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To address the continuously growing markets in the Middle East iOmniscent has established a direct presence in both Dubai and Cairo. The teams there will have both a Sales and Technical Support capability.

"Even during these difficult times we have done well in the Middle East and hence it has become important for us to increase our direct presence in this market. Having a local presence will allow us to be more responsive to our customers' needs," said Ms Ivy Li, Managing Director of iOmniscent Corporation. " We tend to implement major projects through our System Integrator partners and having a local presence will allow us to provide them with better support for demonstrations, tender responses and sales".

iOmniscent's systems are already tailored for the Middle Eastern market. The License Plate Recognition system can read plates in Arabic and English and the detection and identification systems have user interfaces in English or Arabic. While the systems are designed to be used by trans-global corporations with infinite scalability and universal connectivity, they appear to each user of the system as though it was designed just for them.

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