

Gitex 2014. A report on the biggest tech event in ME.

GITEX 2014: Technology Week was held at the Dubai World Trade Centre from the 12th to 16th of October. With focus areas on Cloud, Big Data, Real Time Mobile, and Digital Strategies for Marketers, the Conferences and Exhibitions form the largest tech event and forum in the region. So, what did unfold during the event and what were the key announcements? Several links on Gitex from this GulfNews report...

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MENA Consumers Use Web More Than TV For News

There is a strong appetite in the Middle East for high-quality news content in different formats and a desire to see trustworthy news from a number of different perspectives, according to a new survey carried out by Deloitte. Quality is also important for Middle East consumers, particularly when it comes to video content...

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RTA announces Smart Roads service in GITEX 2014

The Roads and Transport Authority (RTA) has announced a new service called Smart Roads in GITEX 2014. RTA has published the Smart Roads app on Google Play and the Apple Store and can be downloaded for free. The app enables users to navigate through UAE using a GPS enabled smartphone without the need for an internet connection for most of the services offered in the app.

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Google's Street-View Tour of the Pyramids Goes Viral

One week after debuting at number 10, Google's "Explore the Pyramids" spot has risen to the top of the Visible Measures viral video chart. The video shot up on the strength of 6.3 million views, effectively doubling its total view count in the space of one week. Nestle's "Bra Cam" spot, a Creativity Pick that focuses on Breast Cancer Awareness, apparently turned a lot of heads. It racked up 6.2 million views this past week.

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Motorola unveils tiny bluetooth ear bud. It's just a Hint!

Bluetooth headsets have gotten a bad rap over the last few years. So much so, that most people no longer wear them for fear of being called ridiculous. Motorola hopes to end the stigma with a new Bluetooth earbud that's so small it fits almost entirely inside your ear. Meet Motorola's new Hint, which is almost invisible, and is just a... hint!

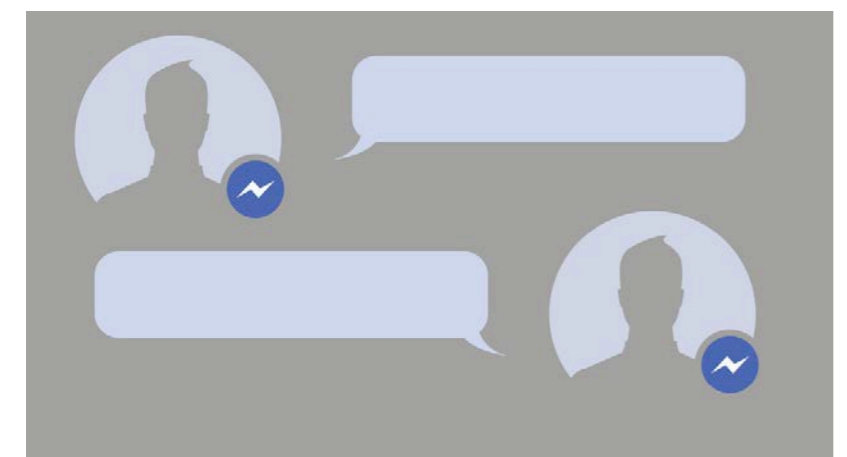
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Tech+Design: Apple Watch on Cover of Vogue China

The much-hyped Apple Watch isn't even out yet, but it's already made its editorial cover debut on one of the most revered magazines in fashion: Vogue China. Its appearance comes just a week after the U.S.-version of Vogue printed an interview with Apple chief designer Jony Ive earlier this month, detailing the approach behind the smartwatch's design.

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Report: Facebook Readying App for Anonymous Sharing

Facebook might soon offer the option for users to share with one another completely anonymously. The app will launch in the coming weeks and allow people to use pseudonyms so they can have discussions about topics "which they may not be comfortable connecting to their real names." Facebook CEO Mark Zuckerberg made it clear earlier this year that releasing new standalone apps would be a top priority for the company.

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First Wearable Device for Seniors Keeps Tabs on Their Health

Most fitness trackers monitor the habits of relatively self-aware, healthy individuals — those looking to lose weight or hit a steps goal each day — but a new device intended for seniors keeps tabs on how they're doing and alerts caregivers when something might be wrong. Tempo looks to identify early warning signs of health issues that usually begin as changes in normal behavior patterns.

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What's not so hot... How RTB and 'Programmatic' can fail on an epic scale...

First off, when you use RTB (Real Time Bidding) in Programmatic Media Buying for online ads, you need a solid and intelligent dashboard. If you don't your ad for coffee could end up (as it did in this case, sadly for US brand Folger's) right next to content that talks about how "coffee may trigger first heart attack in some". This has become a case study against non-intelligent programmatic!

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