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www.mustek.co.za
GROUP PROFILE

Founded by David Kan in 1987, the Mustek Limited Group was listed on the Johannesburg Securities Exchange in 1997, and currently comprises the active operations of Mustek and Rectron. This Profile deals exclusively with Mustek, currently the largest assembler and supplier of personal computers in South Africa.

VISION

Mustek aims to be South Africa’s ICT distributor of choice, something it constantly strives for through an approachable, “can do” attitude when assisting its resellers with product specification and solution formulation, as well as superior technical expertise, evidenced by the high level of technical support and assistance afforded to its resellers.

MISSION STATEMENT

Mustek combines the best of local assembly capabilities with the multinational product portfolio by affording its customers a choice of the renowned Mecer brand of computing equipment and a broad range of top-tier ICT brands which address every level of the technology stack.

This strategy enables Mustek to offer its customers a perfect match for their technology needs, whether driven by configuration and customisation requirements (as is the case with the Mecer brand), or through tried and trusted best industry practices and competitive pricing (as is the case with the multinational brands which Mustek distributes).

Mustek’s position in the South African market has been built on an unwaivering commitment to customer satisfaction, the development of some of the most sought-after relationships in the international ICT market, adherence to the most stringent international quality standards and benchmarks, and a staffing policy that sees it retaining staff that are trained and accredited to the highest possible level.

All of this culminates in Mustek being one of the easiest and most professional distributors for South African resellers to do business with.

CORE VALUES

Mustek’s company values are underpinned by its Service Excellence principles:

Knowledge and Attitude
Mustek takes pride in its people, its company, its products and services, and its customers. Mustek acts professionally at all times and is proactive and passionate about what it does and how it builds the company. Mustek invests in the development of its staff to increase its knowledge base and ensure that it supplies its customers with the best technical service. Mustek ensures that all of its technical staff members are accredited in their fields.

Efficiency
Mustek strives for efficiency, since this enables the company to do more with less, and in so doing ensure quick response times for its customers, whether these centre on stock turnaround times or the time taken to repair/replace a piece of hardware.

Responsibility and Accountability
Mustek believes in integrity, employment equity, care for the environment, respect and human dignity for all. Additionally Mustek believes in the recognition of performance and shared responsibility on all levels.

MUSTEK GROUP FINANCIAL OVERVIEW F/Y JUNE 2013 (’000S):

- Revenue R2 362 306
- EBITDA R111 214
- PTB R83 822
- Operating margin 3.2%
TRANSFORMATION AND BROAD BASED BLACK ECONOMIC EMPOWERMENT (BBBEE)
In its broadest sense, transformation is a central and strategic priority at Mustek, and Mustek is committed to empowerment and transformation across all divisions and all levels. The skills development and training programmes continue to make good progress and achieve success; these will ensure continuity and high-quality future leaders and will greatly assist in meeting future skills requirements.

Mustek is regularly audited by an external recognised BBBEE rating company and adheres to the latest Codes of Good Practice as set out by the Department of Trade and Industry. Mustek currently has a Level 3 BBBEE Rating.

PRODUCT QUALITY
Mustek’s management and personnel are committed to providing computer-related equipment and services of the highest quality and technological standards to ensure customer satisfaction.

ISO 9001
ISO is an International Organisation for Standardisation comprising members from 150 national standards institutes from all over the world. ISO standards specify the requirements for state-of-the-art products, services, processes, materials and systems, and for good conformity assessment, managerial and organizational practice. ISO 9000 has become an international reference for quality management requirements in business-to-business dealings. Mustek achieved certification to ISO 9002 in 1997, and converted to ISO 9001 in 2003 to ensure that it remained at the forefront of the industry. All of Mustek’s business processes are included in the scope of its quality management system (QMS), these being the import, sales, assembly, testing, distribution and servicing of computer equipment.

HUMAN CAPITAL
Labour and management relations
Management maintains a transparent and accessible relationship with the almost 600 staff across South Africa, which ensures a harmonious working environment and keeps workplace conflicts to a minimum. The company has a mature and well-entrenched range of effective HR policies and procedures, all of which are introduced to new employees during their induction and are always accessible via the company intranet.

Mustek is proud of its staff members’ dedication to the family spirit of the company, evidenced by its low resignation rate for the ITC industry. Many employees have over 15 years’ service. Several employees, including the CEO, have been with the company for over 20 years. This bears testimony to the fact that Mustek remains a preferred employer for many of South Africa’s talented ITC professionals.

Health and safety
Mustek conforms to all applicable health and safety legislation and conducts its business within the parameters of a Group Safety, Health, Environmental and Quality (SHEQ) manual. Emergency and disaster recovery plans have been prepared for all areas and the workforce is thoroughly trained in their application.

The Group’s focus on health and safety is driven by staff volunteers who are elected by their peers onto various health and safety committees. These committees meet quarterly to assess company performance in terms of health, safety and related issues, and to suggest possible improvements to safety procedures across the organisation.

No reportable SHEQ incidents occurred during the year under review.

Training and education
Mustek competes in a high-tech industry in which the correct skills and experience are always in short supply. As such, ongoing skills development and training is a business imperative. The continued in-house training of staff allows Mustek to stay abreast of constantly changing technology. Specialised staff training courses are outsourced to reputable and appropriately registered service providers. Mustek is a fully accredited member of the MICT SETA and reclaims its full development levies every year.

The Group continues to develop skills and talent from within the ranks of its own employees – striving, at the same time, to develop the industry leaders of the future. In line with national directives, priority in terms of skills development is given to previously disadvantaged individuals (PDIs), including women.

Mustek’s progressive vision and training and further education for its staff continue to benefit not only the company, but also the broader South African economy.
Diversity and opportunity
Mustek’s workforce continues to reflect the diversity of South African society. Management at Mustek focuses closely on aligning the company’s staff complement with South Africa’s racial and cultural demographics. The ‘Mustek family’ is the core ethos for all employees. Respect, dignity and fair treatment are core Mustek values and we have adopted a policy of zero tolerance for any form of discrimination or unfair treatment. When vacancies occur, Mustek first seeks to promote or transfer people from within its staff before advertising to the broader job market. Preference is given to individuals in Mustek from previously disadvantaged backgrounds.

Human Rights
Mustek complies with the Labour Relations Act and all associated labour legislation in the spirit of freedom of association. Employees may associate with, or be members of, any representative organisation or trade union that they choose. All disciplinary cases and disputes are handled in terms of a legally compliant disciplinary code and grievance procedure which applies to all Mustek’s South Africa-based employees, managers and executives. Clear explanations of disciplinary and grievance procedures have been extensively circulated to staff at all Mustek workplaces.

HIV/AIDS and the workplace
For nearly a decade Mustek has conducted a comprehensive HIV/AIDS strategy and programme, based on the core principle that the human rights and dignity of any of our employees infected by the virus should, at all times, and under all circumstances, be upheld. The approach also recognises the need to educate all employees regarding HIV/AIDS in order to empower them to protect themselves and their loved ones from the disease. This programme also provides antiretroviral drugs to HIV-positive staff as needed. Mustek continues to fund this programme in its entirety, with none of the costs passed on to employees. In addition, the confidentiality of employees seeking assistance via the programme is assured at all times.

ENVIRONMENTAL SUSTAINABILITY
Mustek’s business is the assembly and distribution of computer-related equipment. Its operations therefore have only an indirect impact on the environment. The Group is nevertheless committed to developing operating policies to address the environmental impact of its business activities by integrating efficiency gains, pollution control and waste management activities into operating procedures.

ISO 14001 certification and compliance
Mustek’s Board and management are committed to managing Mustek’s environment impacts in accordance with environmental best practice. Mustek has maintained its ISO 14001 certification since 2004 and has received no fines or sanctions for non-compliance with environmental laws and regulations.

Since 2004 Mustek has fully complied with the environmental ISO 14001 standard and two years ago launched a Group-wide programme to measure and mitigate all its environmental impacts, including carbon emissions, power, water and waste.

CORPORATE SOCIAL INVESTMENT (CSI)
Mustek has a long and proud record of community support and corporate social investment (CSI). The current CSI Policy focuses efforts on the needs of South Africa’s children, more specifically handicapped learners in historically disadvantaged communities.
MUSTEK IN AFRICA

Mustek retains a significant footprint in Africa, with anchor operations in Zimbabwe, Kenya and Nigeria. Mustek’s African presence is primarily based on partnership agreements reached with competent local companies.

Nigeria
Mustek has a 12% stake in Zinox Technologies in Nigeria. This company intends to list on the Nigerian Stock Exchange, which is encouraging due to the fast growth of the Nigerian market.

Kenya
Mustek's Kenyan operation, in the form of Mustek East Africa, continues to deliver satisfactory results.

Zimbabwe
Mustek has also established Mustek Zimbabwe (Pty) Ltd in Harare as a joint venture with a local business partner.

Lesotho
The Mustek Lesotho office in Maseru opened in 2011.
Mustek

Established in 1987 ago to satisfy the growing need for information technology solutions in the South African market, Mustek is one of the most respected, well-known names in today’s technology landscape. For as long as Mustek has been in operation it has been committed to an indirect business model, supporting a passionate customer base of resellers who in turn supply the products that Mustek assembles and distributes to all parts of the consumer, business and public sector market.

Mustek’s product portfolio has been built in such a way that it caters for every possible technology need. This means that the company is able to address every level of the technology stack, cater for the variety of specialist vertical needs in the market and offer its customers the ability to choose between platforms that are locally manufactured to its clients’ exact specifications, or leading international solutions with a proven track record. Mustek’s go-to-market strategy is focused on it being the easiest technology organisation to do business with on the African continent.

This shines through in its commitment to superior local stockholding in all major business centres in the country; its in-house management of warranties and repairs; its door-to-door delivery and logistics service; the subject matter experts it has in place for each product and technology it represents and the high-level of technical support it has on tap through its research and development division.
End user computing
Client computing is the proverbial 'face' of the information technology industry and the Mustek brand is synonymous with desktops, notebooks, netbooks, thin client devices and tablets. By combining its in-house 'Mecer' brand with a number of tier-one multinational brands in its client computing portfolio, Mustek has developed the ability to meet its customers' needs precisely. As the local assembler of ‘Mecer’ computers, Mustek can tightly control hardware specifications, build custom configurations of hardware to customers’ exacting requirements and set-up custom software images for mass rollout to a fleet of devices. As a distributor of numerous tier-one technology brands, it can at the same time be aggressive when it comes to matching price points, meeting specific needs around after sales service and support, or as surprising as it may seem, satisfy customers’ need for brand loyalty. Testimony to Mustek’s proficiency in the client-computing realm shines through in the fact that it is Microsoft’s largest partner on the African continent and Intel’s only OEM partner in sub-Saharan Africa.

Networking
Voice, video and data are converging quickly and in order to keep up with demands on performance and added complexity within today’s networks, organisations need trusted networking solutions that can be tailored to the size and nature of their business. That means solid local area networking technology that provides consistent performance and a superior user experience across both terrestrial and wireless connectivity, and cost-effective, high performance wide area networking technologies that keep the business connected to its branches and the outside world. The networking solutions available from Mustek cater for organisations of all size, right from small and medium-sized business infrastructure, through to larger corporate networks, more complex enterprise networks and even carrier-grade solutions for the telecoms sector.

Printing and imaging
Rumours of the emergence of a paperless society have been greatly exaggerated. Despite the industry’s best efforts to make digital communications the defacto standard, year on year the business world generates more printed matter than any year in its history. And metrics such as print quality, performance, total cost of ownership and more recently, versatility continue to be at the core of businesses’ printer buying decisions. From colour and monochrome laser printing solutions that meet the everyday needs of business buyers, through to ink-based solutions for the small business sector, multifunction devices that give customers more bang for their buck and even hyper-specialised ink-based printers for printing on unusual surfaces, Mustek’s alliances with a variety of print vendors cater for a wide range of needs. These hardware solutions are rounded out with a broad range of consumables, ensuring that customers can keep their printer fleet running the way the manufacturer intended.

Datacentre computing
Arguably the most valuable part of any organisation’s technology investments, the hardware and software that comprises the ‘business back-end’ needs to be reliable, performance-centric and most importantly, cost-effective. Mustek’s local assembly capability along with its numerous vendor partnerships in this sector allow it to provide every element of the datacentre computing product mix. This means that Mustek can either build server and storage solutions to customers’ exact needs, or provide them with tried and tested server and storage solutions from some of the market’s most respected brands. It doesn’t stop there however. In order to ensure the highest level of reliability from its server and storage infrastructure, the components that make up a business’s back-end infrastructure need to be housed, reticulated and powered correctly. Mustek’s partnership with the leading manufacturers of technology cabinets and racks, cabling systems, power protection devices and uninterruptable power supplies not only improves reliability but ensures long term returns on infrastructure investment. All of this rolls up into Mustek’s ability to provide an end-to-end datacentre computing solution that’s tailored to fit the end-customer’s needs perfectly.
Security Technologies

In the surveillance and physical security environment, there's a massive difference between knowing when something suspicious is going on at a company's premises and having the kind of detail to do something about it.

The portfolio of solutions within Mustek’s Surveillance Technologies division has been geared up to give customers the choice of simply detecting suspicious activity or collecting evidence of the transgression. From cost-effective closed-circuit cameras that give customers a good idea of what's going on at their premises to motion-activated, cameras designed to collect court-submittable evidence and function equally well in well and low lit environment, Mustek’s portfolio is one of the broadest available today.

This choice of camera technologies is backed by an extensive range of server and storage options, ensuring that footage harvested at source is either stored off-site for future use, or recorded permanently to assist legal action.

Ruggedized solutions

While it’s undoubtedly a vital part of modern life, technology doesn’t cope well in adverse environments. To ensure that technology can play a role in the construction, mining, industrial and military markets, Mustek’s portfolio of ruggedized notebooks and mobile terminals has been sourced for its ability to stand up to an unusual amount of abuse. From stand-alone ruggedized components to ruggedized platforms, Mustek’s portfolio of ruggedized solutions is one of the most comprehensive available in South Africa today.

Display Technologies

Display technologies aren’t created equal and for applications where extended use, high levels of ambient light and harsh operating environments exist, there are a number of highly specialised solutions available from Mustek. Mustek’s specialised display solutions begin with desktop monitors that have the near perfect colour accuracy needed by creative professionals in the graphic design and video production markets. This is followed up with projectors designed for high-usage in adverse lighting conditions such as corporate auditoriums and lecture halls, and stand-alone large format displays that are designed for constant operation in harsh weather and lighting conditions. Rounding the portfolio out, there are highly specialised display solutions that cover everything from the mass distribution of content to remote sites, to the ‘networking’ of a fleet of displays together, so they’re able to function as a single, larger display or fleet of stand-alone digital billboards. The product mix within Mustek’s display technologies product portfolio is one of the most comprehensive available today and should leave customers well assured that regardless of their display requirements, there is a solution available.

Point of Sale

While most people are aware that technology plays a role in the retail and hospitality industries, few are aware of how intrinsic a role it plays in allowing service industries to deliver a pleasant experience to their customers. Apart for the need for additional peripherals, such as robust touch screens, handheld terminals, digital signature pads, receipt printers and barcode scanners, the range of solutions available from Mustek allows for retailers, restaurateurs and hoteliers to differentiate themselves from the crowd. To ensure additional piece of mind for customers, security devices such as biometric readers and counterfeit bill detectors are also an option. Similarly, service providers can more adequately fulfill on their customers’ informational needs and develop additional customer-facing sales channels by employing mini-kiosks. Solutions within Mustek’s point of sale product portfolio have not only become essential elements of what makes some of South Africa’s leading services businesses tick, but also a strong differentiator.
Education

Technology is an integral part of modern education, allowing for teachers, lecturers and instructors to make content more interesting and in doing so, improve the level of retention they are able to obtain from their students.

Unfortunately, technology in the forms employed within the consumer and business contexts is not a perfect fit for the needs of the education sector. For this reason, Mustek resolved some years ago, to provide educational institutions with tailored hardware and software solutions.

In concert with off the shelf technologies such as desktops, notebooks, servers and networking equipment, Mustek makes use of customised peripherals (such as digital white-boards), innovative software licensing mechanisms and desktop virtualization technologies to make the education sector's budgets stretch further and teaching methods more accessible.

This is rounded out perfectly by strong relationships Mustek has with the providers of bespoke content for the education sector.
What you need
While numerous players in the market make a big deal about the breadth and depth of their product portfolio, few have the ability to deliver to a customer’s premises countrywide within hours of an order being placed.

Mustek prides itself on not only maintaining one of the largest inventories in the country, but ensuring that a reasonable stock levels are held across its branches on a countrywide basis, so that regardless of where an order is placed, it can be fulfilled in the shortest possible time.

Mustek’s local stockholding policy is not only a differentiator when it comes to ordering and delivering stock to customers, but also when processing warranties, returns and replacements of faulty technology.

By maintaining healthy inventory at each of its regional head offices, Mustek is able to ensure that warranties, returns and replacements of faulty technology are dealt with quickly and efficiently.
**Your trusted advisor**

Technology is a complex industry and with the rate of change the market is experiencing it’s becoming increasingly difficult for customers to make the right buying decisions and furthermore for their resellers to provide them with sage advice.

Mustek some time ago identified this challenge in the market and elected to ensure that every one of the brands it represents has a dedicated subject matter expert, or in the case of more complex and broad reaching brands, a team of experts able to assist resellers in providing their customers with sound advice.

Mustek’s subject matter experts are all thoroughly trained in the portfolios of the brands they manage and have a solid understanding of the broader market, owing to years of industry experience. This equips them perfectly to talk through the complexities of the products they focus on and assist resellers in making the correct choices and recommendations to the clients, based on requirements and existing environmental factors. This is turn allows resellers to focus on managing client relationships, greatly simplifying their role in the channel and easing the pressure on their business to remain at the cutting edge of technology changes in the market.

**Technical ‘brains trust’**

Mustek’s product portfolio is one of the broadest in the market, spanning client computing, networking, datacentre computing, security, software, peripherals and numerous specialist market segments, such as education and point of sale.

While on the one hand this makes Mustek one of the most desirable distributors to be doing business with, it simultaneously places massive pressure on the company to ensure the products it makes available to its resellers are of the highest standard. To ensure this is the case, the company has a research and development team that constantly analyses and vets the products carried within the Mustek stable, as well as any new products that become available from manufacturers. This gives resellers the piece of mind required to confidently recommend brands carried by Mustek, safe in the knowledge that due diligence has been performed. The impact of Mustek’s ‘technical brains trust’ stretches far beyond the analysis and approval of products before they are offered to the market however. This team of technical experts is often responsible for troubleshooting unusual issues uncovered by Mustek’s warranty and repair division or picking up on trends in the market, such as the common failure of a particular component.

The team then assists technicians in Mustek’s warranty and repair division with getting to the bottom of an issue and either building a workaround or architecting a solution to the problem. Any fixes resulting from this process are contributed back to the vendor concerned and integrated into the product design, firmware or driver architecture going forward, ensuring any future issues are avoided. This not only inspires confidence in Mustek as a company that really understands the international technology environment, but reassures resellers that should an unforeseen, undocumented technology issue make an appearance, there’s a team on call to ensure it’s attended to.

**When you need it**

The increases in petrol and diesel price, not to mention the incoming toll fees South Africa is staring down are making it onerous for resellers to collect stock from distributors’ warehouses and deliver to customers’ premises. These factors are only exacerbated as the size of an order escalates. Mustek’s expert door-to-door delivery and logistics service is the solution to this challenge, allowing resellers to arrange for stock to be dispatched directly to customers’ premises far more competitively than what it would cost for them to make their own arrangements.

Mustek’s delivery and logistics team is fully aware of the distributor, reseller and customer relationship and will add value through the remittance of an order along with the delivery note to the customer, as this goes a long way towards simplifying life for the reseller.
### Solar Panels

**Mustek**

### Notebooks, Netbooks, (TravelMates, Aspire), Tablets, Desktops, Monitors, All-in-One Desktops, Ultrabooks, Projectors, Options and Accessories

**Acer**

### UPS, Racks, Power-Protection, Accessories

**APC**

### Notebooks, Ultrabooks, Tablets, Options and Accessories

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### Bluetooth Stereo Headsets, Bluetooth Amplified Speaker/Tablet Stands, Bluetooth Tablet Stand, Bluetooth Speakers

**Audionet**

### Copper and Fibre Data Cabling solutions

**Brand-Rex**

### Flat Screen, Projector & Speaker Mounts, Stands & Accessories

**D-Link**

### Networking Solutions, Antennae, Routers, Ethernet Switches, IP Surveillance, Accessories

**Deltronic**

### UPS, Accessories

**D-Link Systems**

### Unique system which turns any surface into an interactive display / whiteboard

**eBeam**

### Colour and Mono Laser Printers, Inkjet and Dot Matrix Printers, Multi-function Devices, Projectors, Accessories, Consumables, Scanners, Large Format Printers, LabelWorks, Disc producers

**Epson**

### Industry leading Document Imaging scanners from Desktop to Production High Volume scanners

**Everki**

### Laptop, Messenger & Camera Bags, Sleeves, Briefcases & Backpacks

**Fujitsu**

### 3rd Generation Routers, Switches, Wireless, VOIP, Video Conferencing and Unified Communication solutions, Servers, SAN & NAS Storage, Virtualization, Secure Routers, Firewalls & Ethernet Switches, 3G & LTE routers/modems, Tablets & Cellphones

**Huawei**

### Thinkpad-Series (Notebooks and Desktops), Idea-Series (Notebooks and Desktops), Tablets, Ultrabooks, All-in-One Desktops, Monitors and Accessories

**Lenovo**

### Microsoft (Lync Certified) Hardware, OEM and DSP Licensing Software, Xbox, Volume Licensing

**Microsoft**

### Fibre cables - Ultra compact, light & tough

**Miniflex**

### Solar Panels

**Mustek**

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For more information, visit [www.mustek.co.za](http://www.mustek.co.za) or please contact:

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Desktop Virtualization – from 4 to 100 users on a single personal computer cuts hardware costs in half.

Servers, Storage, Thin Client, Application specific Desktop Monitors, Commercial & Industrial Public Display Panels, Projectors  *Servers & Storage ASP only

Tablets, Notes, Mobile Phones, Monitors, Business Monitors, LFD, LED TV’S, Accessories & Options.

Notebooks, All In Ones, Ultrabooks, Tablets, Touch Devices and Accessories