

ZONIK and Eagle Eye Technology successfully bring Digital Music and Movie Downloads to retailers in Saudi Arabia

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Zonik release digital download kiosk to the retail market in Saudi Arabia powered by a unique software solution developed by Eagle Eye Technology

LONDON, UK – April 16, 2009 – Saudi Arabia based electronics company ZONIK (part of the Al Fozan Group) announces the successful rollout out of their unique digital content kiosk solution for a leading network operator in the Kingdom of Saudi Arabia. The kiosks, based in stores throughout Saudi Arabia, allow customers in stores to browse, purchase and download thousands of legal digital albums, music videos and movies to portable media players or memory devices.

Zonik led the research, development and integration for the entire solution and selected Eagle Eye Technology, a UK based software specialist, to create the state of the art kiosk solution incorporating a fully branded customer facing kiosk application and an administration suite of tools that allows managed distribution of the content throughout the geographically diverse kiosk estate.

The innovative kiosk software allows intuitive browsing and purchasing of the latest releases of movies and albums along with a strong back catalogue of digital content supplied by major international record labels and movie studios and home grown Saudi Arabian content suppliers.

Shehab Aly (Commercial Manager of Zonik) says “ZONIK is committed to providing a competitive advantage to its partners and customers through continuous and innovative development. The digital content download kiosk is among several steps we are taking to lead the convergence trend among industries in the region to ensure that customers get the best possible value added services that they deserve.”

The kiosk solution supports the download of digital content onto compatible USB drives, Memory Cards, Bluetooth enabled devices, CDs, MP3 and MP4 players, Plays for Sure Devices and the iPod range. Innovative technical solutions enable the digital content to be transferred to a consumer's device in a matter of seconds for music and minutes for full length feature films.

In addition the solution supports tailored charts, managed banner advertising, multiple language capability and multiple currencies to allow the service to be operated internationally.

Stephen Rothwell (Director of Eagle Eye Technology) says “This solution allows us to take digital content feeds 24/7 from content suppliers all over the world. This content is distributed throughout the network of kiosks allowing customers to browse a constantly updated catalogue of both DRMd and non DRMd content, including feature films. We believe this kiosk solution to be the world's first and most advanced Digital Kiosk content solution supporting both music and movies. It is a significant step in the distribution of content especially in markets where the penetration of home internet is not as pervasive as the UK. It is a real pleasure working with an innovative and forward thinking company like Zonik in delivering these new and exciting services to the Middle East.”

Shehab Aly concludes “ZONIK is working with several major retailers and telecom operators on an

ambitious roll-out plan in order to give customers access to the digital content – they are increasingly demanding – on the go. In the coming months ZONIK will install further kiosks in its other outlets across Saudi Arabia and the region; as well as the mobile phone stores of leading mobile networks in the Middle East. The software of the solution developed for us by Eagle Eye Technology has been designed to support our business as we develop in this market across the Middle East.”

About Eagle Eye Technology

Eagle Eye Technology (www.eagleeyetechnology.com) has been operating since 2002. They are a UK based technology consultancy and software company, who provide creative thinking and solutions for mobile and interactive technologies.

Eagle Eye Technology was established to make it easier for public and private organisations to engage with their customers through the use of interactive technologies. With Clients World Wide, Eagle Eye has a reputation for delivering highlight innovative, scalable and robust systems.

About ZONIK

The Zonik company has been created by the U.E.C (extra) mother company to enable the group in competing in the telecom retail arena. The Award winning Zonik concept store sells a selected assortment of mid to high-end products ranging from computers and peripherals, audio-video equipments, multimedia entertainment titles, digital downloads, digital equipment and mobile phones.

Zonik also partnered with (Zain), the third GSM provider in KSA to operate their retail, distribution and SME/SOHO business. The latest addition to the Zonik business is the partnership with NOKIA mobile handsets as a Regional Distributor in KSA.

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