

Between connectivity and mobility: Celly and Nilox protagonists at Gitex Global 2024

Milan, October 2024 - **Celly**, brand specialized in the production and distribution of high-quality accessories for smartphones, tablets and laptops, and **Nilox**, the technology brand for sport and outdoor life, announce their participation at **Gitex Global**, event taking place in **Dubai** from **October 14th to 18th, 2024**.

At the Esprinet Group's booth, visitors will be able to discover Celly's **practical** accessories for staying always **connected** and explore Nilox's offerings centered on **movement, mobility, and wellness**.

Among the latest innovations introduced by **Celly**, there will be:

- The new collection of **fast-chargers** with a premium, compact, and modern design, created to recharge a wide range of devices. Featuring **GaN** technology, they ensure fast and efficient charging, in a practical format, ideal for travelers;
- The audio category, which is further enriched and diversified with the introduction of the latest **True Wireless** earphones, wireless **headphones**, and wireless **speakers**;
- The **TECH FOR KIDS** line, designed for young tech enthusiasts, expands with the new **KIDSCAMPRINT** cam, allowing users to capture and print their favorite photos;
- The entire range of Celly **supports**, offering a secure grip to keep the smartphone in place during car trips. Among these is the first series of smartphone supports designed for **Tesla** cars, specifically for Model X, Y, 3, and S, ensuring maximum flexibility thanks to their interchangeable fixing system.

Nilox, on the other hand, will showcase:

- The new **wearable range**, composed of two versatile **true wireless earphones** —**RUNBEAT** and **AIRTUNES**—both designed to ensure excellent sound quality without isolating the user from their surroundings, combining high audio quality with safety; and three **sporty smartwatch** models designed to be stylish and functional, equipped with advanced features for health and fitness monitoring;
- A **renewed line of action cams** that for the first time expands the offering to children with the first cam for kids: a model covered with a vibrant, colorful waterproof silicone case and equipped with dual LCD color screens (2" and 1.4"), allowing children to easily document the world around them;
- New mobility accessories, including **Ring Tracker**, an electric bell with a powerful built-in locator, and **Light Tracker**, which, in addition to monitoring real-time location, ensures visibility during evening travels for increased safety. Both models are compatible with iOS systems and are water and dust resistant thanks to IP67 certification;

- The **new 5W portable wireless speaker**, characterized by a modern and sporty design. With a 1200mAh battery that ensures over 4 hours of non-stop music, it is the perfect accessory for outdoor adventures.

All the news and flagship products from Celly and Nilox will be showcased at Gitex Global at **Stand H14 - Booth H14-29**, from **October 14th to 18th, 2024**.

About Celly:

Celly is specialized in the production and distribution of high-quality accessories for smartphones, tablets and notebooks. In a world where technologies have become essential tools of communication and connection in our daily life, Celly designs accessories to help people amplify the potential of the technologies they are surrounded by, enhancing their daily life at any time of the day: at home, at work or in their free time. Founded in Milan in 1998, Celly has now over 20 years of experience and operates in over 40 countries. Celly is an Esprinet Group's brand, among the top five European technology distributors in Europe and number one in Italy and Spain.

About Nilox:

Nilox is the outdoor technology brand of the Esprinet Group. Thanks to constant investments in research and product marketing, Nilox is today one of the most well-known brands in the innovative market of sport & outdoor technology, as well as one of the reference brands in the market of hi-tech electric mobility on two wheels: the Nilox range, whose payoff is "Makes you move", it includes a wide range of e-bikes, electric scooters and related accessories.

Press Contact:

Elisa Intra, Group Own Brands Communication Manager – Nilox, Celly & MUITOMAS
T: +39 02.4049.6280
E: Elisa.Intra@esprinet.com

Lidia Allevi, Press Office & Communication Specialist – Nilox, Celly & MUITOMAS
T: +39 02.4049.8721
E: lidia.allevi@esprinet.com

BPRESS

Alexandra Cian, Serena Roman, Chiara Sandonato, Chiara Pastorello
M: +39 342 0957938
E: celly@bpress.it