



Belal clock launched at show

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One of the novel products at Jewellery Arabia is the Belal prayer clock, a specially designed timekeeper for the Arab-Muslim market in the Middle East, writes Titus Filio. Introduced at the Basle, Switzerland, show last April, the Belal clock is being launched for the first time in the region through the Bahrain exhibition.

With a purely Islamic design, the Belal model is complete with an Islamic prayer and prayer-related alarms ("tahajud" and "al goudwa"), hadiths and built-in prayer and "shurukh" times for important cities.

The Belal prayer clock is designed to aid Muslims to adhere to the practices through the product's audio-visual means. There are user-friendly buttons that operate the clock.

"This is the first time that we're introducing this clock to the Middle East. It's a product of almost three years research," said Ipteq-Switzerland director Jean-Claude Zraggen. "The clock is equipped with state-of-the-art technology including a computer board. Everything is automatic. We chose to come to Bahrain because this is the right place to have this product introduced to the Middle East."

A standard model of the clock is priced at around \$10,000.