

Aquilla Europe: Help with Apple Channels

Written by Marco Attard
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Nick Graves, MD of Aquilla Europe, comes from a background working in the Apple channel. The company now specialises in helping companies establish themselves in Europe, developing distribution and coverage across the European market.



Speaking to On CE at IFA 2010, Aquilla Europe's Nick Graves says the IFA's hottest products were in the handheld device and mobile space. He describes the market as a "replay of the 80's," with the Microsoft vs Apple battlefield giving a sense of déjà vu.

Graves makes an astute analysis of Google CEO Eric Schmidt's keynote, noting the main theme was the cloud's increasing emergence.

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Watch [Google's IFA Keynote](#)