



GITEX SHOPPER 2015  
ISSUE 2

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landmarkshops.com/emax



THINK  
GITEX  
THINK  
EMAX



في جيتكس عروض تفوق الدهشة والخيال من إماكس  
CRAZY JUST GOT CRAZIER THIS GITEX WITH EMAX

**SAMSUNG** جالاكسي S6 إيدج  
GALAXY S6 Edge

**SAVE 29.6%**  
AED 800

**KILLER OFFER**

**WAS AED 2699** **CASH BACK AED 800**

**YOU PAY AED 1899**

ESET MOBILE SECURITY

Offer valid across all stores in UAE. Offer valid till stocks last. \*Terms and conditions apply.

**htc** وان M8 آي  
ONE M8 EYE

**SAVE 36.2%**  
AED 579

**KILLER OFFER**

**WAS AED 1599** **CASH BACK AED 500**

**YOU PAY AED 1099**

ESET MOBILE SECURITY

**+** Wireless Headset AED79

A DIVISION OF LANDMARK RETAIL LTD.

- ENTERTAINMENT
- COMPUTERS
- ACCESSORIES
- MOBILES
- APPLIANCES



# E max

## Electronics Simplified

Emax Electronics is the largest electronics retail chain in the Middle East with 50 stores across the UAE, Saudi Arabia, Oman, Qatar and Bahrain

**S**ince the opening of the first Emax store in 2006, the brand has grown to become the number one electronics retailer in the UAE. It has been named a UAE Superbrand for 2011, 2012 & 2013 and is credited for pioneering the 'Big Box' concept, offering customers a one-stop-shop for excellence in customer care, convenience, product offering and retail distinction.

Emax represents over 800 brands, with over 100,000 products across 20 plus categories, accompanied by unparalleled service and competitive value, Emax is a one-stop-shop for all electronics needs. The product range retailed at Emax includes: photography, IT, mobiles and telecom, accessories, sound and vision, home appliances, health & fitness, do-it-yourself, gaming, gifting, personal care, car electronics & navigation, home solutions, musical instruments, MP3 & portable players, toys, music & videos, security solutions, and more.

The Emax flagship and the state-of-art store is the Sharjah Big Box covering an area of 135,000 square feet.

Emax stores are planned very carefully to ensure that the store design enables ultimate technology convergence. The ambience of the store is always vibrant and youthful with each outlet showcasing the collection in an environment that is fun and easy-to-shop in. The visual merchandising is exciting, clean and inviting for customers to get the maximum pleasure out of their shopping experience.

### MAJORLY DISTRIBUTING

#### AHA

Aha is known to be packing twice the punch with bags that are best in both functionality and designs. The functional bags make storing equipment and other bits and pieces

as easy as pie. Laptop bags become trendy bags – offering lots of space for business, shopping and leisure – aha: outboxes almost everyone and everything else.

#### ANYMODE

Anymode is the largest mobile accessories provider in Korea, and it offers an extensive range of innovatively designed products providing mobile users integration in their homes, cars and on the go. It has a diverse range of products which include mobile devices, such as Samsung Galaxy series, mobile MP3 accessories, and headsets for cell phones as well as Bluetooth products.

#### JABRA

A known brand in innovative headset and speakerphone solutions, Jabra provides exceptional quality products and effortless communication for mobile users and office-based employees in all parts of the world. The brand has received several product and design awards including CES innovation, the IF product design award and a Red Dot Choice best accessory award, to name a few.

#### WHITE DIAMOND

White Diamonds is an expert in the field of individual product customization. In order to guarantee the authenticity of the decorative crystals used in its products, White Diamonds is authorized to use the label "Made with Swarovski elements". The brand's mantra is "Affordable Luxury" - great products for exceptionally attractive prices.

Emax offers services like, video, home appliances, personal care, photography, mobile and telecom to name a few.



## CERTITUDES

- Emax, the electronic arm of the Landmark Group, was launched in 2005.
- Emax retails over 100,000 products and more than 300 top class brands across 17 categories.

## BEACON OF TOMORROW

- Customers can find widest spectrum of products ranging from audio, video, appliances, mobile phones, photography, gaming, IT, CD/DVD, lighting, fitness equipment, toys, personal-care and all related accessories.
- Year-long deals, wrapped in a range of value services, have made Emax the favorite electronics destination of consumers.