is delivering tools that help organizations thrive in a world where flexibility and productivity are key. Delivering Mission Ready Audio Innovations for the Hybrid Workforce With a nod to its legacy delivering mission critical communications, HP Poly debuts its HP Poly Mission Series, a new family of corded USB headsets designed to deliver dependable, crystal clear audio in hybrid work environments, with a comfortable and lightweight design. The HP Poly Mission Series headsets deliver Albased noise cancellation, to reduce distracting background noise, plus super wideband audio, which delivers advanced audio for voice transmission.

HP Poly Mission 400 Series are designed for all-day comfort, ideal for office and remote workers. HP Poly Mission 600 Series features two noise cancelling microphones for improved background noise reduction, and enhanced comfort and

controls and HP Poly Mission 800 Series combines four noise-cancelling mics and advanced ANC to deliver

A single model with Microsoft Teams, Zoom and Google Meet and Google Voice certifications is available, simplifying procurement and fleet management for IT. All Mission headsets are purposefully designed and responsibly made, incorporating replaceable parts and sustainable materials for a longer lifecycle.

Future-Ready Video Collaboration with HP Poly VideoOS 5.0 HP Poly VideoOS 5.0 delivers a major platform upgrade to Android 13, adding architectural improvements designed to support future innovations, enhanced long-term performance, and extended lifecycle support for HP Poly's next-generation Studio video solutions. This release also enables smarter camera framing, enhanced AI noise blocking, multi-mic audio mixing, and faster touch controller performance. HP Poly's nextgen video portfolio is certified for Microsoft Teams and Zoom on Android 13. This update also lays the foundation for Poly VideoOS 5.1, including HP Poly DirectorAI multi-camera automatic switching. HP Poly VideoOS 5.0

establishes the foundation for future updates to Android 17 and support through 2032. HP is redefining the Bring Your Own Device (BYOD) experience with the HP Poly Studio V12 video bar and HP Thunderbolt 4 180W G6 Dock. This solution delivers a simple, single-cable connection for instant access to the room's AV system, including displays network, cameras, mics, and speakers, for on-site collaboration or remote meetings, all while keeping laptops charged. This BYOD offering is designed for Windows, Mac, and Chromebook users. The experience is streamlined by enabling IT teams with remote control over settings, firmware updates, and device health under a single management platform, HP Poly Lens.

HP Dimension with Google Beam Redefines Connection with AI HP and Google are redefining what connection means, by delivering HP Dimension with Google Beam (formerly Project Starline), an AI-powered, true-to-life 3D video communications solution designed to take virtual collaboration to the next level. HP and Google are providing demos of HP Dimension with Google Beam experience at ISE in the Google booth #2500.

## Palo Alto Networks Acquires Chronosphere to Enhance Monitoring and Security in the AI Era

**By : Rasha Hagag**

Palo Alto Networks (PANW), a global cybersecurity company, announced the completion of its acquisition of Chronosphere, a move that will address a key challenge in the AI era: the limited ability to comprehensively monitor and secure the massive amounts of data that underpin modern business operations. As organizations increase increasingly rely on AI technologies to manage their digital operations, protect their assets, and accelerate growth, their success hinges on a crucial element: the availability of reliable, high-quality, and real-time data. The Chronosphere platform, recognized as a leader in Gartner's 2025 Magic Quadrant for monitoring platforms, was specifically developed to handle this massive data volume. While traditional tools are becoming less effective in cloud-native environments, Chronosphere empowers customers with a comprehensive view across their entire digital ecosystem. With this acquisition, Palo Alto Networks is reshaping how enterprises operate in the AI era by providing real-time, advanced visibility into their AI-powered applications, infrastructure, and systems, while ensuring precise data cost management and maximizing operational value.

The addition of Chronosphere accelerates our vision to establish Palo Alto Networks as a leading platform for securing and operating cloud environments and AI systems. At Palo Alto Networks, we believe that effective security begins with having a comprehensive view of all data, and that's the foundation Chronosphere provides for our customers.

The Chronosphere Telemetry Pipeline remains available as a stand-alone product, enabling organizations to address the so-called "data tax" associated with modern cybersecurity operations. As an intelligent control layer, this solution filters out low-value data, reducing data volumes by up to 30% or more, while minimizing infrastructure requirements by up to 20 times compared to traditional solutions. This is a key element of Palo Alto Networks' Cortex XSIAM® strategy, ensuring that customers can expand their security capabilities without a corresponding increase in spending, as they move to AI-based automated operating models.

## e& and MEVCA Announce Three-Year Strategic Partnership to Strengthen the Middle East's Venture Capital and Innovation Ecosystem

By : Wael Magdy

e&, a global technology group, and the Middle East Venture Capital Association (MEVCA) today announced a three-year strategic partnership to strengthen the venture capital and innovation ecosystem across the Middle East, the first partnership of its kind for the association. The partnership brings together e&'s regional scale, digital capabilities, and corporate innovation agenda with MEVCA's role as the leading industry body representing venture capital and private markets across the region. Together, both entities will collaborate to support knowledge sharing, ecosystem development, and engagement between corporates, investors, founders, and policymakers.

As part of the partnership, e& will serve as MEVCA's first corporate anchor partner and join the association's board, collaborating on industry research, curated events, thought leadership and ecosystem-driven programming to support entrepreneurs across the region. The collaboration will also support constructive dialogue between the private sector and policymakers to



help enable a more connected, investable innovation environment.

Harrison Lung, Group Chief Strategy Officer, e&, said: "As the first technology group to join MEVCA's Board, e& is committed to strengthening collaboration across founders, investors and corporates—helping create clearer pathways from innovation to scale and supporting the region's digital and innovation ambitions."

Noor Sweiid, Chair, MEVCA, said: "We are pleased to partner with e&, a regional and global technology leader, as we continue to build a strong, connected, and forward-looking investment ecosystem. This collaboration reinforces MEVCA's mission to serve

as a platform for dialogue, insight, and value creation across venture capital, private equity, and the broader innovation economy."

The partnership will be launched at the MEVCA Investors Summit 2026 at ADGM in Abu Dhabi. The summit brings together senior leaders from venture capital, private equity, corporates, and public sector stakeholders from across the region.

By : Bakinam Khaled

Worldwide IT spending is expected to reach \$6.15 trillion in 2026, up 10.8% from 2025, according to the latest forecast by Gartner, Inc., a business and technology insights company.

"AI infrastructure growth remains rapid despite concerns about an AI bubble, with spending rising across AI-related hardware and software," said John-David Lovelock, Distinguished VP Analyst at Gartner. "Demand from hyperscale cloud providers continues to drive investment in servers optimized for AI workloads."

Server spending is projected to accelerate in 2026, growing 36.9% year-over-year. Total data center spending is expected to increase 31.7%, surpassing \$650 billion in 2026, up from nearly \$500 billion the previous year (see Table 1).

Software Spending Shows Second-Highest Growth Potential Despite Lower Revision

Software spending growth for 2026 has been slightly revised downward to 14.7%, from 15.2% for both application and infrastructure software.

"Despite the modest revision, total software spending will remain above \$1.4 trillion," said Lovelock. "Projections for generative AI (GenAI) model spending

in 2026 remain unchanged, with growth expected at 80.8%. GenAI models continue to experience strong growth, and their share of the software market is expected to rise by 1.8% in 2026." Device Growth Expected to Slow in 2026

Shipments of mobile phones, PCs, and tablets continue to grow steadily. Total spending on devices is projected to reach \$836 billion in 2026. However, market-demand constraints will slow growth to 6.1% in 2026.

"This slowdown is largely due to rising

**Table 1. Worldwide IT Spending Forecast (Millions of U.S. Dollars)**

	2025 Spending	2025 Growth (%)	2026 Spending	2026 Growth (%)
Data Center Systems	496,231	48.9	653,403	31.7
Devices	788,335	9.1	836,417	6.1
Software	1,249,509	11.5	1,433,633	14.7
IT Services	1,717,590	6.4	1,866,856	8.7
Communications Services	1,303,651	3.8	1,365,184	4.7
Overall IT	5,555,316	10.3	6,155,493	10.8

Source: Gartner (February 2026)

## A strategic partnership between Talabat Egypt and Vodafone Egypt will offer the exclusive *talabat pro* service within RED plans

By : Bakinam Khaled

In a strategic move reflecting the integration of the e-commerce and telecommunications sectors, Vodafone Egypt, a leading telecommunications and technology company, and Talabat, the leading technology platform for e-commerce in the Middle East and North Africa, announced a new partnership that will offer the 'talabat pro' subscription service integrated within RED plans. This partnership is a pivotal step that creates unprecedented added value for customers, combining Talabat's express delivery services and exclusive benefits with Vodafone's premium communication packages and services. This reflects both parties' commitment to providing a seamless and enriching customer experience across Egypt. This partnership reflects the shared vision of Vodafone Egypt and Talabat Egypt, which places the customer experience at the heart of everything they offer. Vodafone Egypt reaffirms its ongoing commitment to strengthening its position as a trusted lifestyle partner by building strategic partnerships with brands that



share its goal of enhancing the daily lives of its customers through technology and smart services, keeping pace with their evolving needs and providing a smoother and more flexible experience. For Talabat, this partnership represents a significant milestone in expanding the reach of "Talabat Pro," making it accessible to a wider segment of users in Egypt. This reflects the platform's commitment to focusing on ensuring genuine value and affordable prices that suit customers' everyday needs.

Under this partnership, Vodafone RED customers will receive the benefits of Talabat Pro, including unlimited free delivery, exclusive offers at a wide range of restaurants and Talabat Mart, and special discounts on over 300 Talabat Mart products. They will also have access to shopping at popular local stores and hypermarkets, subject to terms and conditions. This partnership adds real everyday value for RED customers, enhancing their digital experience by making it easier, more convenient, and seamless, whether for communication, shopping, or ordering food.

our customers across Egypt."

She added, "This partnership reflects our commitment to building an integrated ecosystem in collaboration with leading companies in the technology and communications sectors, ensuring that our valued customers benefit from the best services and offers efficiently and easily, thus reinforcing Talabat's position as a trusted partner that provides real value in their daily lives."

Karim Eid, Vice President of Commercial at Vodafone Egypt, commented: "Our partnership with Talabat is an extension of Vodafone's approach to building a network of strategic partnerships that add real value to our customers' daily lives. At Vodafone, we believe that our relationship with our customers goes beyond traditional telecommunications services, and we strive to be their closest partner in every aspect of their lives, providing integrated digital solutions and benefits that combine flexibility, technology, and added value, and meet their diverse needs." He added: "By integrating Talabat Pro into RED plans, we are offering our customers an exclusive and unique experience that

combines ease of use with premium benefits, putting all their daily needs at their fingertips with a tap of a button via the Ana Vodafone app. This collaboration reflects our commitment to providing a seamless and innovative digital experience that prioritizes our customers and reinforces RED's position as the premier lifestyle partner in Egypt, while ensuring the best possible customer service experience.

In addition to these benefits, the partnership allows RED customers to redeem and utilize their points within a seamless and integrated digital experience. This collaboration is designed to enable customers to convert their points into tangible value that can be easily used through the Talabat app, with benefits accessible via the Ana Vodafone app. As Talabat continues to enhance the value offered to its users and simplify their experience, Vodafone reaffirms its approach of building strategic partnerships with leading brands. This collaboration is a clear example of this shared commitment to providing added value and innovative lifestyle experiences for RED customers across Egypt."

## ABB Achieves Faster Software Delivery, Efficiencies and Cost Reductions with Red Hat Ansible Automation Platform

By : Basel Khaled

Red Hat, the world's leading provider of open source solutions, today announced that ABB, the technology leader in electrification and automation, has deployed Red Hat Ansible Automation Platform for its teams worldwide to simplify configuring systems, deploying applications, and orchestrating complex workflows across hybrid IT environments. ABB's new standardized approach has helped to save an average of 57 hours per month across 32 teams since January 2025. Automation has also simplified compliance, supported faster IT service delivery for end users, and contributed to reduced costs.

As a global organization operating in more than 100 countries, ABB is built on a decentralized model in which each business division has the autonomy to choose the solutions that best fit its local market. However, decades of engineering excellence and a deep legacy of innovation have resulted in a highly complex IT landscape which includes an interconnected mix of modern cloud platforms,

on-premise systems, and longstanding industrial technologies. Across this landscape, disparate teams were using different automation tools and frameworks, often with narrow scopes and in isolated instances. While these efforts delivered value, the fragmented approach led to duplication, higher operational effort, and inconsistent levels of security.

For its new centralized global automation platform, ABB selected Ansible Automation Platform with its broad community ecosystem, strong vendor support, and multitenancy capabilities. It was designed and implemented within less than a year for teams across all ABB business divisions. ABB's Group Information Systems (IS) team manages Ansible Automation Platform centrally, while the solution's multitenant capabilities allow each business division, internal IT team, and external service provider to operate independently, reusing shared automations through a central repository

while maintaining autonomy. Ansible Automation Platform now supports more than 75 live use cases, with more than 150 additional use cases in development, backed by an infrastructure that has doubled in size since launch.

Teams across ABB have already reported faster delivery, greater efficiency, and measurable cost reductions via the company's quarterly Automation Business Value Surveys. One team alone identified CH 80'000 of cost avoidance savings over 3 years from a single use case. Automation has also unlocked major efficiency gains in core business systems.

For example, the SAP team in China cut monthly patching time for over 100 servers from 6.5 hours to just 20 minutes per server, reducing effort and maintenance windows. To help increase resilience and reduce manual effort, ABB has automated disaster recovery workflows, including failover and testing.

Richard Zobrist, country manager Switzerland, Red Hat. The implementation of Red Hat Ansible Automation Platform as the central automation platform at ABB demonstrates that even highly complex organizations with globally distributed and fragmented IT infrastructures can consolidate their existing automation processes across all teams and platforms. ABB has already achieved impressive efficiency gains and cost savings with enterprise-wide automation and is well positioned to unlock further potential in the future."

Grzegorz Tomczak, Global IS Service Owner for Fundamental Infrastructure & Automation, ABB "With Red Hat Ansible Automation Platform as the foundation, ABB can scale automation more efficiently. Our 32 teams that use automation report an average of 57 hours saved per month, allowing them to focus on higher-value work. With Red Hat Ansible Automation Platform in place, we can embed resilience by design, reduce the risk of human error, and allow reuse to simplify the provisioning of services across the enterprise."

## Epson Atmix to Construct a New Production Facility at Kita-Inter Plant No. 2

By : Rasha Haggag

The new plant is scheduled to start construction in September 2026 and begin operations in January 2028. Once operational, the facility will increase production capacity of amorphous alloy powders from approximately 6,000 tonnes per year to about 8,000 tonnes per year by fiscal 2028. Atmix already produces metal powders at its headquarters and at the Kita-Inter Plant. The addition of this third facility will help to ensure stable supply and enhance business continuity planning (BCP). Atmix manufactures and sells fine alloy powders, including amorphous alloy powders, used as raw materials for various high-performance components



in applications such as automobiles, smartphones, tablets, wearable devices, and medical equipment. In 2004, Atmix became the world's first company to successfully mass-produce amorphous alloy powders, a feat it achieved by using its proprietary SWAP® (spinning water atomization process) technology. These

Demand for these powders continues to grow annually across industries such as smartphones, wearable devices, automotive, and energy-saving sectors. This trend is expected to persist over years to come.

Using raw materials produced at a metal refining plant completed in June 2025 at Kita-Inter Plant No. 2, Atmix will have in place a production network for amorphous alloy powders to ensure a stable supply of high-quality products and help enable compact, next-generation devices that save energy. Atmix remains committed to leveraging its proprietary metal powder manufacturing technologies to provide high-quality products and services that customers can trust.

By : Islam Tawfik

The 2026 RLC Global Forum opened today in Riyadh under the theme Growth Crossroads. Held at the Fairmont Riyadh, the two-day Forum brings together regional and international voices from retail, technology, investment, real estate, academia, and policy in a setting designed to encourage meaningful interactions and strategic networking. The program explores the intersection of retail and related sectors, with a focus on how to turn strategy into execution.

The Forum was officially opened with a keynote address by His Excellency Ammar Nagadi, Vice Minister of Economy and Planning, who set the tone by addressing economic transformation, competitiveness and sustainable growth. His Excellency highlighted Saudi Arabia's ambition to play a leading role in shaping the future of the consumer and retail economy through innovation, investment and cross-sector collaboration. The first day featured high-impact discussions examining the forces shaping the next phase of global retail. Philipp Carlsson-Szlezak, Managing Director and Partner and Global Chief Economist at Boston Consulting Group

(BCG), offered a macroeconomic read on shifting global conditions during the session Geoeconomics and the New Consumer Economy at Crossroads. He examined how regional economic choices are influencing demand, competitiveness, and consumer behavior, and which signals matter most as leaders navigate an increasingly fragmented outlook.

John Hadden, CEO at Alshaya Group said, "The 2026 RLC Global Forum in Riyadh marked our inaugural event as Partner. At a time when uncertainty and volatility have become the new norms globally, sharing insights on how to turn pressure into strategic momentum and build resilience is critical. For us, that means using data to inform strategy, staying focused on our customers, and empowering our people to deliver great service."

As new retail formats emerge, destination strategies are becoming more selective and intentional. The Changing Economics of Retail Destinations session examined how destination thinking is moving beyond scale alone. Featuring insights from Alison Rehill-Erguen, CEO, Cenomi Centers; Ayman Mohammed Al Burti, CEO, Azad

## AGX Consultant Studio Spearheads Startup Expansion Across African Markets

By : Mohamed Elkholly

In a strategic move reinforcing its position as a primary catalyst for cross-border innovation, AGX Consultant Studio, a leading venture builder and investment firm, has announced the intensification of its operations across the African continent. With strategic focus on North and West African markets, the firm aims to empower a new generation of startups to penetrate regional markets and achieve sustainable growth.

Operating from its headquarters in Cairo and its regional hub in Rwanda which serves as a gateway to the East African corridor AGX has successfully cultivated an extensive network of elite local and regional alliances. The firm currently supports a portfolio of over 50 startups, providing them with a secure and efficient gateway to scale operations across more than 15 African countries.

Beyond traditional consultancy models, AGX offers a fully integrated operational ecosystem tailored to the realities of African market expansion. This includes facilitating strategic local partnerships, providing on-the-ground operational support to navigate regulatory and logistical complexities, and enabling direct access to key stakeholders, institutional clients, and decision-makers across multiple markets. AGX Consultant Studio differentiates itself through a unique venture-building approach that goes beyond conventional investment frameworks. Acting as a co-founder rather than a passive investor, AGX actively participates in the management and governance of its portfolio companies, building startups from the ground up. The firm's portfolio focuses on critical sectors shaping Africa's future, including FinTech and Digital Transformation, Cybersecurity, and Agritech and Food Security.

Commenting on the expansion, Dr. Fady Ismail, Managing Director at AGX Consultant Studio, said: "At AGX, our vision goes far beyond capital deployment. We believe in building to scale unlocking untapped African markets and transforming regional challenges into sustainable growth opportunities. Our role is to work hand-in-hand with founders as true co-builders, ensuring their solutions are not only viable, but capable of creating real economic impact across borders and communities".

He added: "These expansions reaffirm AGX's long-term commitment to strengthening Africa's technological and food sovereignty. By enabling startups to bridge critical market gaps with home-grown innovations that meet global standards."

Properties; Abdullah Al Tamimi, CEO, Hamar Holding; and Georges Barkat, Head of Market & Commercial Strategy - Retail, Local Real Estate Investment Division, Public Investment Fund (PIF), the discussion focused on which decisions create lasting value in the Kingdom's retail landscape. Attention also shifted to the role of artificial intelligence (AI) with multiple sessions delving into its transformative potential across the retail sector. In a one-on-one conversation, Charbel Sarkis, Regional Director - MENA at Google, and Michael Chalhoub, CEO of Chalhoub Group, reflected on how CEOs pursue growth, deploy intelligence, and steer organizations through accelerating change while preserving what differentiates their brands.

Michael Chalhoub, CEO of Chalhoub Group, said: "We're proud to have partnered with RLC, as we strongly believe in the power of collaboration and in coming together as retail leaders to grow the market in Saudi Arabia, create new opportunities, and collectively address shared challenges. One topic that is particularly important to us is artificial intelligence, not as a replacement for the human dimension of luxury, but as a way to enhance it. At Chalhoub Group,

With spending exceeding USD 1.10 billion and annual growth of 11.5 per cent:

## Egypt leads region's digital gaming markets by volume

High gaming penetration among internet users drives Egypt's market momentum, underpinned by a large user base and high levels of digital engagement

### By : Khaled Khaled

The Middle East's video game industry has now become one of the region's largest sectors for consumer expenditure on digital media. The gaming sector surpassed the combined value of video-on-demand streaming and digital music services, further showcasing the transition in regional digital consumption trends. These insights come from a recent study conducted by Galal & Karawi Management Consulting (G&K), in collaboration with Orient Planet Group. The study's findings were recently announced during the 'Media Z' event, organised by the Dubai Media Academy in collaboration with the Canadian University Dubai.

In addition, the study highlighted that total spending on video games in Saudi Arabia, the UAE and Egypt reached almost USD 2.52 billion in 2024 as compared to USD 1.16 billion on video-on-demand streaming and USD 306.7 million on music platforms. The total amount of consumer spending on video games accounted for 63.2 per cent on digital media across these three key markets.

The study is based on data from accredited and reliable sources, most notably Statista and DataReportal, along with their key partners such as GSMA Intelligence and SimilarWeb. It further focussed on trends pertaining to video games, video-on-demand and digital music in Saudi Arabia, the UAE and Egypt. Statistics that were obtained revealed spendings estimated for the year of 2024, with annual comparisons that were based on market data.

The study's findings show that the video games sector has transformed from a minor entertainment activity into a comprehensive

economic ecosystem that is driving digital consumer behaviour. The key driver behind this transformation is the spread of smartphones, growth of interactive gaming culture, and rising in-game spending and spending on related platforms.

Eng. Asem Galal, Co-Founder of Galal & Karawi Management Consulting, stated that the study's results clearly show that the video games sector has become one of the key drivers of the content economy in the region. Additionally, it has created an integrated ecosystem of opportunities in design, storytelling, creative production and digital marketing, along with virtual community management and intellectual property (IP) governance. He further highlighted that this transformation offers Arab talents an opportunity to compete at a global level from their homeland without moving abroad.

Galal added: "One of the most common misconceptions is that the video games industry can only be seen through the lens of software development. Whereas there are clear indications that it is a fully integrated, multidisciplinary ecosystem that requires a combination of creative, artistic, marketing and legal capabilities." He further stated that character designers, illustrators, storytellers, composers, voice actors, digital marketing specialists, community managers and experts in intellectual property rights and international contracts are just a few of the many specialisations that have become attractive job opportunities in the regional gaming market, which is currently valued at over USD 2.5 billion. The diversity of the sector makes the industry an ideal sector that can enable the Arab youth to participate in global competitive productions emerging from cities such as Cairo, Riyadh, and



SOURCE: Power of Play Report 2023 by ESA

Dubai.

Dr. Nidal Abou Zaki, Managing Director of Orient Planet Group, emphasised that these statistics signify a strategic shift in the region's digital economy structure. Video games have become a significant media and economic platform, attracting increased investments and reshaping the way brands engage with their consumers, especially the youth. Dr. Abou Zaki further stated that game revenues exceed the combined amount spent on music and video streaming, necessitating a comprehensive scrutiny of digital marketing strategies, content creation, and development of digital communities, particularly in a region with a digitally active young population.

Dr. Abou Zaki added: "The Arab world's youth make the gaming industry more attractive and offers game publishers

and content creators a significant competitive advantage on a global scale, as approximately 62.8 per cent of the population is under 35. According to the data, quality investment opportunities are still undercapitalised, and the Middle East region's position as one of the fastest-growing regions in the global gaming industry is further reinforced by the spread of smartphones, high purchasing power in Gulf markets, and the availability of a large player base in Egypt."

Reflecting on the study, Muna Busamra, Head of the Dubai Media Academy, underscored a fundamental shift in how younger generations engage with digital content. She emphasised that video games have evolved into immersive, interactive environments that promote self-expression and the creation of virtual communities rather than merely a form of entertainment,

particularly for Gen Z and Gen Alpha. Busamra stated that this transformation urges media institutions to rethink conventional methods of audience engagement. She affirmed that the Media Z event served as a knowledge-driven platform designed to empower media professionals, marketers, and content creators with the insight and practical skills needed to keep pace with the rapid innovations emerging from the gaming industry and new digital content platforms."

Due to Egypt's large population and high gaming penetration rate of 91.6 per cent among internet users, the country stands as the largest market by overall volume, with USD 1.10 billion spent on video games.

Although, in comparison to Gulf markets, the ARPU is significantly lower at just USD 61.76. Video games amount to 61 per cent of Egypt's total digital media expenditure, with the gaming industry witnessing a year-on-year growth rate of 11.5 per cent. Additionally, smartphone games account for 76.4 per cent of the total usage, making mobile games the dominating factor in the country.

According to the study, Saudi Arabia has the highest-value gaming market in the region, with video games spending reaching approximately USD 1 billion. Within the categories analysed, it accounts for about 69 per cent of total consumer expenditure on digital media. With an annual expense of USD 393, the Kingdom also recorded the highest average revenue per user (ARPU) in the region. Saudi Arabia's spending on video-on-demand services totalled approximately USD 310 million, while expenditure on digital music reached nearly USD 140 million.

On the other hand, the survey revealed

that the UAE has a mature, high-income digital market, with USD 421 million spent on video games. With an ARPU of USD 280, the second highest in the region after Saudi Arabia, and consistent year-over-year growth of 7.3 per cent, it represents 57.5 per cent of total digital media spending. The UAE's market has a relative balance between video games, video-on-demand services (USD 246 million), and digital music (USD 65.7 million), serving as a testament to the diverse culture of digital consumption across the country.

The study further highlighted the role of the gaming industry in opening up wide avenues for job opportunities for the regional creative economy in the region, including design, illustration, storytelling, music, digital marketing, virtual community management and intellectual property rights. Through this expansion, Arab youth can have more employment opportunities in their local markets without having to move to international production hubs. Based on these indicators, the study's outcome states that the Middle East region's video games sector is now one of the key drivers of the digital economy, both in terms of spending volume and audience engagement levels. As major markets such as Saudi Arabia, the UAE and Egypt constantly evolve, along with the integration of gaming across media, entertainment, and marketing ecosystem, the study reveals the need for integrated policies and strategies to further strengthen the sector's role in supporting the creative economy, and to create new investment opportunities that can capitalise on the region's rapidly accelerating digital and behavioural shifts.

## Announcement of Tender Result

Commissioned by Egypt-TEDA Investment Company, Benaa consult group conducted a public tender for The Initial Area 1 Km2 - Construction Works for Commercial Building # 2 in the Dinosaur Park., the successful candidates will now be publicized: Bidding result and rank according to the final score as follow:

Yathreb Contracting Company with total score 96.67 points.

Red Sea International General Contractors with total

score 86.70 points.

M.O.Y for Construction Co. with total score 79.82 points.

China Railway 20 Bureau Group Corporation Egypt Branch, with total score 20.33 points.

The effectiveness for the announcement will be only 3 day

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## The American University in Cairo (AUC) and Rubin Data & AI Solutions Collaborate to Develop Egypt's Next Generation of Data Scientists

### By : Basel Khaled

The American University in Cairo (AUC) signed a memorandum of understanding (MoU) with Rubin Data & AI Solutions, a wholly owned subsidiary of Beltone Financial Holding, to collaborate on skills development, academic exchange, and applied research in data science and artificial intelligence. The one-year agreement will begin with initiatives led by AUC's Department of Mathematics and Actuarial Science, aiming to bridge the gap between academic study and the practical applications of data science in the job market. Areas of collaboration include internship programs, summer and winter internships for students, graduate employment opportunities, the organization of specialized lectures and seminars, curriculum development, and joint supervision of graduation projects and university research. This partnership builds upon a three-year track record of collaboration.

Dr. Ehab Abdel Rahman, Provost of the American University in Cairo (AUC), stated: "Data science and



artificial intelligence are reshaping economies and industries and defining the future of work. This partnership with Rubin builds upon AUC's strong academic foundation in data science, mathematics, and analytics, particularly through its Departments of Mathematics and Actuarial Science and Computer Science, which have

a proven track record of academic excellence and a close connection to the needs of the job market. Through this close collaboration with Rubin, we are committed to providing our students with advanced skills, hands-on practical experience, and direct exposure to real-world applications, while reinforcing the university's

role as a leading center for talent development and supporting applied research that meets market demands." This memorandum aims to enhance integration between the academic and professional sectors, expand students' opportunities to tackle real-world data challenges, and support the development of advanced data science skills aligned with market needs, with the potential to expand the collaboration in the future to include other academic departments.

Basma Rady, Managing Director of Robin, said: "This partnership represents a strategic step in building a sustainable system for developing specialized talent in data science and artificial intelligence. The American University in Cairo, with its academic weight, and the Department of Mathematics and Actuarial Science, with its advanced scientific expertise, is a pivotal partner in linking academic research with practical applications to the challenges of the economy and business. This partnership reflects a shared commitment to developing skills and applied research capable of creating a real and scalable impact."

## Manipal Academy of Higher Education Dubai Signs MoU with Rophine Field Group of Schools to Expand Educational Opportunities for Students

### By : Islam Tawfiq

Manipal Academy of Higher Education (MAHE) Dubai has signed a Memorandum of Understanding (MoU) with Rophine Field Group of Schools, Kenya, establishing a strategic partnership that will benefit students across all Rophine Field Group of Schools campuses in Kenya. Under the agreement, Rophine Field Group of Schools will promote MAHE Dubai's academic programmes and provide structured guidance and support to students interested in pursuing higher education at the Dubai campus. Eligible students will have access to scholarships of up to 50% on annual tuition fees for Foundation programmes and up to 35% for Undergraduate programmes, applicable for the full duration of their studies, subject to academic performance and institutional policies.

The partnership also includes two Top Achiever Scholarships for outstanding A-Level students, offering 50% tuition support in the first year and 30% in subsequent years. In addition, tuition fee concessions will be extended to eligible Rophine Field Group of Schools staff members and their families.

"At MAHE Dubai, we are proud to collaborate with Rophine Field Group of Schools, a forward-looking institution that shares our commitment to helping students thrive not just in higher education, but in their long-term careers. This partnership creates meaningful pathways for Kenyan students to access quality global education in Dubai, one of the world's most dynamic hubs for academic and professional opportunity. Together, we are building a bridge that connects academic ambition with real-world outcomes across the Middle East and beyond," said Dr. S. Sudhindra, Pro Vice Chancellor, Manipal Academy of Higher Education – Dubai campus.

As part of the collaboration, MAHE Dubai will conduct complimentary faculty development sessions annually and provide career guidance workshops each year for students in Grades 10, 11 and 12. Students will also receive priority participation in MAHE Dubai-led interschool competitions and academic events. The partnership further

includes institutional support for key Rophine school events, including graduations and academic festivals.

Speaking on the collaboration, Dr. Boniface Owiti, Co-Founder & Group CEO – The Rophine Field Group of Schools, said, "This MoU creates a clear and supported pathway for our students to pursue their higher education aspirations in Middle East. MAHE Dubai's commitment to our students, teachers, and wider school community reflects a shared belief that educational excellence is built through collaboration. We look forward to actively promoting these opportunities and seeing our students succeed."

Additional benefits under the MoU include customised summer workshops, sports-related scholarship opportunities, and the appointment of a dedicated coordination contact to ensure smooth implementation of the partnership.

## Western Digital Accelerates Storage Innovation for AI Era

### By : Bakinam Khaled

Now Rebranded as WD, the Company Unveils 100TB+ HDD Roadmap, Performance- and Power-Optimized Hard Drive Breakthroughs, and an Intelligent Platform Solution Redefining Storage Economics and Time-to-Value for Customers. At its Innovation Day 2026, Western Digital (Nasdaq: WDC) today unveiled a new customer-centric storage roadmap that reinvents the hard drive for AI needs, reinforcing its position as a strategic storage infrastructure partner for the AI-driven data economy. The announcements reflect how WD's fundamental business transformation has enabled a new generation of storage technologies spanning scalable capacity, breakthrough performance optimizations, power efficiency innovations and an intelligent platform API with cost-effective economics.

As AI generates massive amounts of data, it has spurred intense demand for data storage. To meet the moment, WD has focused deeply on customer needs, particularly capacity with proven reliability and economics, performance, power efficiency, and faster qualifications without customer business disruptions. During its Innovation Day, WD showcased technologies that address these essential

customer requirements and will deliver them at scale. Today's announcements represent a new era for WD, building on the strategic moves the company completed over the past year: shifting to long-term customer partnerships based on multi-year commitments; achieving operational excellence through disciplined execution that more than doubled gross profit year-over-year; and cultural transformation through leadership renewal that accelerated decision-making. All of this drove WD's success and inclusion in the Nasdaq 100 and ranking among top S&P 500 performers in 2025. In addition, a new financial model was shared to reflect the company's refreshed view for the next 3 to 5 years. The new model is available at investor.wdc.com. As a capstone to this momentum, the company, now known as WD, also unveiled updated branding that visually references the data center and reflects its transformation into a company that provides essential storage infrastructure for the AI-driven data economy.

Reinforcing its dual ePMR and HAMR technology leadership approach, WD announced that the world's highest capacity 40TB UltraS3 ePMR HDD is in qualification with two hyperscale customers with



volume production planned for the second half of 2026. WD HAMR HDD qualifications are also underway with two hyperscale customers with ramp production in 2027. WD will extend ePMR to 60TB by leveraging HAMR innovations without increasing power consumption, while HAMR will scale to 100TB by 2029. This dual-path approach is a critical advantage as both ePMR and HAMR are built on a common architecture, enabling greater manufacturing efficiencies, yields, and a smoother customer product

transition.

The result is unprecedented flexibility. Hyperscalers and enterprises can adopt either technology on their own timelines with predictable capacity planning and seamless scaling – no forced technology transitions, no infrastructure disruptions, just continuous and accelerating capacity growth built on architecture they already trust.

Addressing the performance demands of AI workloads, WD introduced two industry-first innovations that fundamentally reset HDD performance. These innovations address workloads previously considered flash-only, creating a new performance tier that balances speed and capacity without compromising economics, which is critical as flash faces persistent cost premiums (6-10x vs. HDD) and endurance limitations.

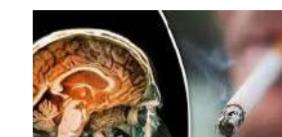
High Bandwidth Drive Technology enables simultaneous reading and writing from multiple heads on multiple tracks delivering up to 2x the bandwidth of conventional HDDs without power penalties. The technology has a clear path to scale up to 8x bandwidth gains and is already in customer hands for validation. AI training and inference is creating massive amounts

of valuable cold data that still needs to be accessed in seconds, not hours, rendering this data too active for tape but also too expensive for traditional capacity drives. WD's power-optimized HDDs address this challenge with a purpose-built solution that reduces power consumption, and therefore customer operating costs, while maintaining a sub-second access storage tier with the same 3.5-inch form factor customers use today.

These drives will trade minimal random IO for higher capacity and substantially lower power – an optimal design for cold data – shrinking the gap between warm and cold storage tiers and enabling economically sustainable AI data storage at scale. "WD Innovation Day is where our customer-centric business transformation meets our breakthrough technology for the AI era," said Ahmed Shihab, Chief Product Officer at WD. "We've organized around how customers build and scale AI infrastructure. WD is challenging conventional storage assumptions and removing the complexity and cost barriers that limit their AI-driven growth. Our capacity, performance, power efficiency, and platform innovations solidify our position as the innovation partner for the AI-driven data economy."

## دراسة تجريبية :

## التدخين قبل سن العشرين يزيد خطر الإصابة بالسكتة الدماغية



كتب: اسلام توفيق

حضرت دراسة جديدة من الأشخاص الذين يبدأون التدخين قبل سن العشرين وأصحاب خطرًا متزايدًا للإصابة بالسكتة الدماغية والنوبة القلبية والوفاة المبكرة، وقد وجّه الباحثون أن التدخين المبكر يلهم الفحص للأدوية الدموية المائية، ويزيد من التعرض للبغق على مدار العمر، ويسرع من تكون الجلطات، وكذلك أداء الأحياء أن الشرر يبدأ في سن المراهقة وقد يؤدي إلى سكتات دماغية مهددة للحياة بعد عقود.

بحسب الباحثين، تعد سنوات المراهقة فترة حساسة لتطور الدماغ والأوعية الدموية

فعدنما يبدأ التعرض لمستويات مختلفة

من التعرض التراكمي، التي تطأ على

الصحة العالمية، التي تطأ على

تدخين النبض، الذي يدمر

يمكن تكثيره للأصابة بالشرايين، مما

ينسب خطر المرض الطبيعي

إلى الأشخاص الذين يعيشون في جميع أنحاء العالم.

والنوبة

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