

The mobile communications industry in the Gulf region is booming – so NTSwincash learns Arabic

Wilhering – NTS New Technology Systems has seen the writings on the wall. After the People's Republic of China the Gulf Region is one of the largest growing markets worldwide. Mobile communications providers in particular profit from the boom in the region. The European market leader NTS provides the software that is absolutely necessary for an efficient point of service and retail management. The newest version of the renowned solution "NTSwincash" therefore features a user interface entirely in Arabic.

The advantage: from now on all options and menus can be handled by native users without additional language skills. "We have many major customers in the region and are sure that with our product specially tailored to the Arabic market we will win additional customers", explains Günter Schrammel, the CEO of NTS.

The market is large. After all, 200 million people worldwide speak Arabic, which makes it number four on the list of the most commonly spoken languages. The release of the new NTSwincash version 8.20 is planned for the beginning of June 2008. In addition to the Arabic menus the individual programme components are arranged from the right to the left, as is customary in the Gulf region. The solution dispenses the reports and the receipts in this view automatically.

Whether German, English, **Russian**, **Chinese** or Arabic – the advantages as well as the range of functions of NTSwincash remain identical irrespective of the language version. Thus, also in future the solution will remain quickly to install and free of any significant maintenance costs. Moreover, the programme is configured in a way as to make the input of Arabic, **Chinese**, and Latin characters possible. With the new version of the NTSwincash New Technology Systems wants strengthen its already firm position in the Gulf region even further. Its clientele in the region includes such corporations as Du, Etisalat, and Vodafone

Egypt. "The Gulf region is already now an interesting market, which will become even more important in future", emphasises Schrammel. Against this background the inclusion of Arabic into the language range of NTSwincash is self-explanatory.

For further information visit www.ntswincash.com

About the New Technology Systems GmbH

Founded in the year 1997 in Linz, New Technology Systems GmbH specialises in the development of cash register and retail management software. With "NTSwincash" the Austrian company with the head office in Wilhering developed a comprehensive solution containing a wide range of efficient features reaching from an easy-to-use cash register solution as the front end for external ERP systems through to an extensive retail management system. This includes the management and control modules for, among others, distribution channels, promotions, movement of goods, and repair jobs. The NTS client base includes such leading corporations as the mobilkom, one, Telefonica/o2, Vodafone, T-Mobile, Swisscom, Orange, E-Plus, and Medion.

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