



## **CONSUMER ELECTRONICS**

We provide opportunities  
to develop new markets.  
You thrive.

## We provide opportunities to develop new markets. You thrive.

Consumer electronics is often described as electronic equipment intended for use by everyday people, with the products usually finding applications in entertainment, communications and home/office productivity.

Comztek has through the years become involved in certain aspects of this market due to consumer acceptance and commoditisation of products and technologies already supplied by Comztek.

The unit is positioned to provide products, services and value to the corporate, SME and retail markets. The consumer electronics sector has grown rapidly, in line with the explosion of broadband Internet and increased demand for computers, electronic devices, software, security and communications in both the home and SME markets.

With a rapidly expanding, dynamic range of consumer electronic products, the Unit is ideally positioned to offer resellers in the corporate and SME markets, as well as retailers, opportunities to develop their markets with the support and expertise of a major IT player.

The unit has no intention of being everything to everyone and built on the brand equity and success record that Comztek has within the market as well as offering our customer the best products and service at the most cost-effective prices.

### Products

Comztek's Consumer Electronics Business Unit offers the channel an extensive and expanding range of products while maintaining large inventories of high-demand products, ensuring continuity of supply to meet the needs of a dynamic market.

### Microsoft Peripherals

Comztek is a distributor for Microsoft's Specialised Consumer devices in South Africa and the rest of Africa. The product range include keyboards, desktop sets, mice, gaming devices and webcams.

All products in the range are available with the latest technology. Mice are either wired or wireless and available in either optical, laser or in the BlueTrack format - the latest Microsoft tracking technology. For wireless products, customers can choose between Bluetooth, Enhanced or Standard Wireless.

### Microsoft Full Package Software

Software solutions includes the Windows Operating System Software (e.g. Windows 7), office productivity software for both PC and Mac users (e.g. Office 2007) and web design and project management software. And for gamers, an extensive range of award-winning gaming titles are available.

### Xbox 360 Consoles and Games

Comztek is the exclusive local distributor for Microsoft Xbox 360 consoles and Microsoft first party games.

### Fujitsu Technology Solutions

Comztek distributes the popular Fujitsu Technology Solutions range, including handhelds, laptops, PC's, servers, entertainment devices and storage solutions within South Africa and African markets.

### Iomega

Comztek distributes the Iomega storage range of products including desktop, portable, network, multimedia and removable storage for consumers, home and small business customers to manage, preserve, use and share their digital content and data.

### Linksys by Cisco

Comztek distributes the range of innovative wireless and wired products from Linksys by Cisco. Solutions include everything needed for setting up and expanding a home or business network.

### Norton from Symantec

Comztek distributes the Norton from Symantec Home and Home Office range which includes Internet security, virus protection, backup and recovery, system performance and remote PC.

The Business Unit is looking to expand its product range in line with its increased focus on the corporate, SME and retail markets. The consumer electronics segment provides huge scope for expansion, giving Comztek enormous opportunity to extend its scope into product areas not previously supported by the company.

The Consumer Electronics Business Unit aims to become a valuable partner to resellers, offering a complete best-of-breed product range that caters to the complete requirements of this segment at the best possible value.

### Extended Services and Support

In addition to its well-trained channel managers and sales staff, the Consumer Electronics Business Unit has access to Comztek's vast resources and expertise to ensure that resellers receive maximum support for all products supplied by the Unit.

It also works closely with vendors in providing both hardware and software product training. It also offers promotional and advertising support, co-operative marketing campaigns, point-of-sale marketing assets and special pricing on product bundles all focused on improving your bottom line.

Consumer Electronics



Contact Details:

Comztek distributes technology solutions throughout Africa, with branch offices in Namibia, Kenya, Zambia and South Africa.

Product availability, promotions and pricing is specific to each country where products distributed by Comztek is available.

For products available in your country refer to the availability grid here and contact your Comztek Office.

1. Comztek

**Johannesburg**  
 Mustek Building NW  
 Wing, 322 15th Rd  
 Randjespark, Midrand  
 Tel: +27 11 848 9000  
 Fax: +27 11 848 9001

**Durban**

Mustek Building  
 57 Underwood Road  
 Pinetown  
 Tel: +27 31 716 1800  
 Fax: +27 31 716 1801

**Cape Town**

Suite C, Nautica Building  
 The Water Club  
 Granger Bay, Cape Town  
 Tel: +27 21 405 3700  
 Fax: +27 21 405 3701

2. Comztek Namibia

47C (corner of) Church Street  
 and Schierenbeck Streets,  
 Windhoek West  
 Windhoek, Namibia  
 Tel: +264 61 387900  
 Fax: +264 61 228035

3. Comztek East Africa

2nd Floor, Mecer Place,  
 Crescent Road, Parklands  
 Nairobi, Kenya  
 Tel: +254 20 375 1117/9  
 Fax: +254 20 375 1132

4. Comztek Zambia

Plot 1277, Lubuto Road,  
 Rhodes Park, Lusaka  
 Tel: +260 21 1 256 414  
 Fax: +260 21 1 256 421

5. Comztek Rest of Africa (RoA)

Johannesburg  
 Mustek Building NW  
 Wing, 322 15th Rd  
 Randjespark, Midrand  
 Tel: +27 11 848 9000  
 Fax: +27 11 848 9001

	Fujitsu	Iomega	Linksys	Microsoft	Norton	Xbox
Angola <sup>5</sup>	●	●		●	●	
Botswana <sup>5</sup>	●	●	●	●	●	
Burundi <sup>3</sup>	●	●		●	●	
Comores <sup>5</sup>	●	●		●	●	
Eritrea <sup>3</sup>	●	●		●	●	
Ethiopia <sup>3</sup>	●	●	●	●	●	
Kenya <sup>3</sup>	●	●		●	●	
Lesotho <sup>5</sup>	●	●		●		
Madagascar <sup>5</sup>	●	●	●	●	●	
Malawi <sup>5</sup>	●	●	●	●	●	
Mauritius <sup>5</sup>	●	●		●		
Mayotte <sup>5</sup>	●	●		●		
Mozambique <sup>5</sup>	●	●		●	●	
Namibia <sup>2</sup>	●	●				●
Reunion Island <sup>5</sup>	●	●		●	●	
Rwanda <sup>3</sup>	●	●	●	●	●	
South Africa <sup>1</sup>	●	●	●	●	●	●
Swaziland <sup>5</sup>	●	●		●	●	
Tanzania <sup>3</sup>	●	●		●	●	
Uganda <sup>3</sup>	●	●		●	●	
Zambia <sup>4</sup>	●	●	●	●	●	
Zimbabwe <sup>5</sup>	●	●	●	●	●	

Accredited supplier of the world's best technologies, in Consumer Electronics, Data Center, Networks, Security & Storage, Software Infrastructure and Voice & Video technologies.

**0800 600 557 / www.comztek.com**

