

PRESS RELEASE

A clock at the service of Muslim prayer

For the second year, on the occasion of the World Watch and Jewellery Show in Basel, the Geneva-based company IPTEQ SA presents the *Belal* prayer time clock.

Geneva, 7th April 2004 – On the occasion of the World Watch and Jewellery Show in Basel, which will be held on April 15-22, the Geneva-based company IPTEQ SA - Innovative Prayer Time Equipment – presents the *Belal* prayer time clock, for the second time. During the BASELWORLD 2004, the clock will call for prayer daily in the Prayer Room of the Basel Exhibition Halls.

The clock named after the first Muslim to be granted the honour of calling believers to prayer is designed specifically to alert believers to the different times of their five daily mandatory prayers. In addition to indicating the prayer times, special features built into the clock makes it possible to draw attention to optional alerts or important moments in a Muslim's day. Alerts are accompanied by propriety audio and display of relevant religious verse. Its high resolution screen also features daily display of unique adages known as *hadiths* which relate to the teachings or acts attributed to Prophet Muhammad.

The clock is equipped with state of the art technology including electronics, Swiss clock movement, control software and presents an aesthetic exterior. The software includes features by which prayer times of any location in the world can be generated using geographical coordinates either user-defined or automatically retrieved by the satellite reception module (optional). The menu system, in Arabic, English and French, makes equipment operation very simple.

Founded in Geneva in July 2002, the company IPTEQ SA - Innovative Prayer Time Equipment - has, since its formation, pursued the pioneering design, development and sale of the innovative *Belal* prayer time clocks. Manufactured to high quality control standards this product fully merits its Swiss Made label.

In terms of marketing, IPTEQ plans initially to concentrate in the Middle East (approximately 75% of sales) and Europe (approximately 25% of sales) especially France and United Kingdom. The company foresees a great demand for the product in these markets where competition is virtually non-existent.

A press kit and product photographs are available upon request.

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