

# Presse Press

March 2007

Homotech Middle East  
Dubai International Convention and Exhibition Centre  
May 13th –15th, 2007

**AV Specialist and HiddenWires join forces to launch Residential Technology Middle East, a new magazine aimed at the AV and home automation markets in the region's fast-growing residential sector.**

The new publication will be introduced at **Homotech Middle East**, taking place at the Dubai International Exhibition Centre from **13-15 May 2007**. It will initially be distributed as an insert into AV Specialist magazine with a bonus distribution at Homotech Middle East.

The new magazine will be edited by Yasmin Hashmi, managing editor of HiddenWires; Europe's leading online publication for the custom install, home automation and home entertainment markets. Aimed at designers, installers, suppliers and users of smart home technology, HiddenWires provides a wealth of news, articles and case studies to the European market. "Recently we've attracted a growing number of subscribers from the Middle East and this new magazine will allow us to provide these readers with information more specifically targeted to their needs," says Yasmin. "The partnership with AV Specialist will provide us with local knowledge and a regional insight that we would otherwise lack." AV Specialist, headed up by Kevan Jones, will provide local support services, including the generation of local articles and case studies that demonstrate how smart home technology is impacting consumers across the Middle East. "It's important to recognize that this new publication is a trade magazine aimed at suppliers, designers and installers of residential technology," explains Kevan. "We're planning to publish quarterly with an initial print order of ten thousand copies. In addition, we'll distribute an online version of the magazine – produced using the same NXTbook technology that's proven itself popular with the online versions of AV Specialist."

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**Kent Daniels**, communications manager of the Hometech Middle East exhibition, is enthusiastic about the magazine's scheduled launch. "By timing the launch to coincide with the Hometech Middle East exhibition, the publishers are guaranteed maximum impact," he says. "Our show is aimed squarely at the custom install market and by working together we're able to maximize the synergies between the magazine and our show. This is good for us both but more importantly, it's good for our visitors who can now access the information they need to make a better-informed buying decision."



**About AV Specialist:** AV Specialist is the leading magazine for the broadcast and professional AV markets in Africa and the Middle East. Established in 1989 by publisher Kevan Jones, the magazine has won a number of well-known industry awards for publishing and journalistic excellence. There are

three regional editions of the magazine, covering Africa, the Middle East, and the Islamic Republic of Iran.

**hiddenwires** **About** **HiddenWires:**  
Published by SYPHA,  
HiddenWires is Europe's  
leading trade publication for custom installed home automation, networking and entertainment systems. Launched in 2003 as an online magazine, HiddenWires has grown to over 4000 pages and attracts over 150,000 visitors every month.