



Company Profile



About Modern Arab Communications

Founded in 2008, Modern Arab Communications (MAC) is a leading value-added distributor specializing in unified communications and emerging technologies. Recognized for innovation and excellence, MAC partners with world-class technology providers to deliver cutting-edge solutions that empower businesses across Egypt.

Since its inception, MAC has been the exclusive distributor of Jabra headsets in Egypt, ensuring premium audio solutions for enterprises and professionals. In 2020, as part of its commitment to superior service and future business continuity, MAC expanded its portfolio by becoming an authorized partner for a wide range of enterprise products, strengthening its position as a trusted technology distributor.

With a focus on quality, reliability, and customer success, MAC continues to drive digital transformation by offering advanced communication solutions tailored to the evolving needs of businesses.



VISION

To be the leading force in transforming enterprise communication across Egypt and the region, by delivering innovative technologies, fostering strategic partnerships, and enabling businesses to thrive in a connected digital world.

MISSION

At Modern Arab Communications (MAC), our mission is to empower businesses with innovative communication solutions that drive efficiency, collaboration, and growth. We strive to deliver world-class technologies through trusted partnerships, exceptional service, and a commitment to shaping the future of enterprise connectivity in Egypt and beyond.



Core Values

- **Innovation** – Continuously embracing emerging technologies to deliver cutting-edge solutions.
- **Integrity** – Building trust through transparency, honesty, and ethical business practices.
- **Customer-Centricity** – Placing our clients' success at the heart of everything we do.
- **Excellence** – Committed to delivering superior quality and service in every interaction.
- **Collaboration** – Fostering strong partnerships with technology providers and customers to achieve shared goals.



Portfolio





AFRICAN DEVELOPMENT BANK GROUP



Business
Services



and





PHILIP MORRIS
INTERNATIONAL



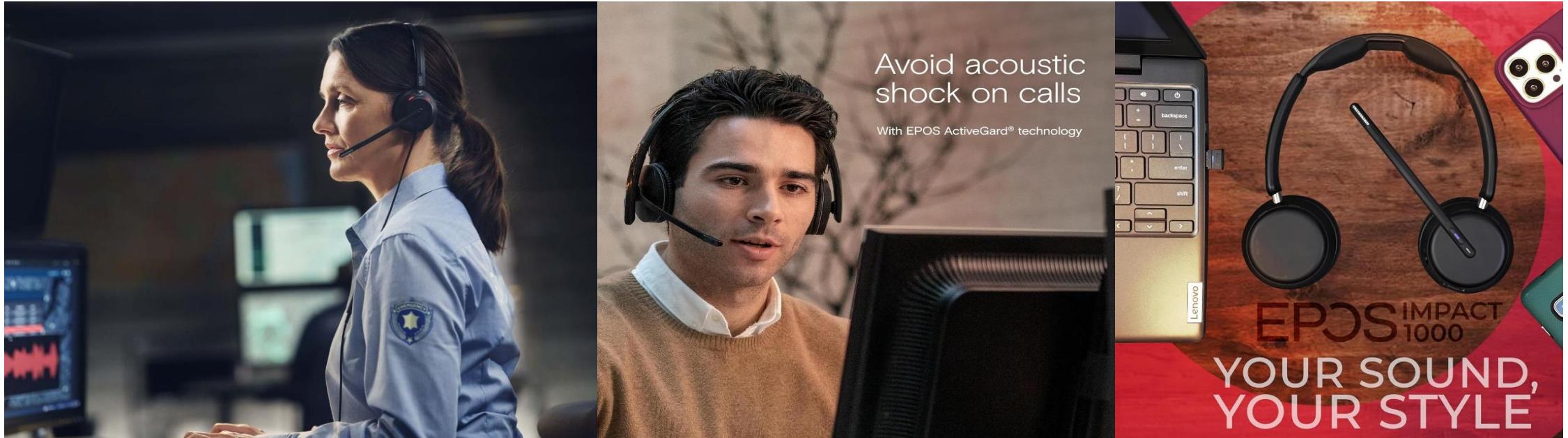
Jabra – A Core Pillar of MAC



Jabra is globally renowned for innovation in sound technology, offering products such as noise-cancelling headphones, sports earbuds with heart rate monitors, and advanced unified communications solutions. Their portfolio serves diverse sectors including offices, call centers, healthcare, and security—emphasizing superior sound quality, comfort, durability, and advanced features like active noise reduction and voice assistant integration.

The Jabra Enterprise Business is considered the main pillar of MAC's operations. Through its long-standing expertise in voice, video, and headset distribution, MAC has supported hundreds of resellers across the region for over 13 years. Positioned at the center of the unified collaboration supply chain, MAC offers a broad range of product lines, ensuring businesses have access to the latest communication technologies.

EPOS – Engineered for Excellence



Made for professionals who demand uncompromising quality, EPOS headsets are crafted from premium materials to ensure durability and long-lasting performance. Designed to deliver the perfect balance of superior audio clarity and exceptional comfort, EPOS products set the standard for professional communication.

For today's communication specialists, EPOS combines pioneering audio technology with ergonomic design, offering headsets that adapt to any workstyle—whether in the office, remote environments, or on the move. With advanced features and a focus on user experience, EPOS ensures seamless collaboration and productivity for modern professionals.



HP – Driving Hybrid Collaboration

HP's collaboration strategy is built around empowering the modern hybrid workforce, ensuring seamless communication and productive interactions regardless of location. This vision is powered by the integration of Poly solutions—following HP's acquisition of Plantronics and Polycom—and complemented by HP Presence offerings. Together, these solutions deliver advanced audio and video experiences that enable businesses to stay connected, collaborative, and efficient in today's dynamic work environments.





Telekonnector is dedicated to creating intelligent connectivity solutions that simplify communication and enhance collaboration. By combining innovation with reliability, Telekonnector delivers products designed to seamlessly integrate into modern communication ecosystems, ensuring businesses stay connected, productive, and future-ready.





Logitech – Team Video Conference Solutions

Logitech delivers high-performance video conferencing solutions designed to connect teams seamlessly, whether in the office, at home, or on the go.

With a focus on simplicity, reliability, and scalability, Logitech's portfolio includes advanced cameras, audio devices, and collaboration tools that integrate effortlessly with leading platforms like Microsoft Teams, Zoom, and Google Meet.

From huddle rooms to large conference spaces, Logitech solutions provide crystal-clear video, superior audio, and intuitive controls—empowering organizations to create productive, engaging meeting experiences for the modern hybrid workforce.

Product Highlights

- **Logitech Rally Bar** – All-in-one video medium to large rooms.
- **Logitech Meetup** – Compact solution for huddle rooms
- **Logitech Tap** – Touch controller for streamlined meeting
- **Logitech Brio** – Ultra-HD webcam for professional use.

Key Features

- **Crystal-Clear Video** Advanced cameras with ultra-HD resolution and smart framing for natural, lifelike meetings.
- **Superior Audio** Quality Noise-canceling microphones and speakers ensure clear conversations without distractions.
- **Platform Compatibility** Fully certified for Microsoft Teams, Zoom, Google Meet, and other leading platforms.
- **Scalable Solutions** From huddle spaces to large boardrooms, Logitech offers flexible setups for every need.
- **Easy Management** Centralized device management tools for effortless deployment and monitoring.

VIDEO BARS AND CONFERENCE CAMERAS



Rally Plus

Logitech Rally Plus is the modular video conferencing system for large and extra-large rooms. Discover integrated, simple, modular video conferencing with best-in-class optics and audio.



Meetup 2

Upgrade your small meeting rooms with MeetUp 2, a USB conference camera for small spaces powered by AI features that simplify the meeting experience for both employees and IT.



Rally Camera

Rally Camera delivers premium performance in professional meeting spaces of all shapes and sizes. With whisper-quiet mechanical-Pan/Tilt/Zoom, razor-sharp 15X HD zoom, expansive 90° diagonal field of view, and powerful 4K sensor.

TOUCH CONTROLLERS AND SCHEDULING PANELS



TAP

Meeting room touch controller that delivers one-touch join and easy content-sharing and is simple to set up.



TAP IP

Meeting room touch controller connected via the network that delivers one-touch join and easy content-sharing and is simple to set up.



TAP SCHEDULER

Purpose-built scheduling panel for meeting spaces. Indicates availability from a distance and displays meeting details up close.

PERSONAL WORKSPACES SOLUTIONS

Keyboards & Mouses



MX Keys S COMBO - Performance
Wireless Keyboard and Mouse



MX Keys Mini
Minimalist Wireless
Illuminated Keyboard



Ergo k860 For Business



M240 for Business



Signature M650



MX Anywhere
3S For Business



MX Master 3S
For Business



Ergo M575 Wireless
Trackball Mouse

PERSONAL VIDEO SOLUTIONS

video



BRIO



C930e



C925e



C920e



C505e





All-in-One Collaboration Solutions



ME PRO



D7X Dual 75”



Go & Mate

DTEN delivers best-in-class technology for Zoom, creating immersive meeting experiences that redefine collaboration. Designed for simplicity and performance, DTEN solutions combine video conferencing, interactive whiteboarding, and document sharing into a single, all-in-one device—perfect for today's hybrid work environments.



Cisco – Video Conferencing & Unified Communications

Cisco is a global leader in collaboration technology, offering a comprehensive range of video conferencing solutions designed to connect teams and enhance productivity. With Webex at the core, Cisco delivers a unified communications platform that integrates video, chat, and phone functionalities, ensuring seamless collaboration across any environment.



Cisco Board Pro 75



Cisco Room Bar



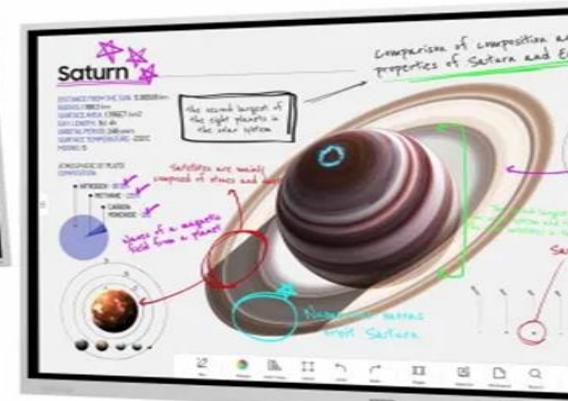
Cisco Room Panorama



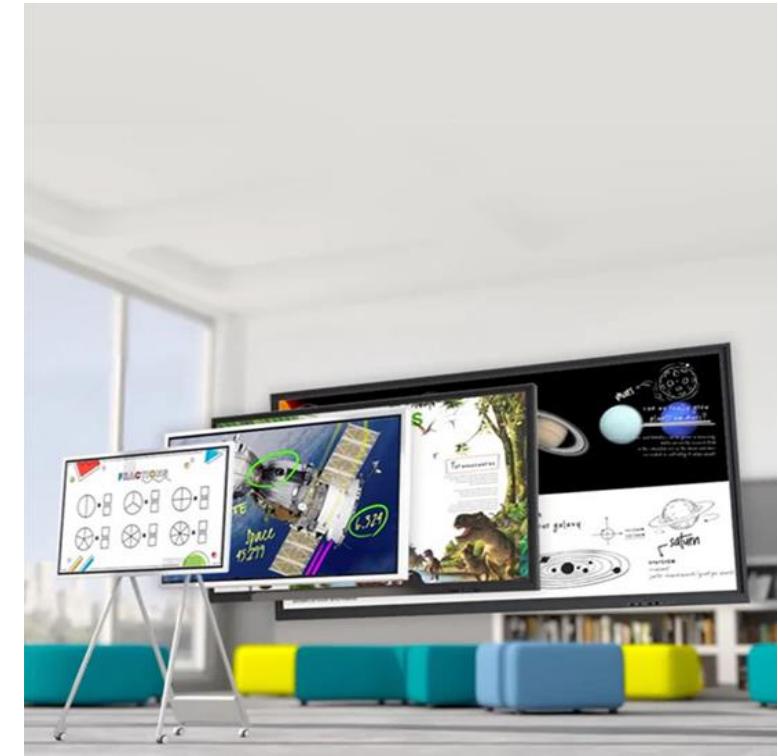
Cisco Room 70 Panorama



Cisco Room Kit EQ



Flip Pro.
Taking learning experience to the next level.



Samsung's Display Series offers a wide range of high-quality screens designed for business, retail, and education environments. Known for their vivid 4K resolution, slim design, and smart Tizen OS, Samsung displays deliver reliable 24/7 performance with advanced connectivity and intuitive content management.

LG – Innovate, Collaborate, and Create with Seamless Technology



LG delivers cutting-edge display and collaboration solutions designed to inspire innovation, enhance teamwork, and enable creativity. With advanced technology and sleek designs, LG products transform workspaces into dynamic environments where ideas flow effortlessly.





ClickShare

The one click wonder

- Barco ClickShare is a product offered by Barco, a global technology company that specializes in visual solutions for a wide range of industries. ClickShare is a wireless presentation system that allows users to easily share content from their laptops or mobile devices onto a central display or projector.
- Another benefit of Barco ClickShare is its flexibility. The system supports a wide range of devices, including laptops, tablets, and smartphones, which allows users to share content from their device of choice. Additionally, ClickShare supports multiple operating systems such as Windows, Mac, iOS, and Android.

Wireless Conferencing Solutions

ClickShare offers wireless conferencing systems that simplify meetings and support hybrid collaboration.

Product Line Variants

Models like CX-20, CX-30, CX-50, C-5, and C-10 suit various room sizes and use cases.

Advanced Features

Supports 4K sharing, dual displays, modular setups, and integration with Microsoft Teams and Zoom.



Wireless collaboration
technology helps you
instantly share content



Crestron - Smart AV, Automation & Collaboration Solutions



Crestron is a global leader in audio-visual, automation, and collaboration technologies, delivering intelligent solutions for modern workspaces and smart environments. Known for reliability, innovation, and elegant design, Crestron products enable seamless integration and control across meeting rooms, classrooms, and smart buildings.

COMPONENTS

Shure is a world-renowned leader in professional audio technology, delivering products that set the standard for clarity, reliability, and performance. From microphones and conferencing systems to advanced audio processing, Shure solutions empower organizations to communicate effectively in any environment.

SOFTWARE

INTELLIGENT RF PERFORMANCE

Transmitters become instantly active when removed from the Networked Charging Station. While the system is in use, the Access Point Transceiver actively scans the available spectrum, automatically coordinates clean frequencies for every microphone channel and moves away from unexpected interference.

A New Era of AV System Control



Extron – Advanced AV Control & Integration Solutions

Extron is a leading provider of audio-visual control systems and integration technologies, designed to simplify complex AV environments while enhancing functionality. With a comprehensive range of Pro Series control products, Extron empowers organizations to manage and automate AV systems across meeting rooms, classrooms, and enterprise spaces.

Vaddio™ EasyTalk™ USB Solution



EasyMic Ceiling MicPODs

- Shown in black with 36" cable and in-ceiling or on-ceiling electronics module.
- The white Ceiling MicPOD with cable is also shown



EasyTalk Ceiling Speakers

(1-Pair Bose DS16F with tile support braces and plenum back cans)



EasyUSB Mixer/Ampiflier

THE POWER OF THE PLATFORM

Tesira™ is our flagship open-architecture platform for networked audiovisual processing and signal distribution. Sophisticated programmable signal processing is the core of what Tesira delivers, providing a processing solution for every space type.

[PLATFORM OVERVIEW](#)

Microphones

The Parlé™ family of Beamtracking™ microphones provides 360° room coverage with little to no setup or programming time required. Available in ceiling, pendant, and tabletop form factors, each microphone actively tracks and intelligently mixes conversations from around the room, ensuring seamless conferencing experiences every time.

Digital Signal Processors

Tesira SERVER and SERVER-IO are configurable I/O digital signal processors (DSPs).

Expanders

Tesira's PoE+ powered expanders are compatible with Tesira audio DSPs and support a variety of capabilities including additional analog audio channels, USB audio, and Bluetooth® wireless technology.

Amplifiers

Tesira amplifiers let you create a more complete audio system that can be designed and commissioned from one software platform.





<p>V11HA86040 EPSON PROJECTOR CO-W01, 3LCD HOME CINEMA, WXGA 1280x800, 16:10, 3000 LUMENS, SPEAKERS 5W, A/V MUTE, MHL AUDIO/VIDEO INTERFACE, QUICK CORNER, USB 2.0 TYPE A, USB 2.0 TYPE B (SERVICE ONLY), HDMI 1.4, 2YW, WHITE</p>	<p>V11HB51040 EPSON PROJECTOR EB-E24, 3LCD BUSINESS, XGA 1024X768, 4:3, 3600 LUMENS, SPEAKERS, USB 2.0 TYPE B (SERVICE ONLY), RS-232C, VGA IN (2X), VGA OUT, HDMI IN, COMPOSITE IN, JACK PLUG OUT, JACK PLUG IN (2X), CINCH AUDIO IN, 3YW, WHITE</p>	<p>V11HA84040 EPSON PROJECTOR CO-FH01, 3LCD HOME CINEMA, FHD 1920x1080, 16:9, 3000 LUMENS, SPEAKERS 5W, A/V MUTE, MHL AUDIO/VIDEO INTERFACE, QUICK CORNER, USB 2.0 TYPE A, USB 2.0 TYPE B, HDMI 1.4, 2YW, WHITE</p>	<p>V11H973040 EPSON PROJECTOR EB-W06 3LCD HOME CINEMA, WXGA 1280x800, 16:10, 16.000:1 CONTRAST, 3700 LUMENS, USB, HDMI, COMPOSITE, VGA, CINCH AUDIO IN, Wi-Fi (OPTIONAL), 2YW, WHITE</p>	<p>V11H977040 EPSON PROJECTOR EB-W51 3LCD HOME CINEMA, WXGA 1280x800, 16:10, 16.000:1 CONTRAST, 4000 LUMENS, HDMI, COMPOSITE, VGA, CINCH AUDIO IN, Wi-Fi (OPTIONAL), 2YW, WHITE</p>
<p>V11HA85040 EPSON PROJECTOR CO-FH02, 3LCD HOME CINEMA, FHD 1920x1080, 16:10, 3000 LUMENS, SPEAKERS 5W, A/V MUTE, MHL AUDIO/VIDEO INTERFACE, QUICK CORNER, ANDROID TV, USB 2.0 TYPE A, USB 2.0 TYPE B, HDMI 1.4, 2YW, WHITE</p>	<p>V11HB35040 EPSON PROJECTOR LASER EF-21W, 3LCD HOME CINEMA, 1920X1080, 16:9, 5.000.000:1 CONTRAST, 200Hz-240Hz, 1000 LUMENS, USB 2.0 TYPE A, USB 2.0 TYPE B, HDMI 1.4, MIRACAST, STEREO MINI JACK AUDIO OUT, BLACK, 5 YEARS</p>	<p>V11HB62040 EPSON PROJECTOR EB-W56S, 3LCD BUSINESS, WXGA 1280x800, 16:10, 16.000:1 CONTRAST, 3700 LUMEN, SHORT THROW, HDMI X 2, COMPONENT, COMPOSITE, VGA X 2, S-VIDEO, STEREO MINI JACK, LAN, Wi-Fi (OPTIONAL), WHITE, 2YW</p>	<p>V11HB63040 EPSON PROJECTOR EH-TW840, 3LCD BUSINESS, FHD 1920x1080, 16:9, 16.000:1 CONTRAST, 4000 LUMENS, USB 2.0 TYPE B (SERVICE ONLY), HDMI IN (2X), JACK PLUG OUT, USB 2.0-A, WIRELESS LAN(OPTIONAL), MIRACAST, WHITE, 2YW</p>	<p>V11H914040 EPSON PROJECTOR LASER EF-100W 3LCD HOME CINEMA, HD READY, RGB, 16:10, 2.500.000:1 CONTRAST, LIGHT SOURCE: LASER, USB, HDMI, STEREO MINI JACK, BLUETOOTH, 5YW, WHITE</p>
<p>V11H978040 EPSON PROJECTOR 3LCD EB-FH52, BUSINESS, FHD 1920x1080, 16:10, 16.000:1 CONTRAST, 4000 LUMENS, 2 x HDMI, MHL, COMPOSITE, VGA, CINCH AUDIO IN, MIRACAST, Wi-Fi, WHITE, 2YW</p>	<p>V11HB38140 EPSON PROJECTOR LASER EF-22B, 3LCD HOME CINEMA, 1920X1080, 16:9, FIXED STAND, 5.000.000:1 CONTRAST, 200Hz-240Hz, 1000 LUMENS, USB 2.0 TYPE A, USB 2.0 TYPE B, HDMI 1.4, MIRACAST, STEREO MINI JACK AUDIO OUT, BLACK, 5 YEARS</p>	<p>V11HB59240 EPSON PROJECTOR EB-FH18, 3LCD BUSINESS, FHD 1920x1080, 16:9, 16.000:1 CONTRAST, 4100 LUMENS, USB 2.0-A, USB 2.0 TYPE B (SERVICE ONLY), WIRELESS LAN IEEE 802.11A/B/G/N/AC, HDMI IN (2X), MIRACAST, JACK PLUG OUT, WHITE, 2YW</p>	<p>V11HA23040 EPSON PROJECTOR LASER EF-11, 3LCD HOME CINEMA, 1920X1080, 16:9, 2.500.000:1 CONTRAST, 1000 LUMENS, USB 2.0 TYPE A, USB 2.0 TYPE B, HDMI 1.4, MIRACAST, STEREO MINI JACK AUDIO OUT, BLACK, 5 YEARS</p>	<p>V11HA27040 EPSON PROJECTOR EB-L530U, 5200 LUMENS, WUXGA, 16:10, LASER, 2.500.000:1, USB, RS-232C, LAN, WI-FI, VGA X 2, HDMI, MIRACAST, WHITE/BLACK, 3 YR</p>

NETGEAR FULLY MANAGED SWITCHES

M4250 Managed Switches

The AV Line of M4250 switches are built for 1G AV over IP installations and designed for a clean integration with traditional rack-mounted AV equipment.



M4300 Managed Switches

NETGEAR's M4300 Series of 1G and 10G fully managed switches is designed for any AV over IP installation. A broad range of sizes and capabilities is available to fit any application.

Zoom platform



Service
Provider
Core


SBC 5400


- ✓ 75,000 Sessions
- ✓ SIP (up to 10 GB)
- ✓ High Availability


SBC 7000


- ✓ 150,000 Sessions
- ✓ SIP (10 GB)
- ✓ High Availability


SBC SWe


- ✓ "Unlimited" Sessions
- ✓ Virtual & **Cloud Native**
- ✓ Azure, AWS & Google
- ✓ GPU, CPU & DSP Transcode

 Enterprise
Edge


SBC 1000


SBC 2000


- ✓ 192 or 600 Sessions
- ✓ Teams SBA option
- ✓ FXO/FXS options


Edge 8100


Edge 8300

- ✓ 1,000 Sessions
- ✓ CPU Transcode
- ✓ FXO/FXS options
- ✓ 10 Gbps edge routing


SBC SWe Edge


- ✓ 1,200 Sessions
- ✓ Virtual & Cloud
- ✓ CPU Transcode
- ✓ Teams SBA option
- ✓ Azure & AWS

 Service
Provider
Edge


EdgeMarc 302


EdgeMarc 304

- ✓ 2 or 4 Port ATA
- ✓ Field upgradable
- ✓ Centrally managed
- ✓ Zero Touch Provision


EdgeMarc 2900


- ✓ 300 Sessions
- ✓ FXO/FXS options
- ✓ PoE options
- ✓ Zero Touch Provision


EdgeMarc 6000


- ✓ 500 Sessions
- ✓ FXO/FXS options
- ✓ LTE 4G Option
- ✓ Zero Touch Provision

HP – Printing Solutions for Every Need

DeskJet



- DeskJet
- Wi-Fi
- Mobile Printing
- Photo
- Printing

ENVY



- Wireless
- Driving
- Mobile Printing
- Photo
- Printing

Smart Tank



- Bluetooth
- Wi-Fi
- Duplex Printing
- Ethernet
- Corne

Smart Tank



- Ethernet
- Bluetooth
- Mplex Printing
- Ouhernet
- Printie



- Ethernet
- Driving
- Duplex Printing
- Automatic
- Document Feeder

Home

Home Office

Business

OfficeJet



- Wi-Fi Speed
- Xentulus
- Kopkeus Printing



- Wi-Fi Bluetooth
- Ethernet
- Ouhnat

LaserJet



- Wi-Fi Speeded
- Duplex
- Document Feeder

LaserJet



- Wi-Fi Speeded
- Ethernet
- Duplet

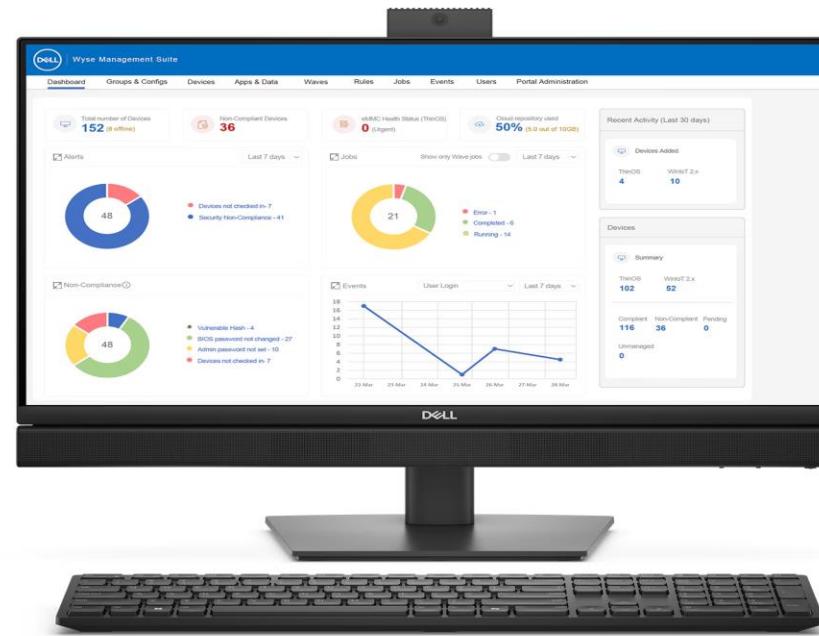


- Wi-Fi Speeded
- Duplex
- Documac Feeder

HP offers a comprehensive range of printers designed to meet diverse requirements—from casual home use to demanding enterprise environments. Known for reliability, innovation, and ease of use, HP printers deliver exceptional print quality and advanced features that simplify workflows.

Popular Series

- HP DeskJet** – Ideal for home and light office use.
- HP OfficeJet** – Perfect for small businesses with multifunction capabilities.
- HP LaserJet** – High-performance printing for professional environments.
- HP DesignJet** – Large-format printers for graphics and technical drawings.



Dell Delivers Versatile Desktops, Laptops & Screens for Home, Gaming, and Professional Use

Dell offers a diverse range of desktops and laptops designed to meet the needs of home users, professionals, and gamers alike. Known for performance, reliability, and innovation, Dell devices deliver cutting-edge technology and sleek designs for every computing requirement.

Dell Business Servers. Range of perfect solutions for your IT infrastructures

- PowerEdge Tower Server
- New PowerEdge Tower Server
- Rack Servers
- Blade Server Solutions
- Density Optimized Servers



Dell – Server Solutions for Modern Business

Server-based computing is becoming increasingly essential in today's business environment, and Dell provides the expertise and technology to help you configure and deploy the right server solutions for your organization. Whether you need a server for a small business or an enterprise-class corporation, Dell delivers products and services that simplify operations, maximize IT resources, and ensure seamless integration.



Cisco – Secure Firewall & Advanced Networking Solutions

Cisco delivers proven network protection through its Secure Firewall and advanced networking solutions, designed to safeguard modern IT environments against evolving threats. Combining Advanced Threat Defense with Encrypted Traffic Inspection, Cisco ensures comprehensive security without compromising performance.

Cisco Security Solutions for SMBs — Keeping Your Business Safe and Secure

- Cisco small and medium business security
- Secure your business
- Protect your networks and operations with Cisco Small and Medium Business (SMB) security solutions. Get comprehensive protection to stay productive and help guard your business.





Palo Alto Networks: Leading the Way with Next-Generation Firewalls for Advanced Cybersecurity

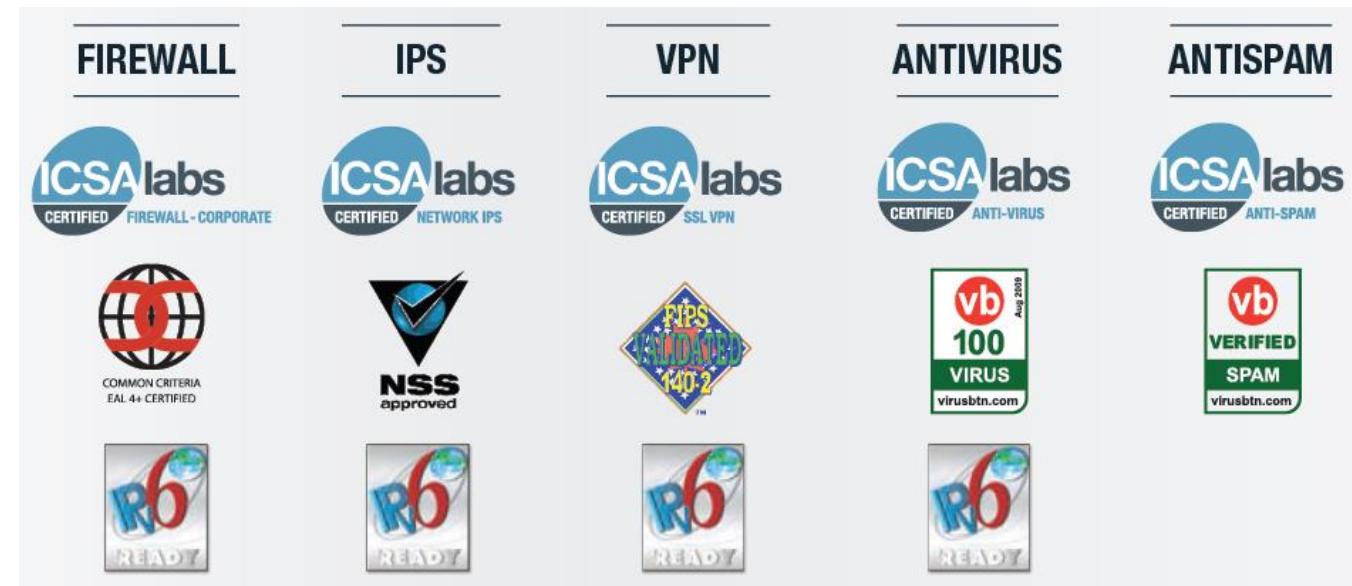
Palo Alto Networks is a leading cybersecurity company known for its next-generation firewalls (NGFWs) that go beyond traditional firewall capabilities. These firewalls offer advanced security features, enabling organizations to detect and prevent modern cyber threats.



Consolidated Network Security Solutions

Ranging from the FortiGate-50B series for small offices to the FortiGate-5000 series for large enterprises, service providers and carriers, the FortiGate line combines the FortiOS™ security operating system with FortiASIC processors and other hardware to provide a comprehensive and high-performance array of security and networking functions including:

- Firewall, VPN, and Traffic Shaping
- Antispam
- Virtual Domains
- Intrusion Prevention System (IPS)
- Application Control
- Virtual Appliances
- Antivirus/Antispyware/Antimalware
- VoIP Support
- SSL Inspection
- Web Filtering
- Layer 2/3 routing
- Endpoint Access
- WAN Optimization
- IPv6 Acceleration
- Vulnerability Mgmt.



FEITIAN – Robust Authentication Solutions

FEITIAN is a global leader in authentication and security technologies, delivering solutions that combine agile innovation with cost efficiency. Designed to protect identities and secure access across industries, FEITIAN products empower organizations to safeguard sensitive data and enable trusted digital interactions.



Why Choose FEITIAN?

- Proven expertise in authentication and identity security.
- Scalable solutions for businesses of all sizes.
- Commitment to innovation and affordability.



YubiKey – Strong Authentication Made Simple

YubiKeys are physical security devices designed to provide strong authentication for accessing computers, networks, and online services. Compact and easy to use, YubiKeys deliver industry-leading protection against phishing and account takeovers, making them a trusted choice for individuals and enterprises worldwide.

Why Choose YubiKey?

- Trusted by millions globally for secure access.
- Eliminates reliance on passwords for better security.
- Scalable solutions for individuals, businesses, and government organizations.



OneSpan's solution components

OneSpan provides **building blocks designed to work together** to offer simple, secure business processes for you and your clients.

- Identity verification and authentication solutions that open the door to client engagement and a whole portfolio of trusted interactions.
- Secure interaction solutions enabling enterprise clients to view and complete agreements.
- State-of-the-art solutions to optimize your customers' mobile experience, protect personal data, and reduce fraud.





UGREEN

Ugreen – Mobile Peripheral Accessories

Ugreen is a trusted brand for mobile peripheral accessories, offering innovative and reliable solutions that enhance connectivity and convenience for everyday tech users. Known for quality, durability, and affordability, Ugreen products are designed to complement smartphones, tablets, laptops, and other devices seamlessly.

Cables & Connectors

High-quality USB-C, Lightning, HDMI, and audio cables for stable connections.

Hubs & Docking Stations

Expand your device's capabilities with versatile hubs for data transfer and display.



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Thank You

