

MAESTRO

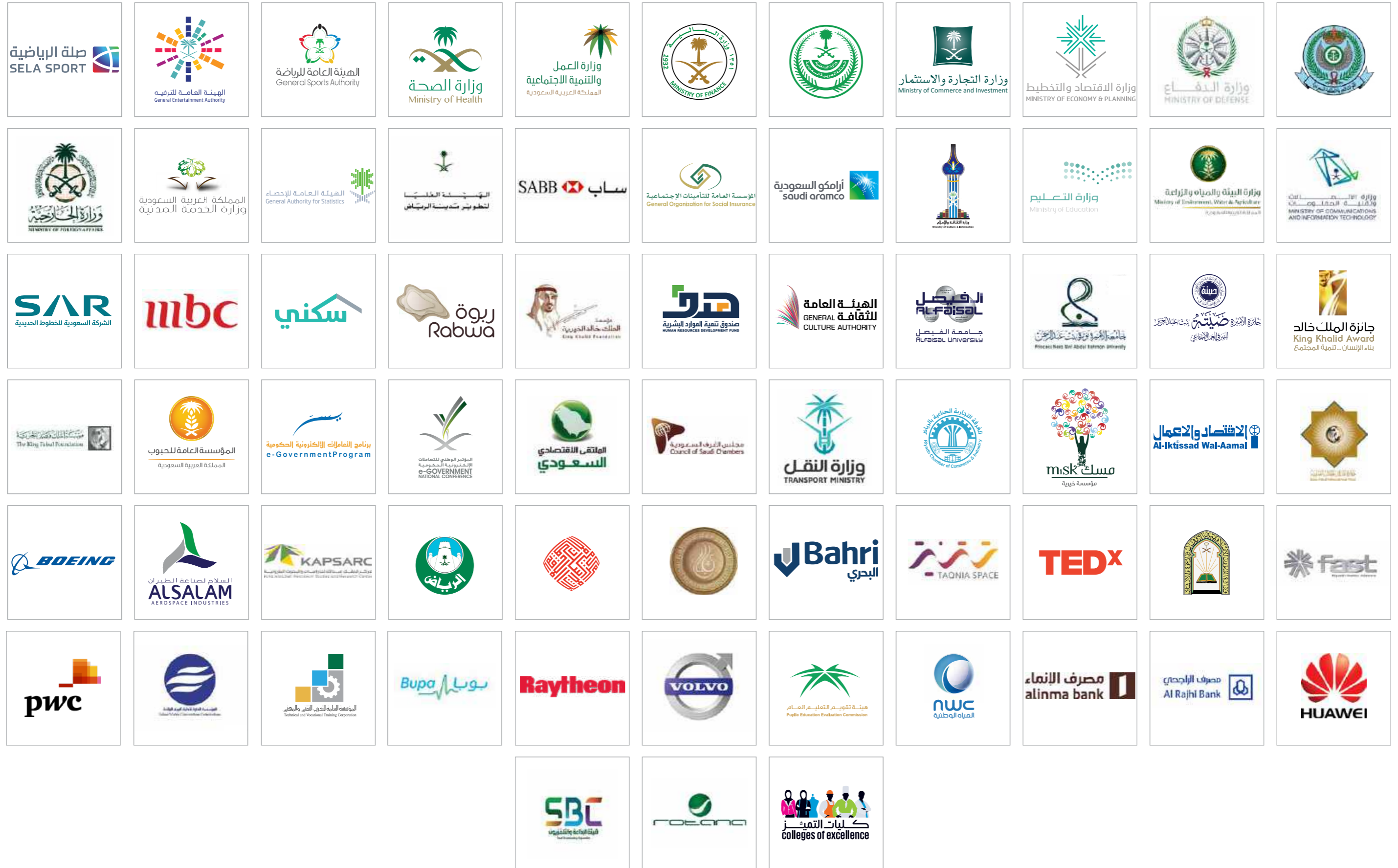
**PORTFOLIO**







# WHO WE WORK WITH



# ABOUT MAESTRO

## OVERVIEW

Maestro Group was established in 2008 to respond to the growing demand of professional, creative and cutting edge solutions that address real-world communication, event production and challenges.

Our expert team of consultants has extensive knowledge of local market, access to the most modern technologies available for production and a highly skilled creative department, that when combined; produces outstanding results and significant return on invest.

At Maestro Group our aim is to excel in enabling our clients to excel. Similar to a maestro conducting an orchestra, we meticulously manage, direct and lead all aspects of our clients' communication, production and event needs to positively impact their brand and facilitate success.

## THE MAESTRO DIFFERENCE

At Maestro Group we pride ourselves on providing unmatched service, on-time and within budget. We carefully assess all client requirements, devise innovative approaches that exceed defined objectives and execute strategies flawlessly in order to achieve excellence. Maestro Group is masterful at providing:

### CUTTING-EDGE TECHNOLOGY

We have at our disposal the most advanced animation, multi-media, lighting and sound equipment capable of producing vibrant and engaging interactive opportunities.

### BESPOKE SOLUTIONS

We never use the same concept twice to ensure that all our strategies and recommendations are tailored specifically to each client's unique and versatile requirements.

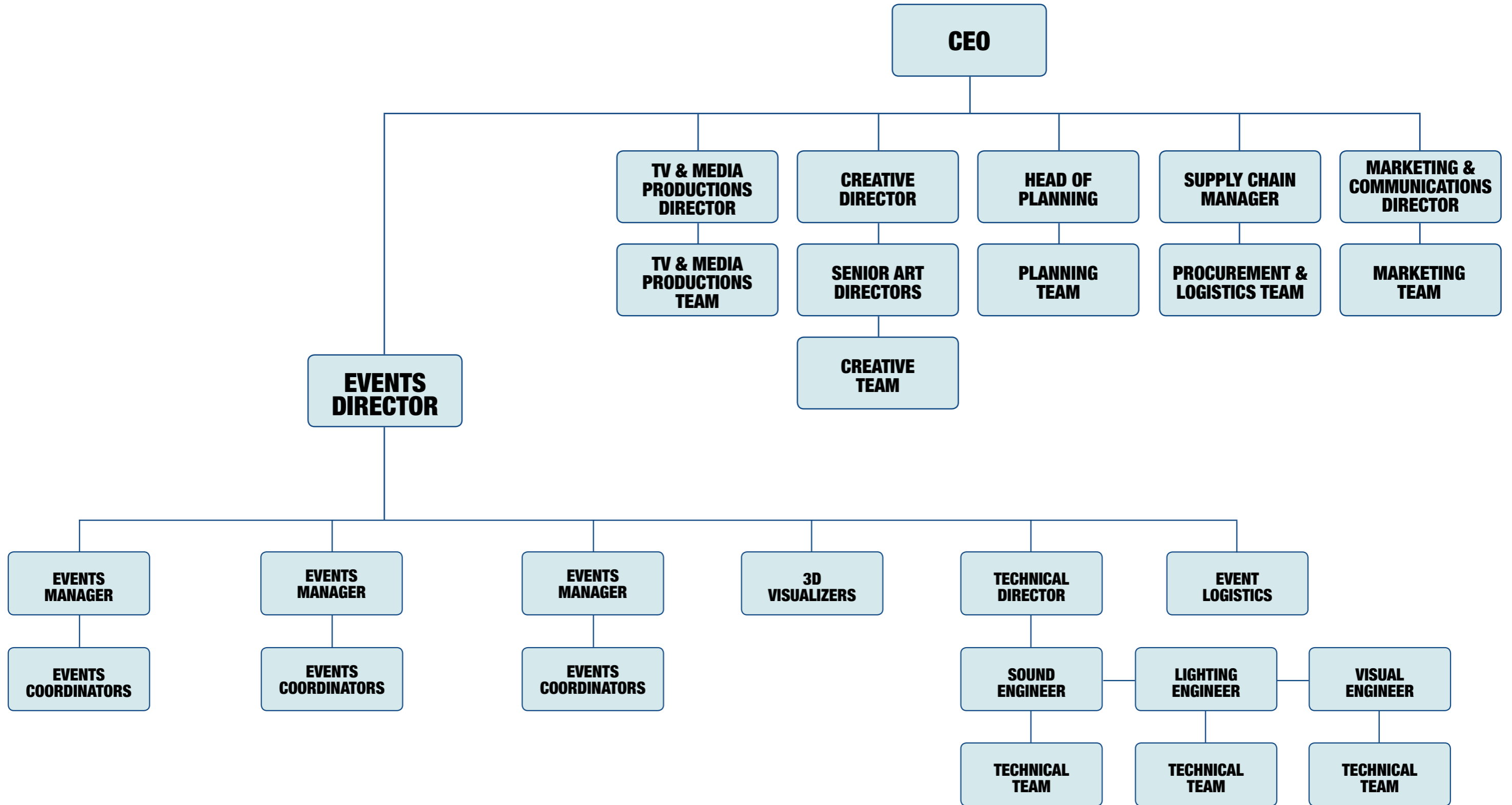
### FLEXIBLE AND ADAPTIVE TEAM

We understand that the market is continuously changing, and unforeseen challenges can arise in an instant. To stay ahead of the competition it is important to have a professional team that is both responsive and protective.

### TURNKEY MEDIA SERVICES

We manage to implement and execute comprehensive media services, from brand formation and identity to event conceptualization and management, to media strategy and media planning, eliminating the need to assign multiple agencies and enabling our clients to gain better oversight over their marketing activities.







# OUR PHILOSOPHY

## **1 PEOPLE FIRST**

We believe that people make and impact great work. That's why we make sure to source, recruit, develop and utilize unconventional talent locally, regionally, and globally.

## **2 HYBRID INTEGRATION**

Blending our areas of expertise is crucial to how we conduct business, making the most of our team's assets even on small tasks, maximizing returns for any customer job.

## **3 CREATIVE INTELLIGENCE**

We make sure not to rely on an impulse or a hunch. Our team of analysts ensures we understand how people think, react, behave and digest our work to create the maximum impact and generate a needed behavior.

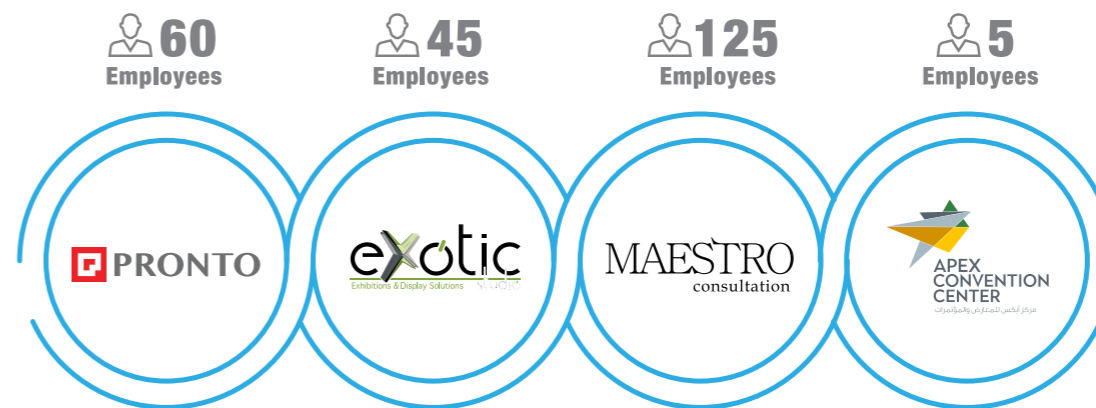
## **4 DESIGN THINKING**

An entrepreneurial lens is an integral part of our design thinking, guaranteeing real results and not just a list of theoretical thoughts.



# WHO WE ARE?

 **235**  
**Employees**





MAESTRO



**INTERCERT**  
CERTIFICATE OF REGISTRATION

INTERCERT hereby certifies that Quality Management System of

**AL JHOUZIA AL TAMMA (MAESTRO)**

2643 Prince Muhammad Bin Abdulaziz Road, Al Olaya, Riyadh 12222, Kingdom of Saudi Arabia

Has been successfully assessed as per the requirements of

**ISO 9001:2015**

For the scope of  
**Conduction of Events**

Initial Certification Date : 29.12.2017  
Certificate Issue Date : 29.12.2017  
Surveillance Validity Date : 28.12.2018  
Recertification Date : 28.12.2020

Registration Number: IC-QM-1712060

*Anthony Smith*  
Issued on behalf of InterCert Head - Certifications

The validity of this certificate can be verified at [www.intercert.com](http://www.intercert.com) or through email at: [info@intercert.com](mailto:info@intercert.com). This certificate is the property of INTERCERT, and shall be returned if required. For more information or to verify with IAF, contact InterCert Accreditation Services, Inc., USA at [www.intercert.org](http://www.intercert.org)





# OUR IN-HOUSE SERVICES

We believe in the power of value creation and its impact on our clients' needs. Our business model is designed to provide an ideal integrated mix of solutions, strategies and support functions.

## PRONTO

- Interior design
- Interior fabrication
- Showrooms display solutions
- Wall cladding
- Office furniture
- All other wooden interior solutions

[www.pronto-deco.com](http://www.pronto-deco.com)

## MAESTRO communication

- Advertising
- Creative Media
- Client servicing
- Digital & Social Media
- Public Relations
- Corporate Design/Branding
- Copywriting
- Collateral

[www.maestrogroupp.com](http://www.maestrogroupp.com)

## exotic studios

- Event staging fabrication
- Custom built stands
- Exhibition stands
- Portable events solutions
- Display stands fabrication
- Signage solutions

[www.exotic-studio.com](http://www.exotic-studio.com)

## MAESTRO consultation

- Think Tank Services
- Experience Design
- Business Intelligence
- Mapping and Planning
- Training & Workshops
- Capability Development

[www.maestrogroupp.com](http://www.maestrogroupp.com)

## MAESTRO events

- Event staging services
- AV & Lighting solutions
- Full Range Event Equipment Rental
- Technology solutions
- Stand Design Production and Build
- Event Logistics and Guest Management
- Reception and Registration Interpretation Services
- Venue Repurposing & Management

[www.maestrogroupp.com](http://www.maestrogroupp.com)

# OUR APPROACH

## UNIQUE VALUE PROPOSITION

We adopt a strategic approach to all our events. The huge advantage of partnering with us is our agency style of working, with the added bonus of being able to then carry it through— taking care of all production and technical services.

Like an agency, we collaborate with each client to determine the scope of the project and create a roadmap for delivery. To identify your needs from the outset, it's important for us to understand your business, target audience and brand. Based on this we develop a full proposal, in-line with your expectations and what you want to achieve.

Then our production and technical support services capabilities come into play. Each of our projects has its own dedicated team comprising a project manager, designers and the different technical teams needed to complete the project scope – in terms of stage-building, audio-visual or rigging support for example.

Our process model is specifically designed to ensure complete client satisfaction while maintaining best-in-class quality at every stage.

## GETTING THE BRIEF RIGHT

From day one, we work with you to define the big picture, then ensure every detail is owned by a MAESTRO specialist. Having all our talent in-house means you're guaranteed onsite support from set-up to tear down. Once your event is finished, we conduct a thorough debrief to assess the degree to which we have fulfilled your expectations. This helps us continuously evolve the cycle of our service delivery across all aspects of our operations.



**TO ACHIEVE THIS WE TAKE A STRATEGIC APPROACH COLLABORATING WITH CLIENT  
TO DETERMINE THE SCOPE OF THE JOB AND CREATE A ROAD MAP FOR**

**WE BREAK  
THIS PROCESS  
INTO**

**STEPS  
APPROACH**



# 1 ASK

## Ask About

- Your Audience
- Your Business
- Your Brand

This will help us learn the essence of what you stand for

# 2 UNDERSTAND

## We map your need to build a creative brief

Defining your key messages from a verity of important perspectives and making a considered assessment of your requirement based on the facts.

# 3 INSPIRE

## “Where Analysis Meets Creation”

We believe that it’s all about managing people’s perceptions, tailoring the visual message to meet the audience expectations and brand expectations.

The aim of this step is to create a clear map of what you need to achieve

# 4 DEVELOP

## Once the event objectives are determined

We develop our ideas looking at the job from every angle while all the time making sure that the ideas are within your budget. Then we put everything together in a written technical and financial proposal for you to approve

# 5 CONVEY

## When the brief is agreed

We turn our creative ideas into your reality

# 6 APPRAISE

## Even when the work is done

Our job isn’t finished.

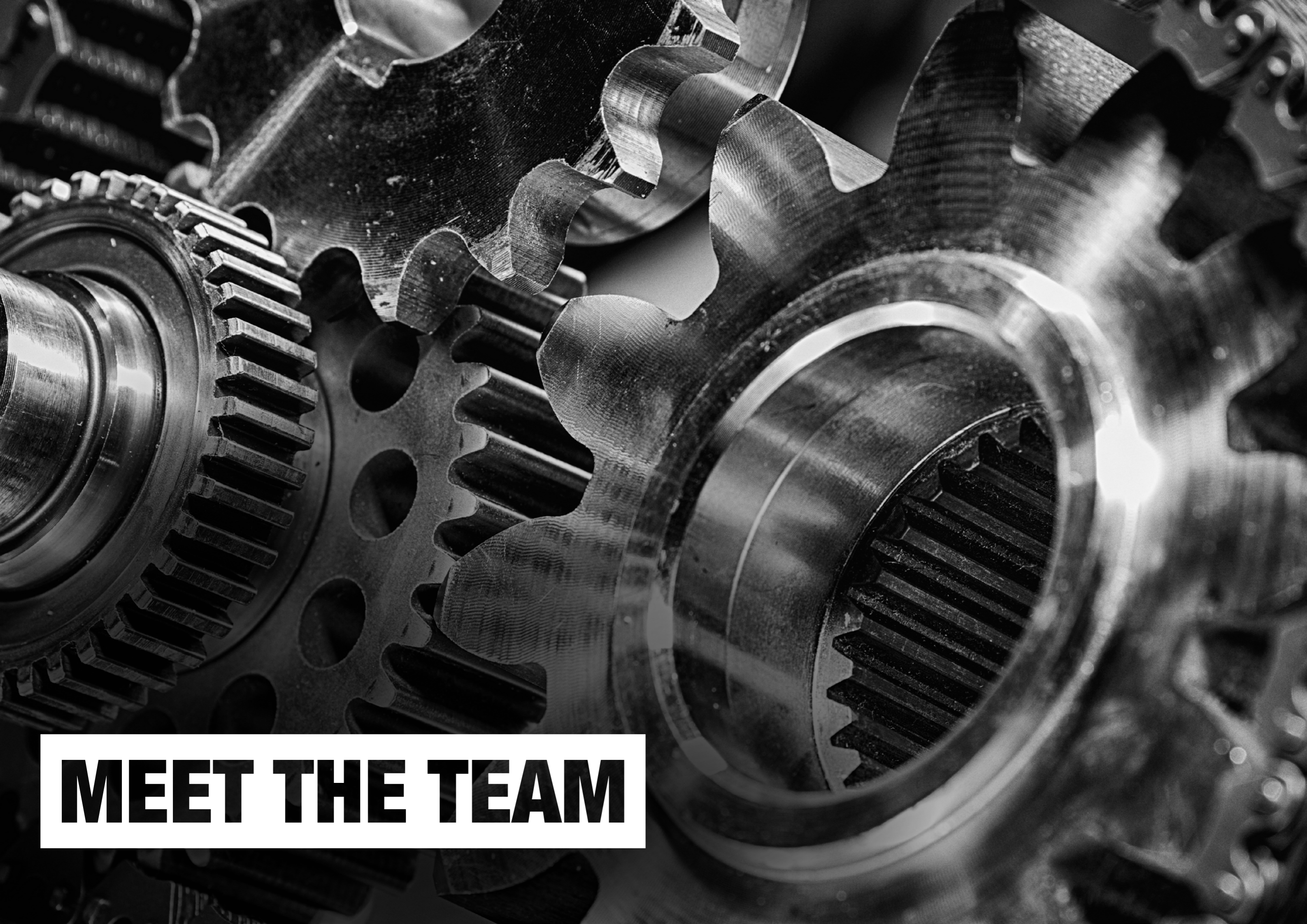
A post-event debrief examines how well our solutions worked.

# 7 EVOLVE

## We evolve reviewing the result

Beyond your long term objectives and suggesting what ideas can be improved and developed.

And back to the to the begging of the cycle to help you do even better next time because at MAESTRO the creative process never ends.



**MEET THE TEAM**



## **HAITHAM DGHAILI**

### **EVENTS DIRECTOR**

Haitham achieved his Bachelor of Science in Graphic Design from Beirut, Lebanon going onto attain his Masters in Media Studies from the UK.

Appointed as Maestro's Events Director, Haitham has amassed 12 years of experience working in branding, conceptual events and event production. Throughout the course of his career, Haitham has acquired extensive design and production experience with a proven ability to create effective and innovative marketing materials, exhibited through the success he has achieved for Maestro's diverse and varied clients.

## **TAREK KEKLI**

### **EVENT MANAGER**

Graduated from the Higher Institute of Languages in Tunis with a BA in English Language, Literature and Civilization. He began organizing exhibitions and events since 2009; starting his career as an event coordinator until he became an event manager. Tarek has contributed to the success of several major events such as the inauguration ceremony of the F15 SA, the National Labor Gateway - TAQAT, the Second Arab Forum for Development and Employment, the CYM Forum, the 40th anniversary of SABB Bank. His scope of activity includes organizing events, being the point of contact between the client and agency, closing financial transactions, logistics, as well as consulting on events in general.

## **OSAMA AL-RASHID**

### **MANAGING PARTNER**

Osama holds a Bachelor of Science Engineering degree in the field of mechanics and dynamics from King Saud University, as well as two Masters Degrees in the fields of software engineering and IT from Colorado Tech in the United States of America.

Osama is one of the founding members of Maestro Group and has retained the position of Chief Creative Officer since 2012, being an integral driver behind the company's leading market position.

## **YAZEED ABU JABAL**

### **TECHNOLOGY AND INNOVATION DIRECTOR**

Yazeed holds a Bachelor degree in Electrical and Electronics Engineering in 1994 and a High diploma of Radar & Maritime equipment, Graduated from Arab Academy For Science, Technology & Maritime Transport.

With over 20 years experience in Gulf market across all aspects of Multimedia, New Media, Film production, Interactive technologies, Entertainment system, Event Shows, Set design, and Creative sector. He has a proven ability to motivate and build strong teams, employing a collaborative leadership style.

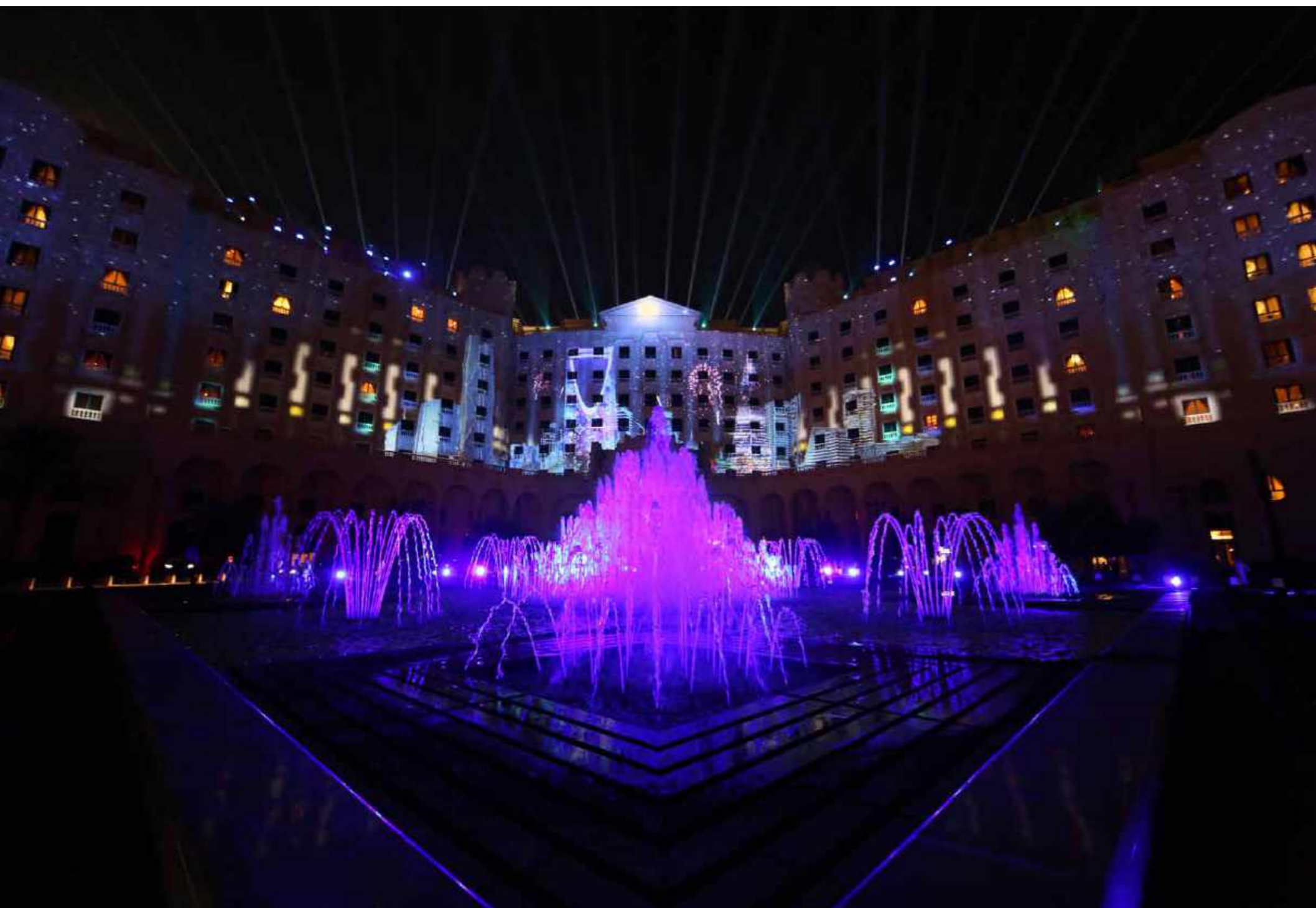
**“ PREVIOUS  
EVENTS ”**



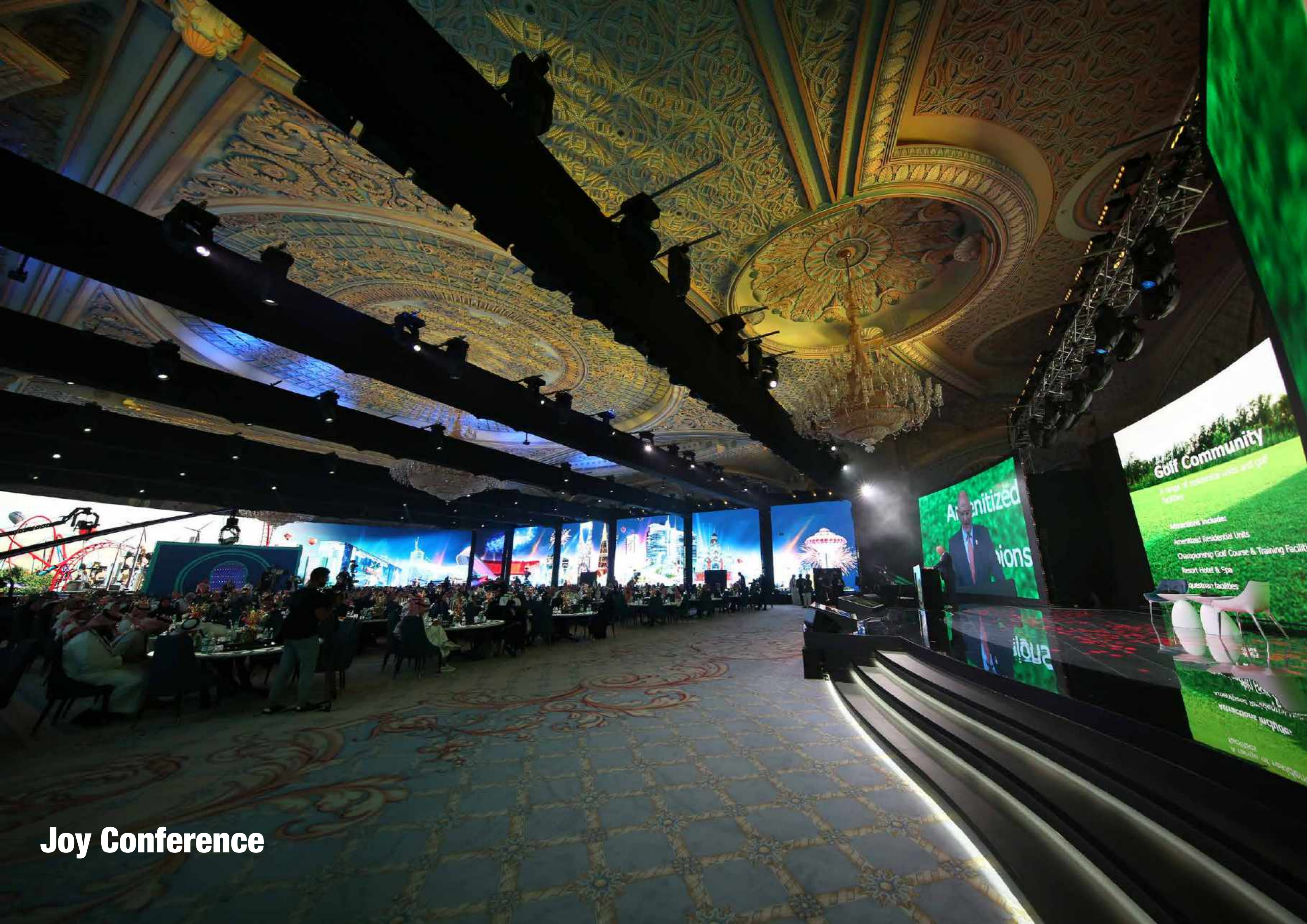


Joy Forum 2019









**Joy Conference**

Amnitized  
ions

**Golf Community**  
A range of residential, hotel and golf facilities

Amenities include:

- Amnitized Residential Units
- Championship Golf Course & Training Facility
- Resort Hotel & Spa
- Guestman facilities





AI completed the Schubert's 200 year old, famously unfinished Symphon



The AI driven deepest sounds, the frequency of love





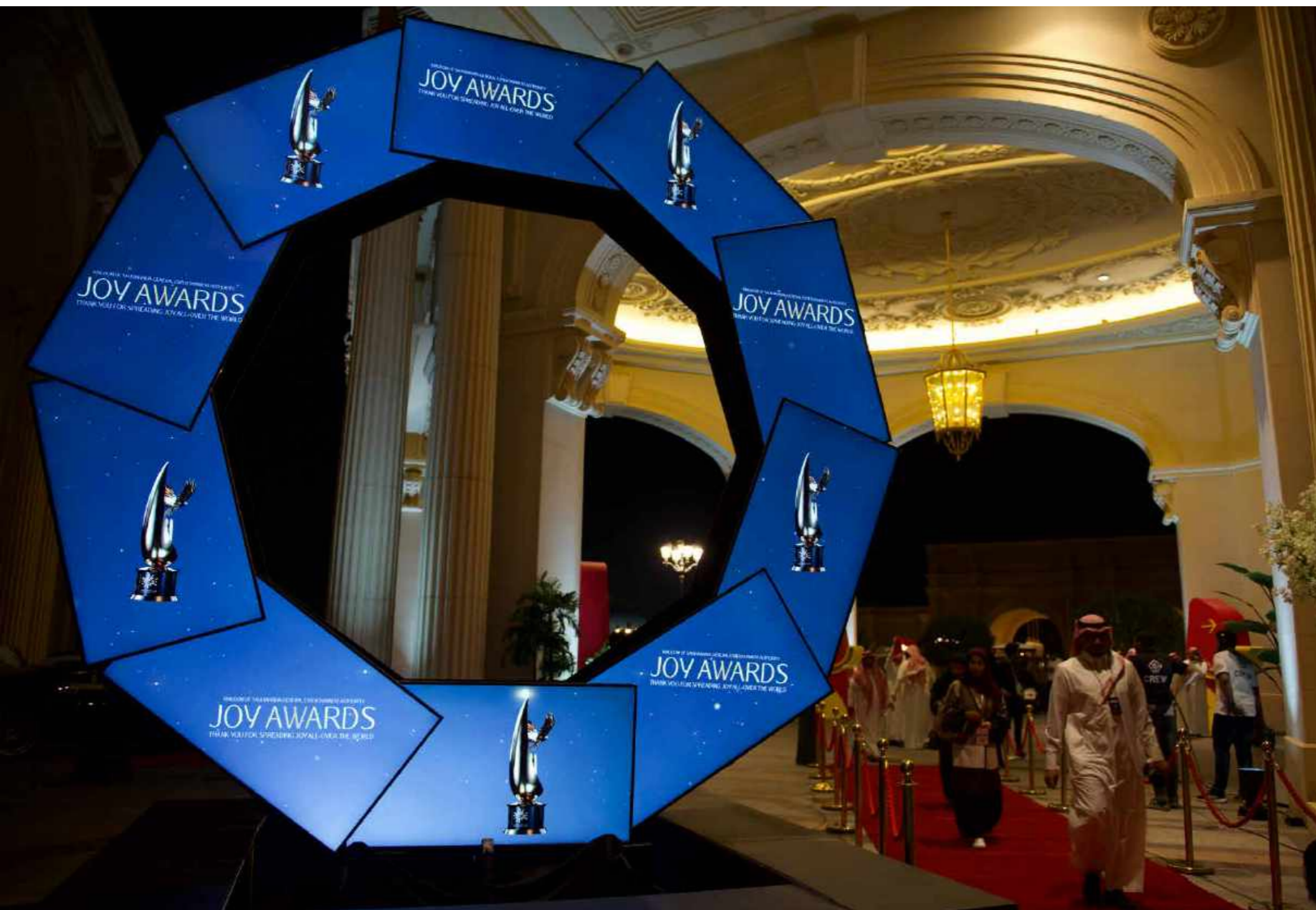
KINGDOM OF SAUDI ARABIA - GENERAL ENTERTAINMENT AUTHORITY

# JOY AWARDS

THANK YOU FOR SPREADING JOY ALL OVER THE WORLD

Joy Award









**Joy Exhibition**









**Joy Workshops**







# تحديات التنفيذ





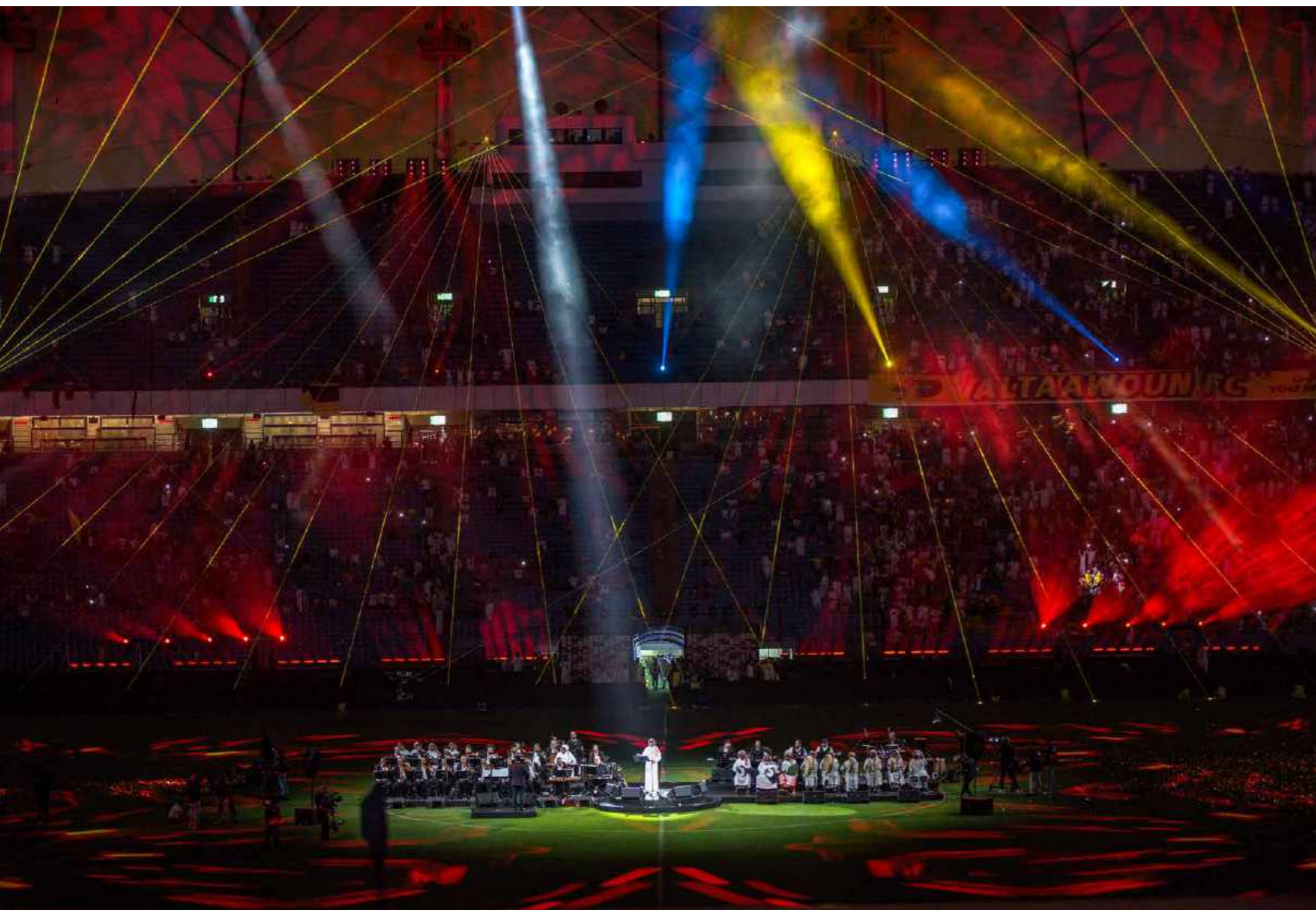






**King's Cup Final Ceremony**











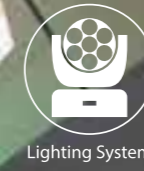


**Aramco Spark and iktva**





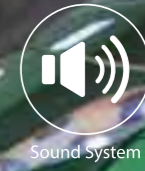




Lighting System



Stage Design



Sound System



Branding

# HARAMAIN FAST TRAIN INAUGURATION









Lighting System



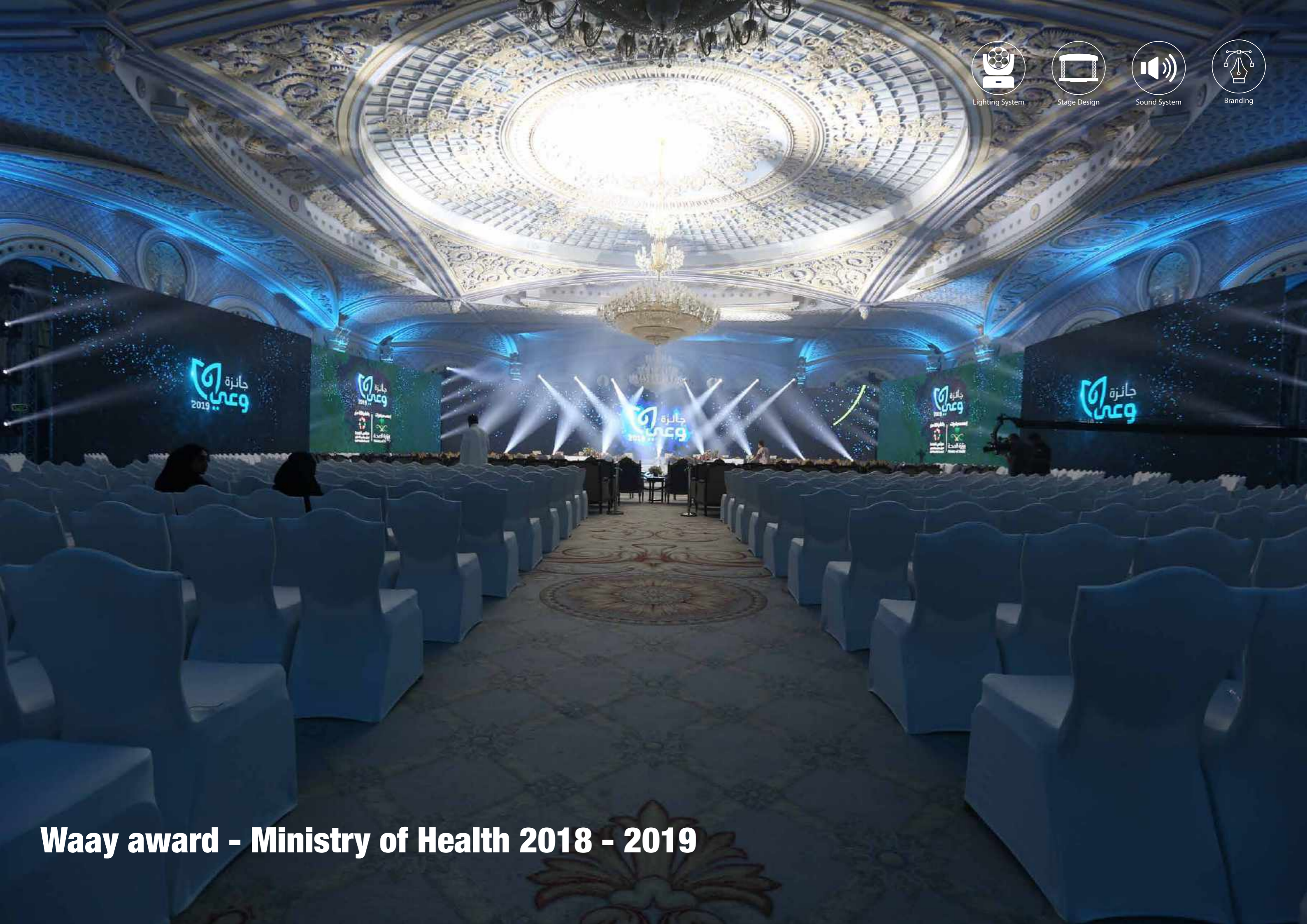
Stage Design



Sound System



Branding



**Waaay award - Ministry of Health 2018 - 2019**









Lighting System



Stage Design



Sound System



Branding



**HAJJ HACKATHON**

هاكاثون الحج  
Hajj Hackathon

مسابقات البرمجة  
والتكنولوجيا  
لخدمة الحجاج  
في مكة المكرمة  
والمنطقة المحيطة  
بها

مسابقات البرمجة  
والتكنولوجيا  
لخدمة الحجاج  
في مكة المكرمة  
والمنطقة المحيطة  
بها









الدوري السعودي للمحترفين

SPL









Lighting System



Stage Design



Sound System

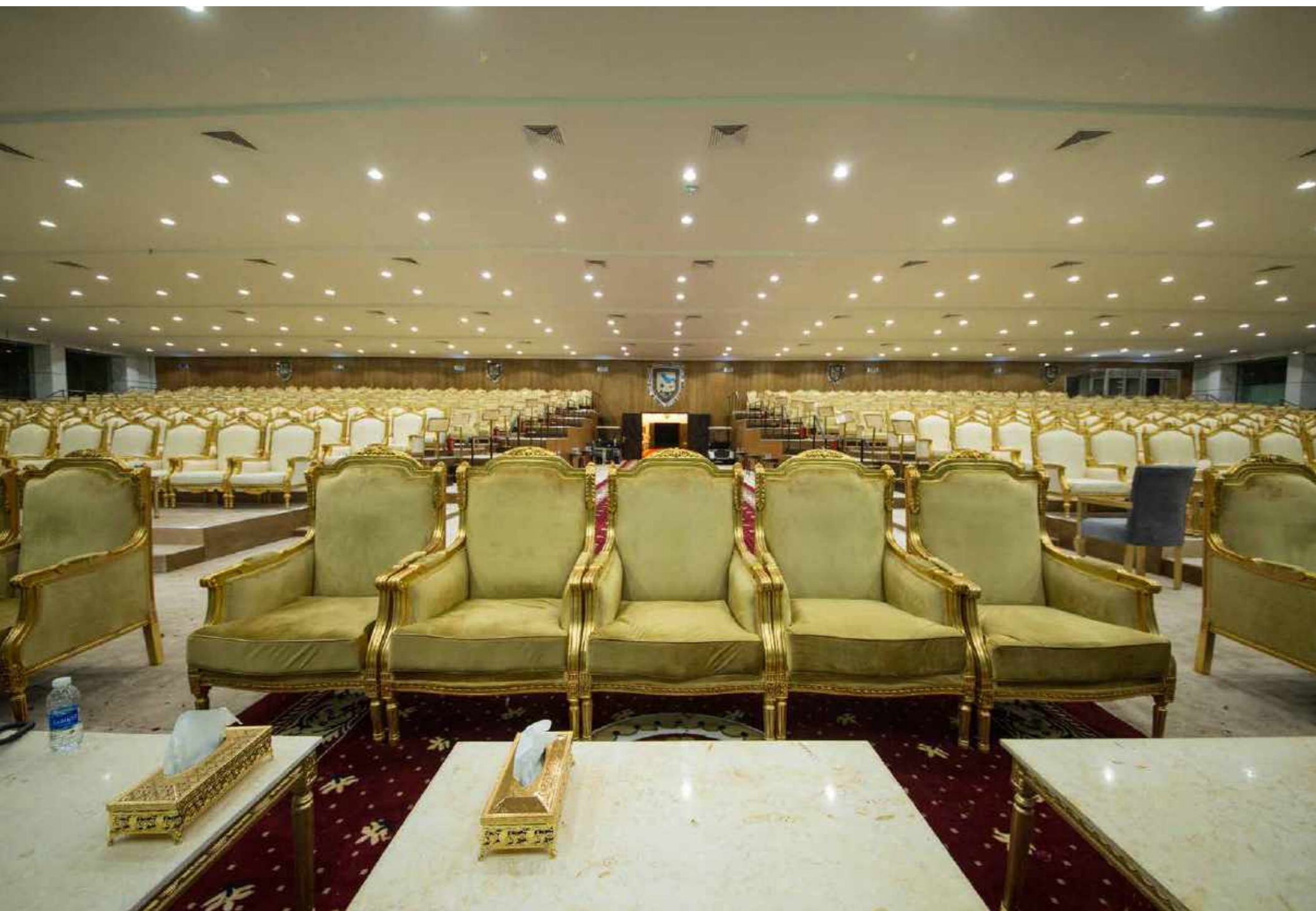


Branding



# GULF SHIELD JOINT EXERCISE -1

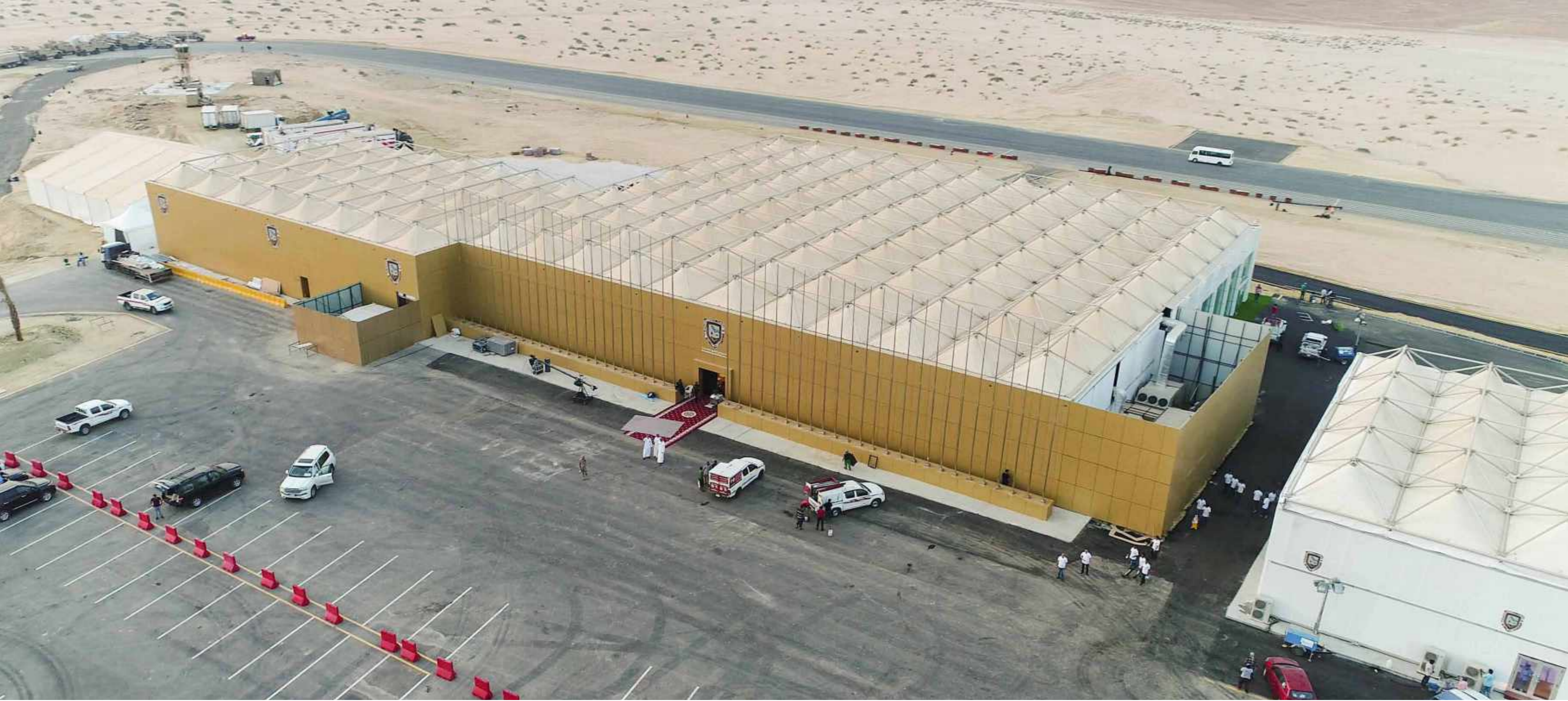
















Lighting System



Stage Design



Sound System



Branding



البيان  
والصحة على من حبه في الدنيا والآخرة  
من تكلم في حق الله تعالى أو في حق  
رسوله صلى الله عليه وسلم أو في حق  
أحد من أئمة الهدى الأربعة عليهم السلام  
أو في حق ما بينهم من الشأن فإيادى الله  
عنه عذابه يومئذ



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عنه عذابه يومئذ

# FIRST MEETING FOR MINISTERS OF DEFENCE OF THE ISLAMIC MILITARY COUNTER TERRORISM COALITION

















ISLAMIC MILITARY COUNTERTERRORISM COALITION

# الاجتماع الأول لمجلس وزراء دفاع التحالف الإسلامي العسكري لمحاربة الإرهاب

الرياض - المملكة العربية السعودية  
٨ ربيع الأول ١٤٣٩ هـ الموافق ٢٦ نوفمبر ٢٠١٧ م







Lighting System



Stage Design



Sound System



Branding



# Sakani Exhibition









Lighting System



Stage Design



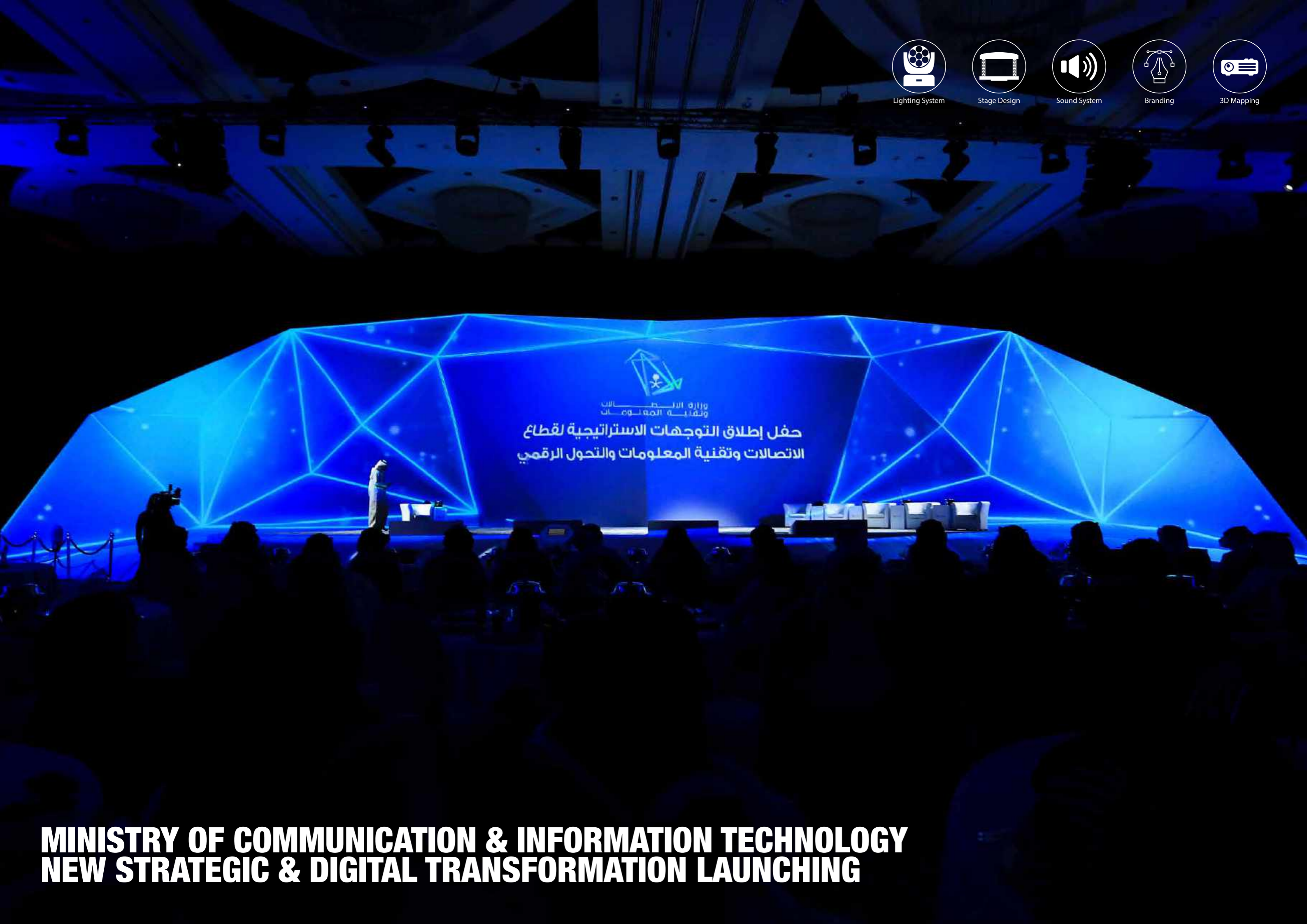
Sound System



Branding



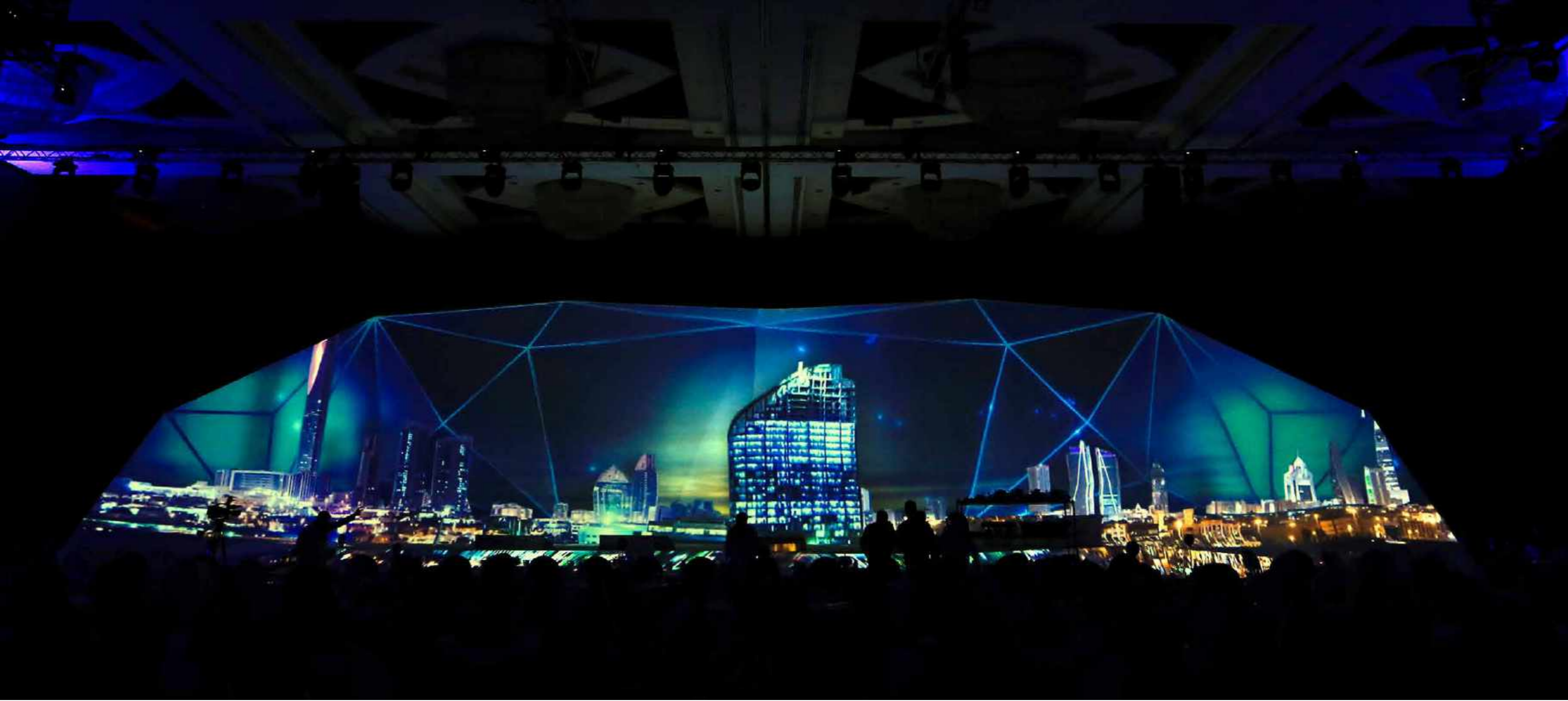
3D Mapping



وزارة الاتصالات  
وتقنية المعلومات  
حفل إطلاق التوجهات الاستراتيجية لقطاع  
الاتصالات وتقنية المعلومات والتحول الرقمي

**MINISTRY OF COMMUNICATION & INFORMATION TECHNOLOGY  
NEW STRATEGIC & DIGITAL TRANSFORMATION LAUNCHING**









Lighting System



Stage Design



Sound System

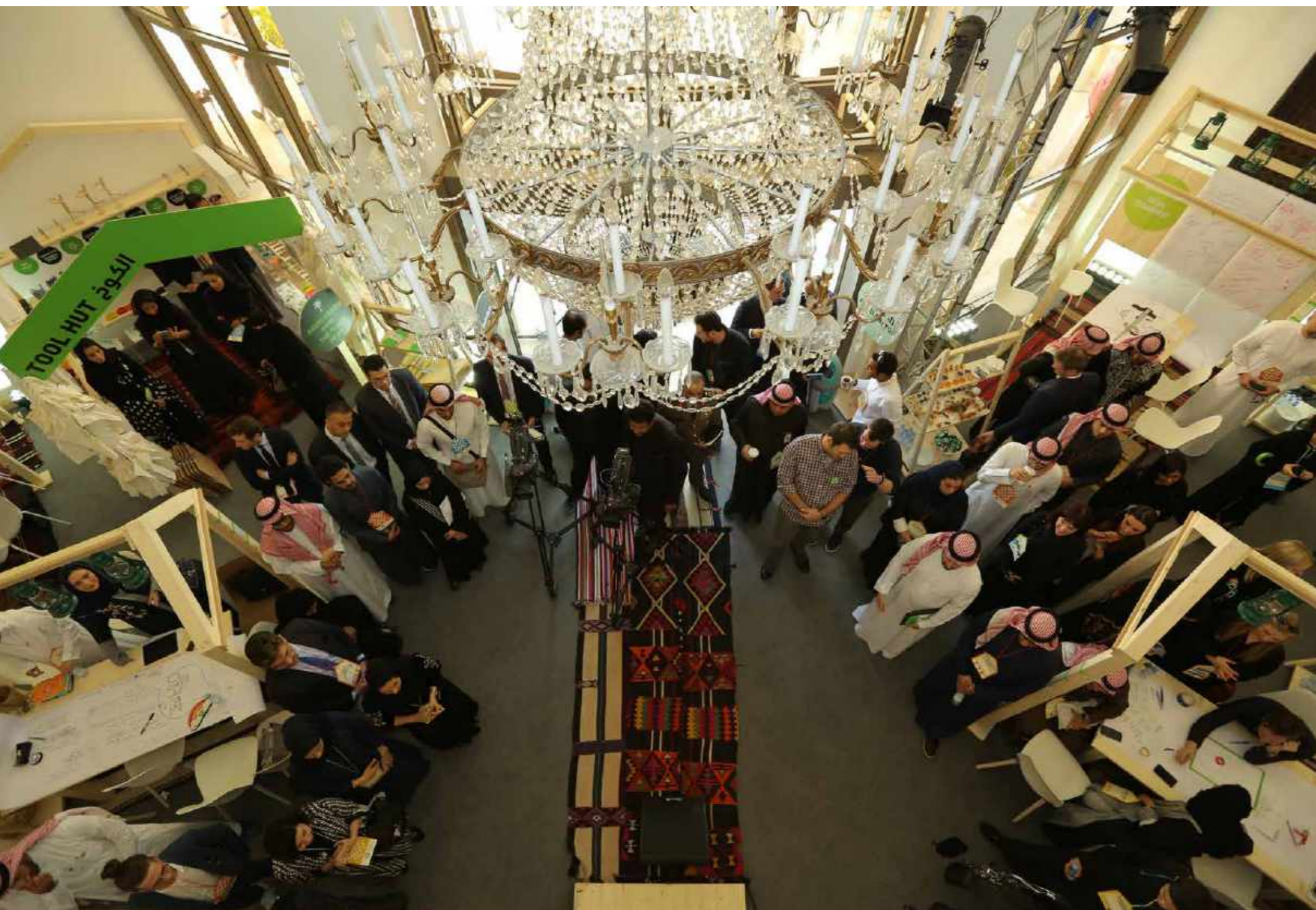


Branding



# FUTURE WORKSHOPS









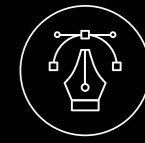
Lighting System



Stage Design



Sound System



Branding



راعية

جائزة المرأة السعودية المسؤولة

راعية

جائزة المرأة السعودية المسؤولة

ec.net

RAEIAH AWARD









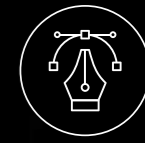
Lighting System



Stage Design



Sound System



Branding



**GOT TALENT**









Lighting System



Stage Design



Sound System



Branding



**MINISTRY OF FINANCE - ETIMAD LAUNCHING**









Lighting System



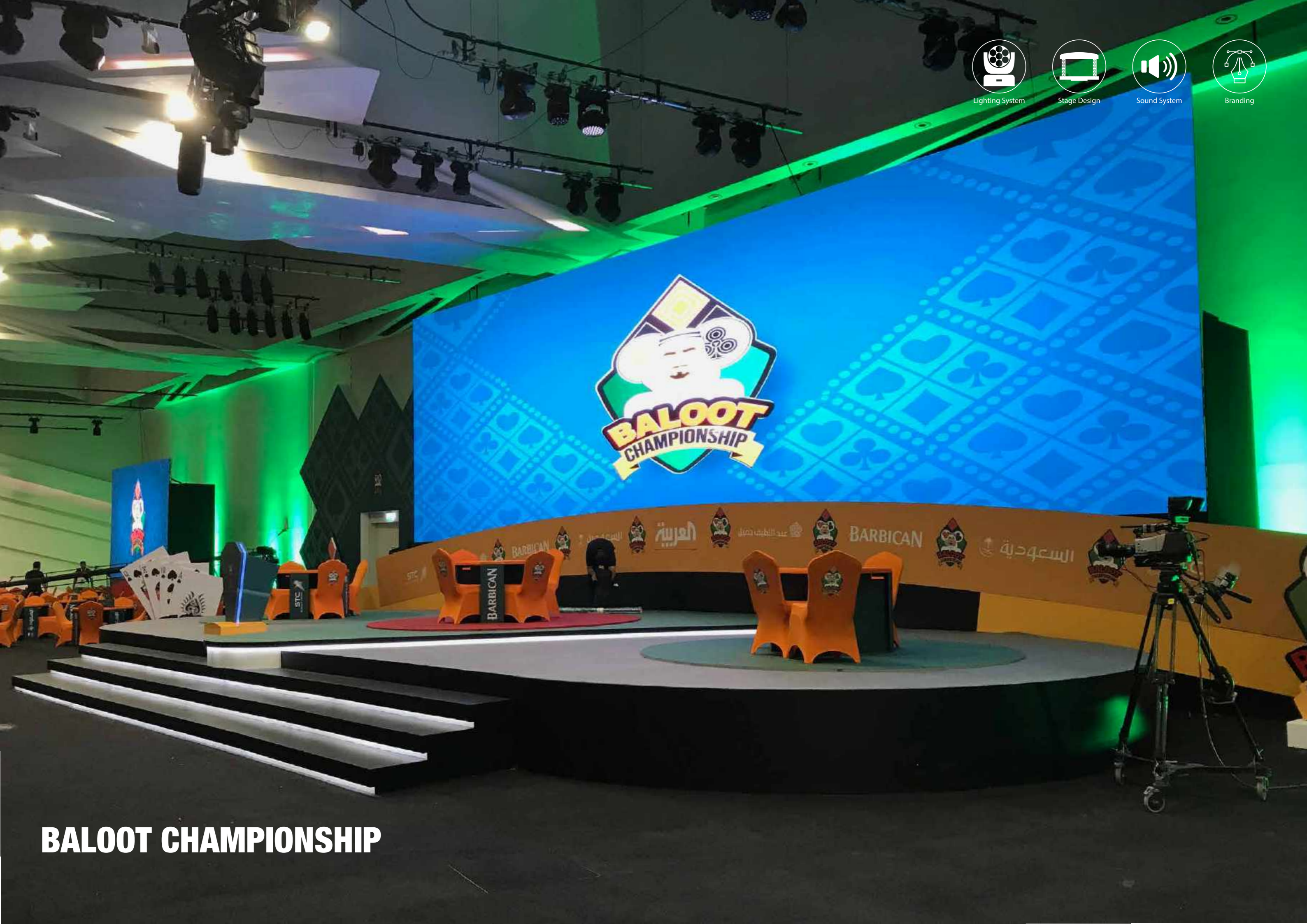
Stage Design



Sound System

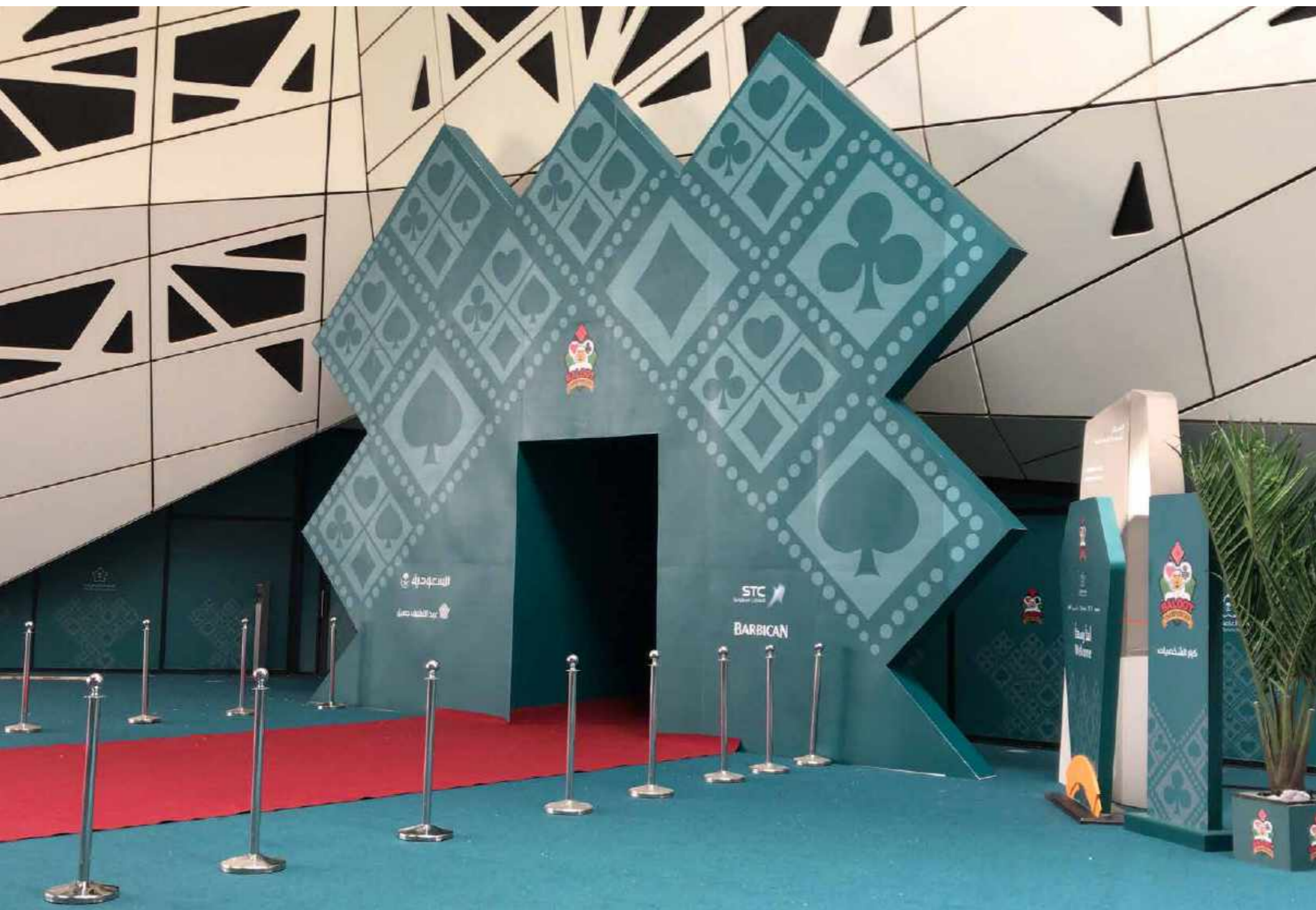


Branding



**BALOOT CHAMPIONSHIP**









Lighting System



Stage Design



Sound System



Branding

# GENERAL CULTURE AUTHORITY WORKSHOP



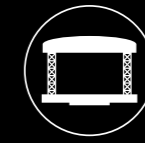








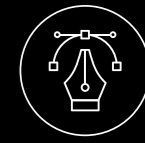
Lighting System



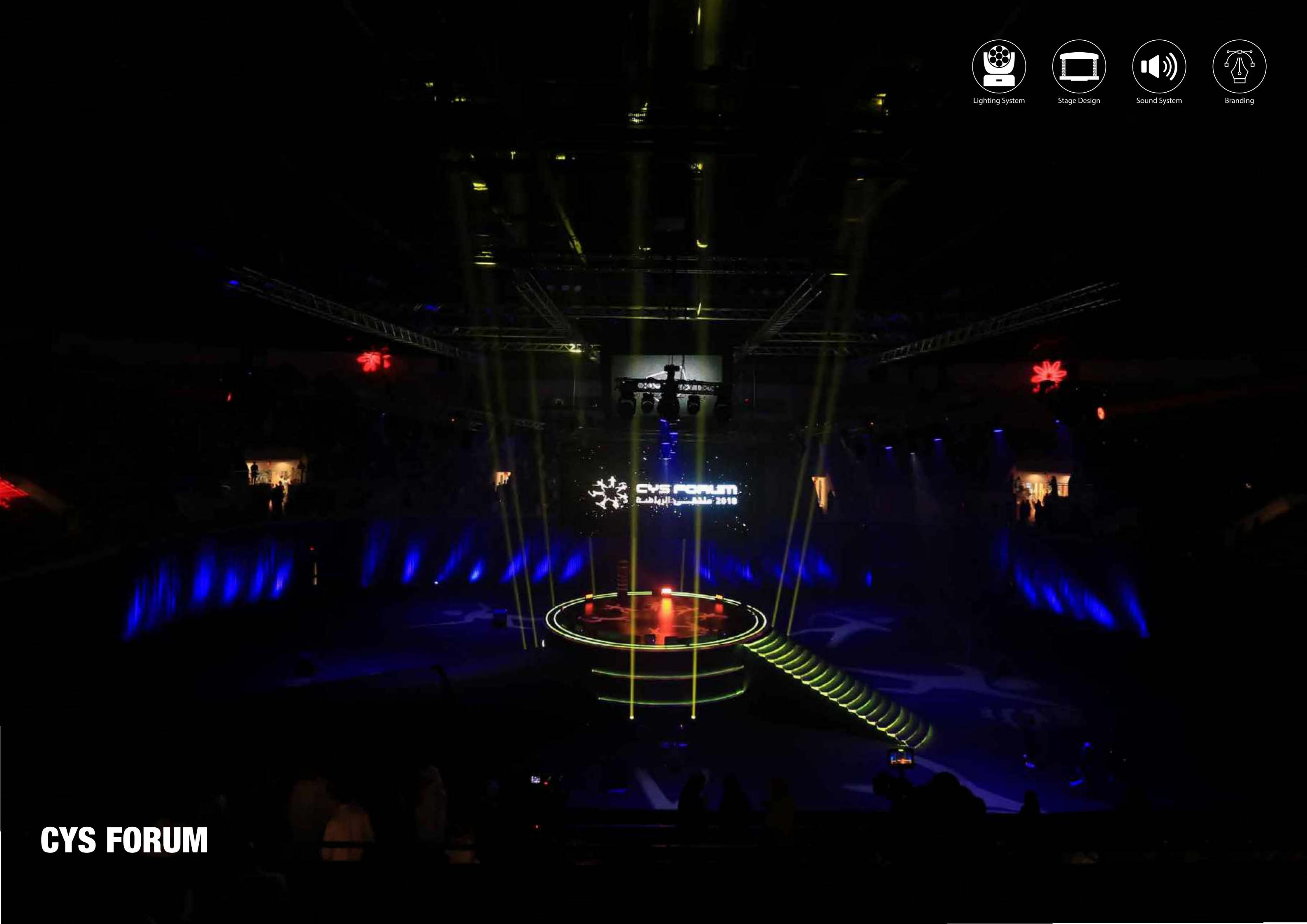
Stage Design



Sound System

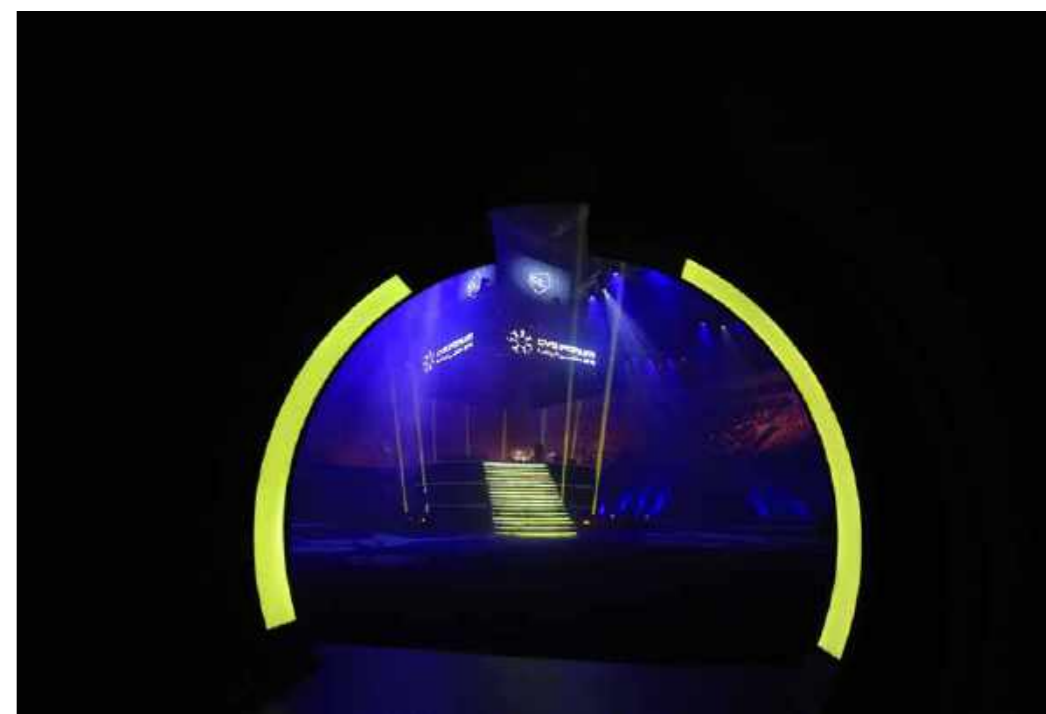
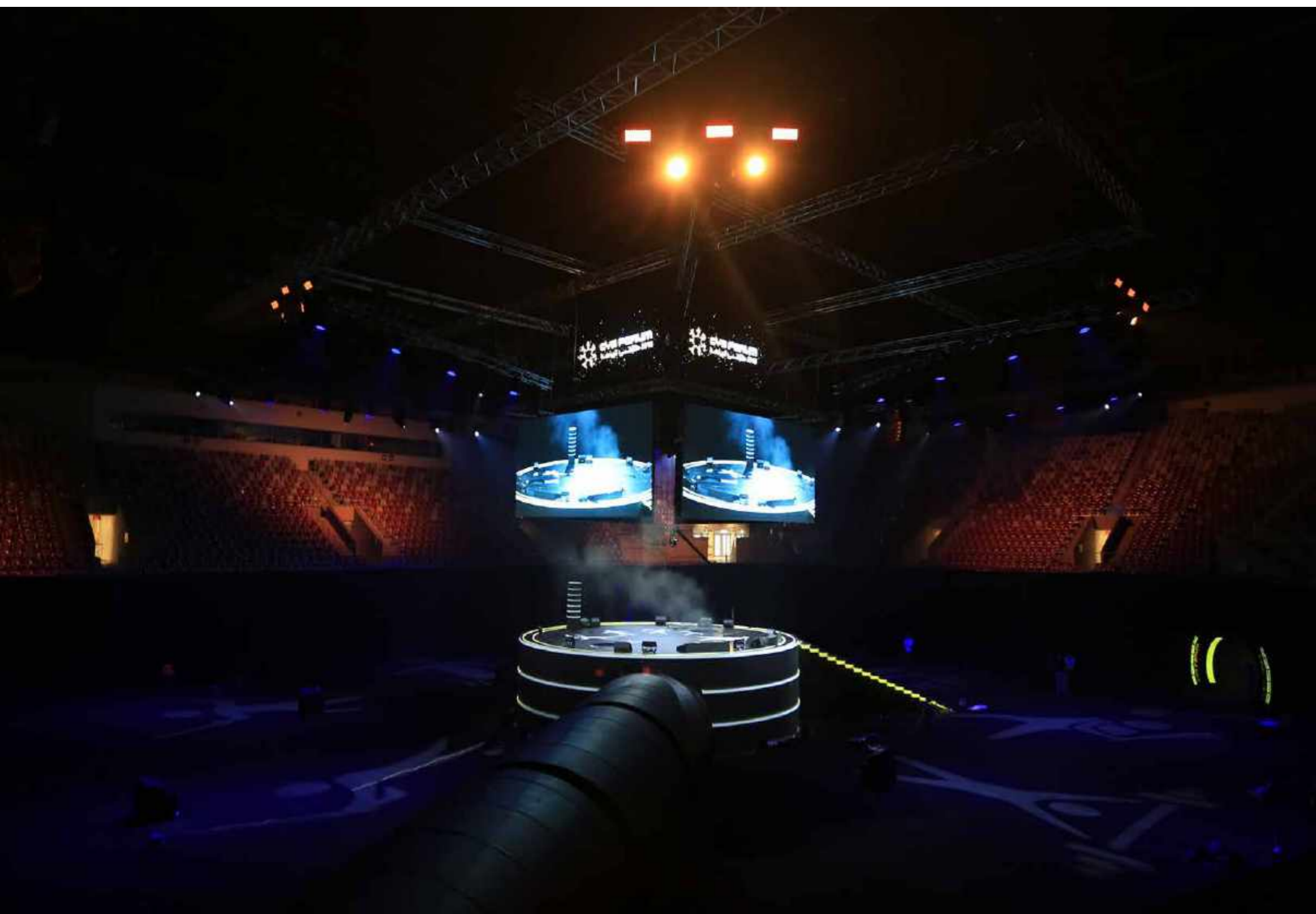


Branding



**CYS FORUM**









Lighting System



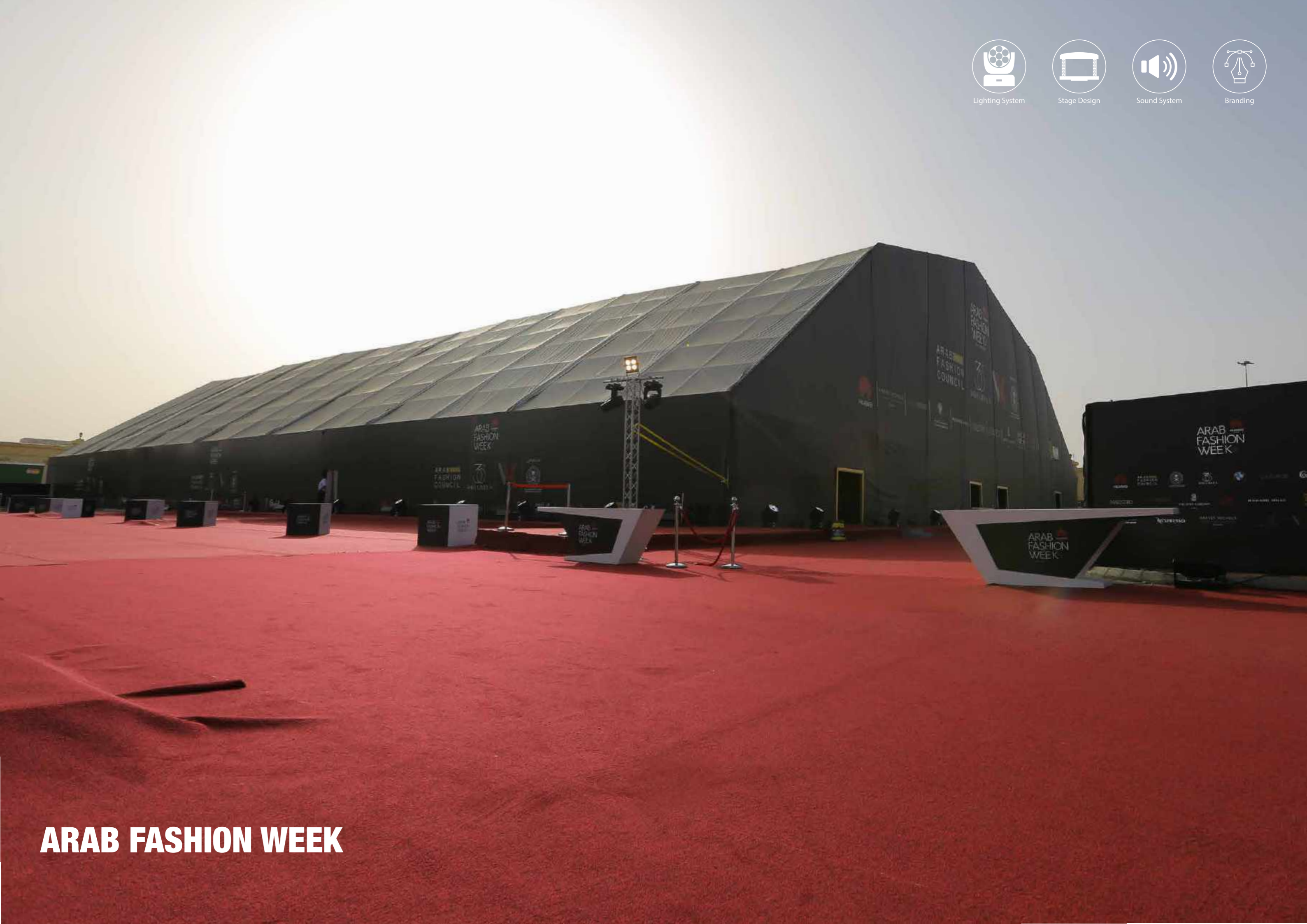
Stage Design



Sound System



Branding



**ARAB FASHION WEEK**









Lighting System



Stage Design



Sound System



Branding



# F-15SA AIRCRAFT INAUGURATION 2016







## WHAT WE DID

King Salman, Omar Al-Bashir, president of Sudan and the audience, watched a film to mark the 50th anniversary of the KFAA, which featured the most prominent achievements of the academy.

King Salman also launched the new F15-SA aircraft which recently joined the fleet of the Royal Saudi Air Force. He watched a film about the plane and its advanced technologies, followed by an airshow including a display by the Saudi Hawks team, who recently registered in the Guinness Book of world records for their performance depicting the Kingdom's logo — two swords and a palm.

MAESTRO's challenge was not only to deliver a military ceremony befitting the royal patronage but also to organize it with high standards of quality, which accept zero mistakes, to be a memorable event for the Royal Saudi Air forces, Graduates and the audience.

To ensure that, MAESTRO teams had to spend many hours in the set-up and the execution of this Royal ceremony.











MAESTRO developed and managed the entire event from concept development to theming and designing, audiovisual and staging, speaker management, running schedules and event staff, technical support and more.

- High quality and royal standards ceremony event.
- Rising the client's trust due to organizing a ceremony beyond his expectations.
- A satisfied client looking forward to work again with the MAESTROS.







Lighting System



Stage Design



Sound System



Branding



**PRINCESS SAITAH SOCIAL AWARD 2016**









Lighting System



Stage Design



Sound System



Branding

**CYM FORUM 2016**





CYM provides vocational guidance to young men and women to choose a course of study and career, appropriate to their abilities, and needs of the labor market. Helping youths to build their future with all superiority and excellence to put them on the path of perfection at work and contribute to the development of their community effectively.

CYM was executed around five cities of the Kingdom. In partnership with private and governmental sectors, offering a distinguished group of speakers of young people from different fields and disciplines.







The forum achieved the highest number of attendance with more than 35 thousand attendees; it also received four international awards around 5 years.

MAESTRO teams had to put so much effort to succeed with this huge event, the challenge was not only to deliver an event with world-class standards but also to do that in different five locations across the Kingdom within a month, and for us in MAESTRO we like to be challenged when it comes to our client satisfaction.







  
**CYM Forum 2016**  
ملتقى التخصصات



المنظمون  
الهيئة العامة للغذاء والدواء  
الهيئة العامة للغذاء والدواء  
الهيئة العامة للغذاء والدواء  
الهيئة العامة للغذاء والدواء  
# أنا أوصل

MAESTRO worked closely with the client on the pre-event work, coordinating venues transportation, hotels, badging, printing, audiovisual and live streaming. In addition to attending site visits to the venues, we liaised with all suppliers on the finances, logistics and intimate details, ensuring no element was missed in the preparation of the event.





Lighting System



Stage Design



Sound System



Branding



# CYC FORUM 2017





CYC 2030 ملتقى التخصصات

CYC 2030

CYC 2030

CYC 2030



CYC 2030  
ملتقى التخصصات

إحدى مبادرات



اللجنة الوطنية للتوظيف  
Job Creation Commission

المنظمون



الملتقى - التخصصات

CYC 2030  
ملتقى التخصصات

إحدى مبادرات



اللجنة الوطنية للتوظيف  
Job Creation Commission

المنظمون



الملتقى - التخصصات











Lighting System



Stage Design



Sound System



Branding



  
 مؤتمر  
**مفردون**  
**tweeps**  
 — 2016 —  
  
**مسك** *msk*  
 مؤسسة مسك

# SAUDI TWEEPS 2016





Tweeps is an interactive event for young social media users, came again this year in its fourth forum at The Ritz-Carlton in Riyadh.

This year, 5 ministers, officials, experts and specialists from the Gulf Cooperation Council (GCC) were among the participants in Saudi Tweeps forum.

Tweeps at its fourth forum expanded the limits of the relationship between young people and creativity. The goal of Tweeps forum was to increase young users' knowledge, and to benefit from the experiences and development of youth skills in various fields. Participants shared their ideas, solutions and thoughts with attendees





The forum included a main session that discussed the impact of social media sites on government officials interacting with citizens, so as to connect officials in charge directly with issues and cases in various fields. The forum included a session about the social networking site "Twitter", where one of its officials talked about Twitter users around the world, the site content, and developing mechanisms.

MAESTRO challenge was to deliver an astounding event for the client, holding a colorful high-tech theme to be parallel with the main concept of this forum, which is oriented to; "TWITTER" users the famous social media website.

For MAESTRO it was necessary to ensure achieving that mission with perfection and creativity, by taking care of each single tiny detail of this event. It is just us, and the spirit we work on.



MAESTRO scoop of work included venue set up for more than 1000 guests including VIPs. In addition to Branding, Staging and live streaming, Theming & Design, Catering Management, Seating & Venue Management, Technical Management, Running Schedules, Event Staff, the registration and the engagement area for the attendees, and all of the media content used in the forum.

- Well-scheduled program had all the guests entertained and engaged throughout the event.
- A successful forum and discussion sessions with world-class standards.
- Great feedback from satisfied client.







Lighting System



Stage Design



Sound System



Branding

# KING KHALID AWARD CEREMONY 2016



King Khalid Awards in Nonprofit Excellence, Responsible Competitiveness, and the individuals Award for creative social initiatives, comes back again for the fifth year in this ceremony.

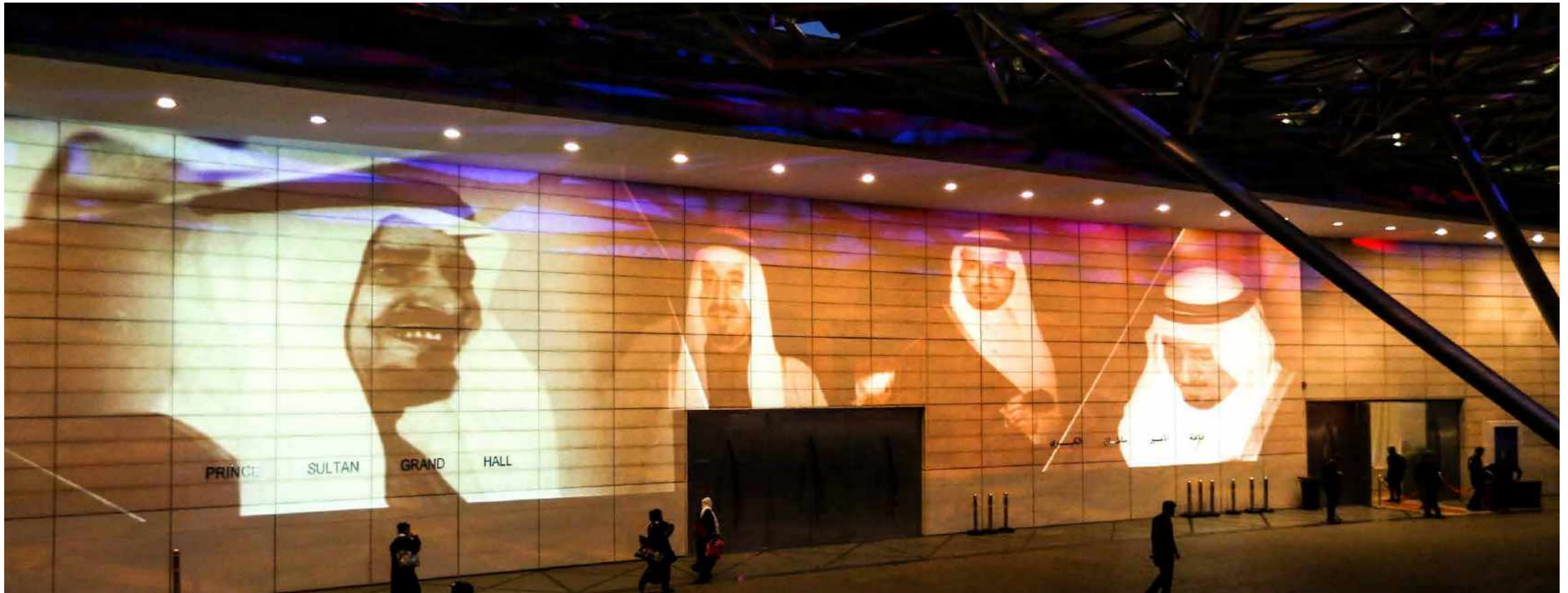
These awards are a tool for social change and designed to recognize, encourage and support exceptional achievements in the fields of corporate social responsibility, nonprofit management excellence and social innovation.



MAESTRO's challenge was not only to deliver a ceremony befitting the royal patronage but also to organize it with high standards of quality, which accept zero mistakes, to be a memorable event for the client, awards winners and the attendees.

To ensure that, MAESTRO teams had to spend many sweaty hours during the set-up and the execution of this unique ceremony.









MAESTRO developed and managed the entire event from location scouting and concept development to theming and designing, audio visual, catering and staging, speaker management, running schedules and event staff, security and technical support, and more.

The stage was built with luxurious seating area and supported it with LED screens inside the back wall of it.

The venue has been set for more than 700 guests taking in consider gala dinner for them.







Lighting System



Stage Design



Sound System



Branding

TAQAT.SA

طاقات  
البيوانية الوطنية للعمل

# وبن طاقتي

920020301

مجلس  
 في المملكة العربية السعودية  
 للاقتصاد  
 www.taqat.sa  
 شخصية، واسع  
 رقة، نوازل العمل  
 بريد الكتروني  
 هواتف

البيانات  
 ذات القطاع الخاص  
 العمل والتنمية  
 خلال المؤسسة

الشخصية  
 إثنين بصالحات  
 الحقائق  
 الفستخفين



قديم والدعوات وعروض العمل  
 وتهدف إلى أن تستقبل الشركات، برعاية  
 المقابلات لها بأمرها وسجله أو عرض العمل  
 وتفاصيله

NLG LAUNCHING 2015

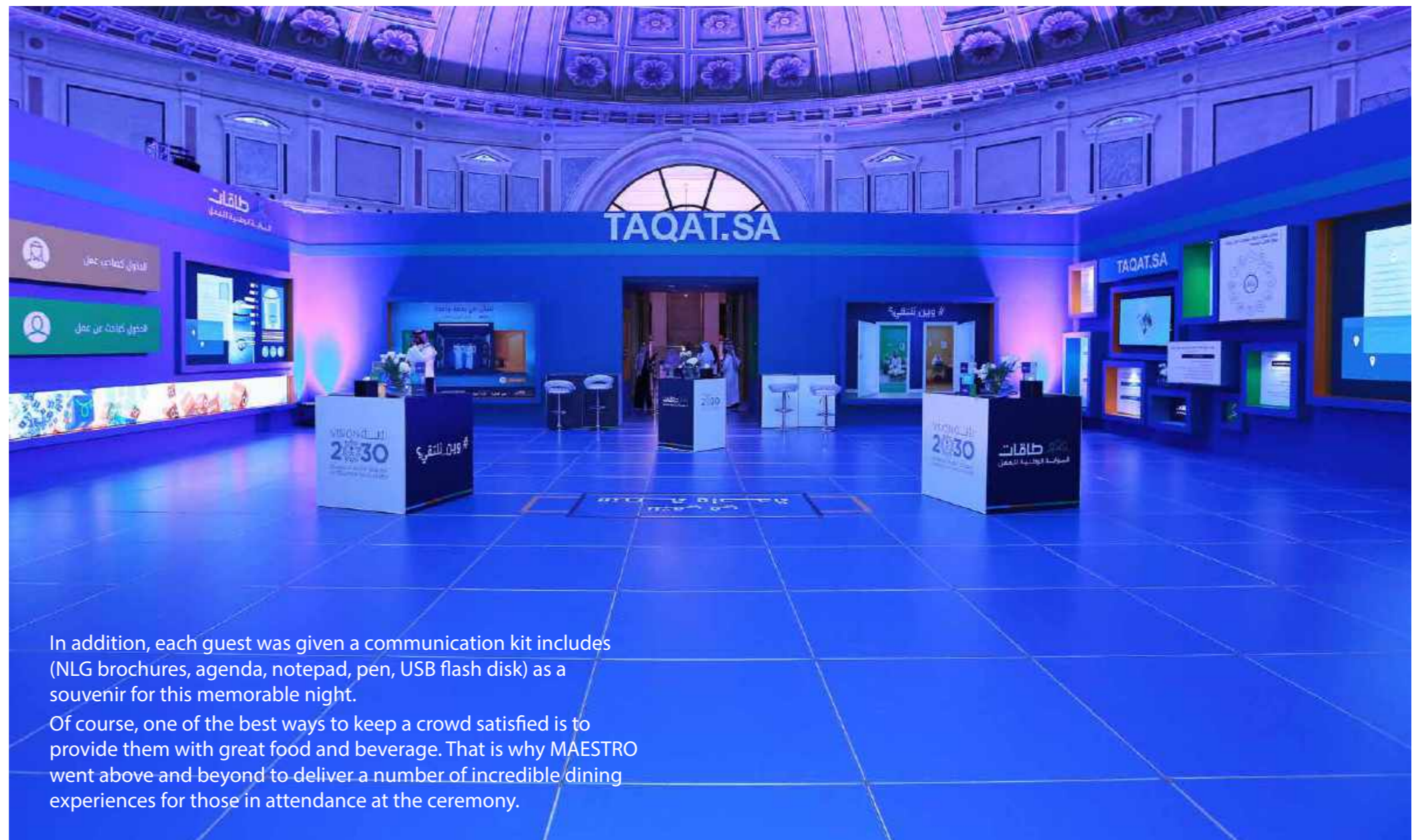




MAESTRO was asked to manage the production for all technical elements of the launching ceremony, and organized the installation of the stage with three huge LED screens, and a stand below the stage in the center of it facing the audience and contains the launching button. Launching was by the Minister of Labor and Social Development Dr. Saad bin Moufarrej Hagbani to press it.

MAESTRO developed and managed the entire event from MAESTRO event management and production teams provided all the necessary elements of the ground program for 2 hours including ceremony, stage management, engagement area setup, seating, design, theming, production, and dinner that involved VIP guests and social media influencers.





In addition, each guest was given a communication kit includes (NLG brochures, agenda, notepad, pen, USB flash disk) as a souvenir for this memorable night.

Of course, one of the best ways to keep a crowd satisfied is to provide them with great food and beverage. That is why MAESTRO went above and beyond to deliver a number of incredible dining experiences for those in attendance at the ceremony.





Lighting System



Stage Design



Sound System



Branding



3D Mapping



# DOROOB LAUNCHING





Doroob is a major national initiative that specializes in catering to the needs of jobseekers or anyone eager to develop his/her professional skills towards more advanced levels.

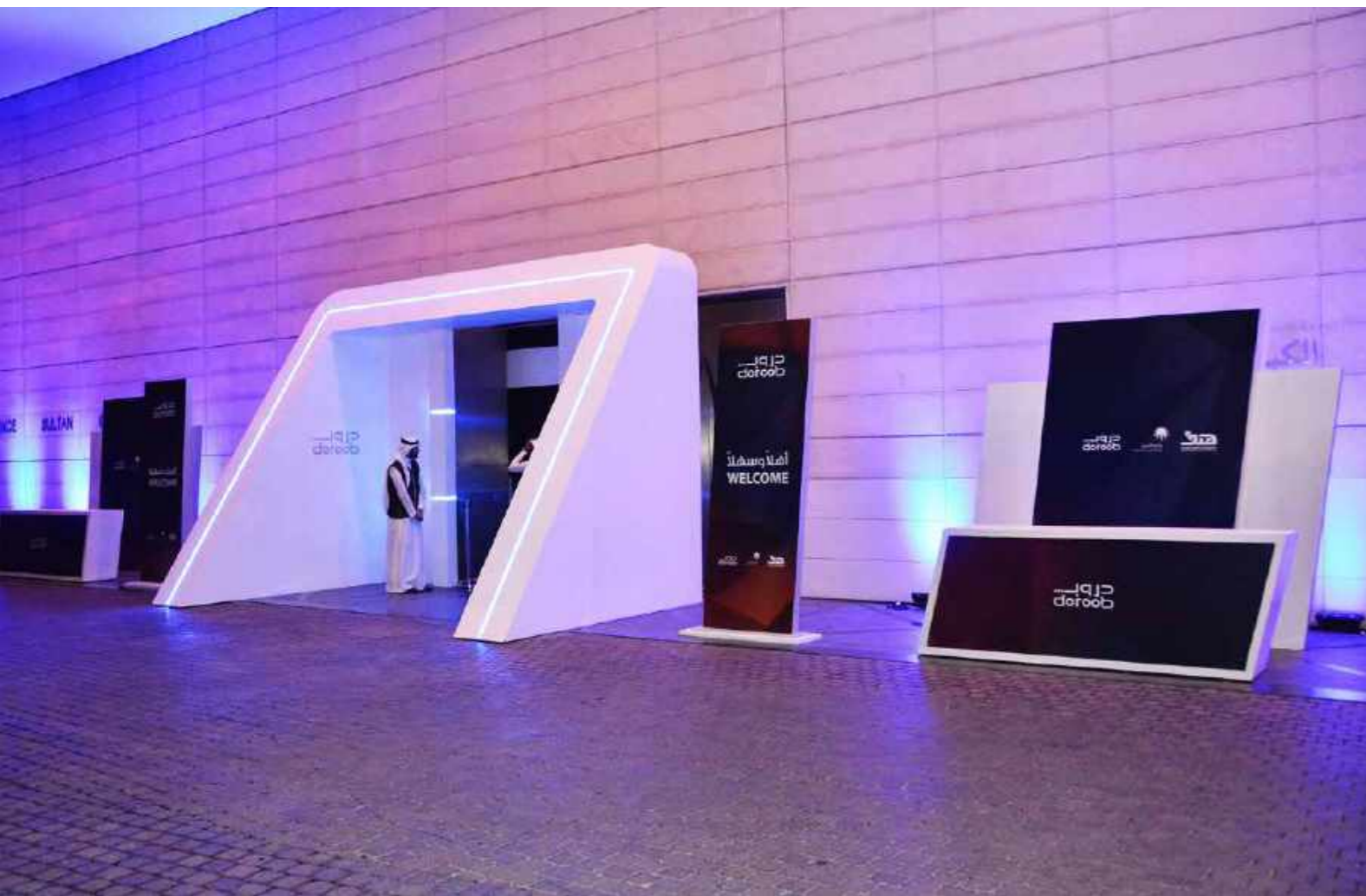
It is an integrated program sponsored by the Human Resources Development Fund (HRDF).

This program starts with the introduction of e-Learning and online training, where you can get trained anytime and from anywhere. Then, it offers accredited certificates that are officially recognized by top employers in the Kingdom. These certificates also give their holders priority when applying for a job.





MAESTRO's challenge was not only to deliver a great launching ceremony but also to develop and design the whole branding and theming for the program, and organize the ceremony A to Z, taking care of every single detail from coming up with an identity for this initiative to the ceremony management.







MAESTRO developed and managed the entire event from location scouting and concept development to designing the identity and the whole theme.

- Remarkable and Successful launching ceremony for the client and the guests.
- Rising the client's trust due to organizing a ceremony beyond his expectations.
- High-quality technology successfully used in the event.
- Well-scheduled program had all the guests entertained and engaged throughout the entire event.







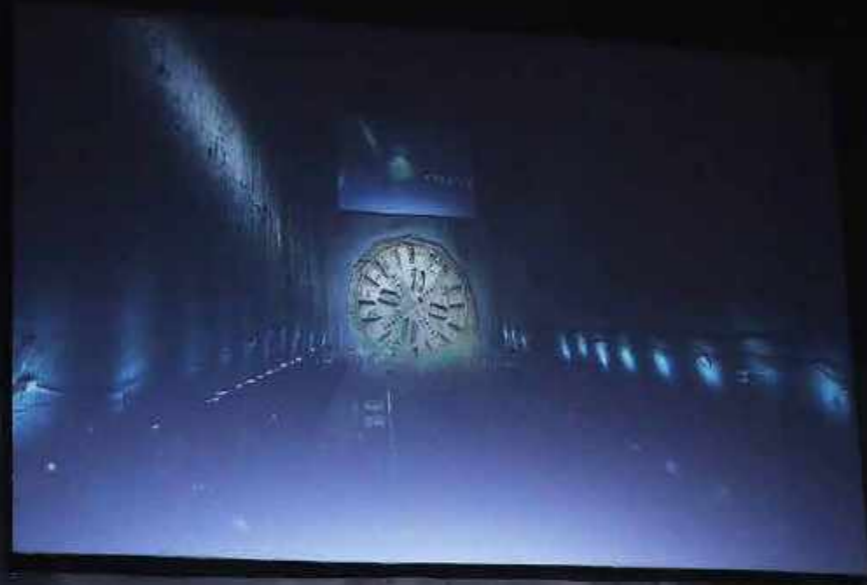
Lighting System



Stage Design



Sound System



**RIYADH METRO**









Lighting System



Stage Design



Sound System

## PROJECT NAME

Cheb Khalid & Nelly ConcertAESTROS

## YEAR

2017

## VENUE

Jeddah



























Lighting System



Stage Design



Sound System



Branding



3D Mapping

**PROJECT NAME**

SABB Bank 40th Anniversary

**YEAR**

2017

**VENUE**

APEX Convention Center











SABB 40 YEARS  
عاشا





Lighting System



Stage Design



Sound System



Branding

**PROJECT NAME**

Waay Award - Ministry of Health

**YEAR**

2017

**VENUE**

Ritz Carlton - Riyadh











Lighting System



Stage Design



Sound System



Branding

**PROJECT NAME**

Model of Care - Ministry of Health

**YEAR**

2017

**VENUE**

APEX Convention Center









مفعل الرجال

دفع الإعلان عن نموذج الرعاية الصحية المستقبلية في المملكة  
2017

2030 رؤية  
وزارة الصحة  
Ministry of Health

مفعل الإعلان عن نموذج الرعاية الصحية المستقبلية في المملكة  
Model of care  
2017

2030 رؤية  
وزارة الصحة  
Ministry of Health





Lighting System



Stage Design



Sound System

## PROJECT NAME

Harlem GlobeTrotters

## YEAR

2017

## VENUE

Sport City - Riyadh



















Lighting System



Stage Design



Sound System



Branding

**PROJECT NAME**

Shouf

**YEAR**

2015

**VENUE**

Hilton Jeddah Hotel







Lighting System



Stage Design



Sound System



Branding



3D Mapping

**PROJECT NAME**

KSA Vision 2030 Declaration

**YEAR**

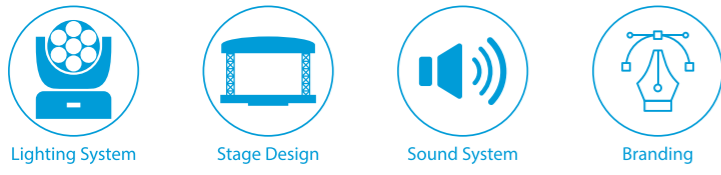
2016

**VENUE**

Royal Palace - Riyadh







**PROJECT NAME**

Riyadh Municipality - Flower Festival Janadria

**YEAR**

2017

**VENUE**

Janadria - Riyadh







Lighting System



Stage Design



Sound System



Branding



E-Registration

**PROJECT NAME**

CYM

**YEAR**

2016

**VENUE**

Riyadh, Jeddah, Maddina, Abha, Dammam







Lighting System



Stage Design



Sound System



Branding



3D Mapping

**PROJECT NAME**

Eid Al-Fitr

**YEAR**

2017

**VENUE**

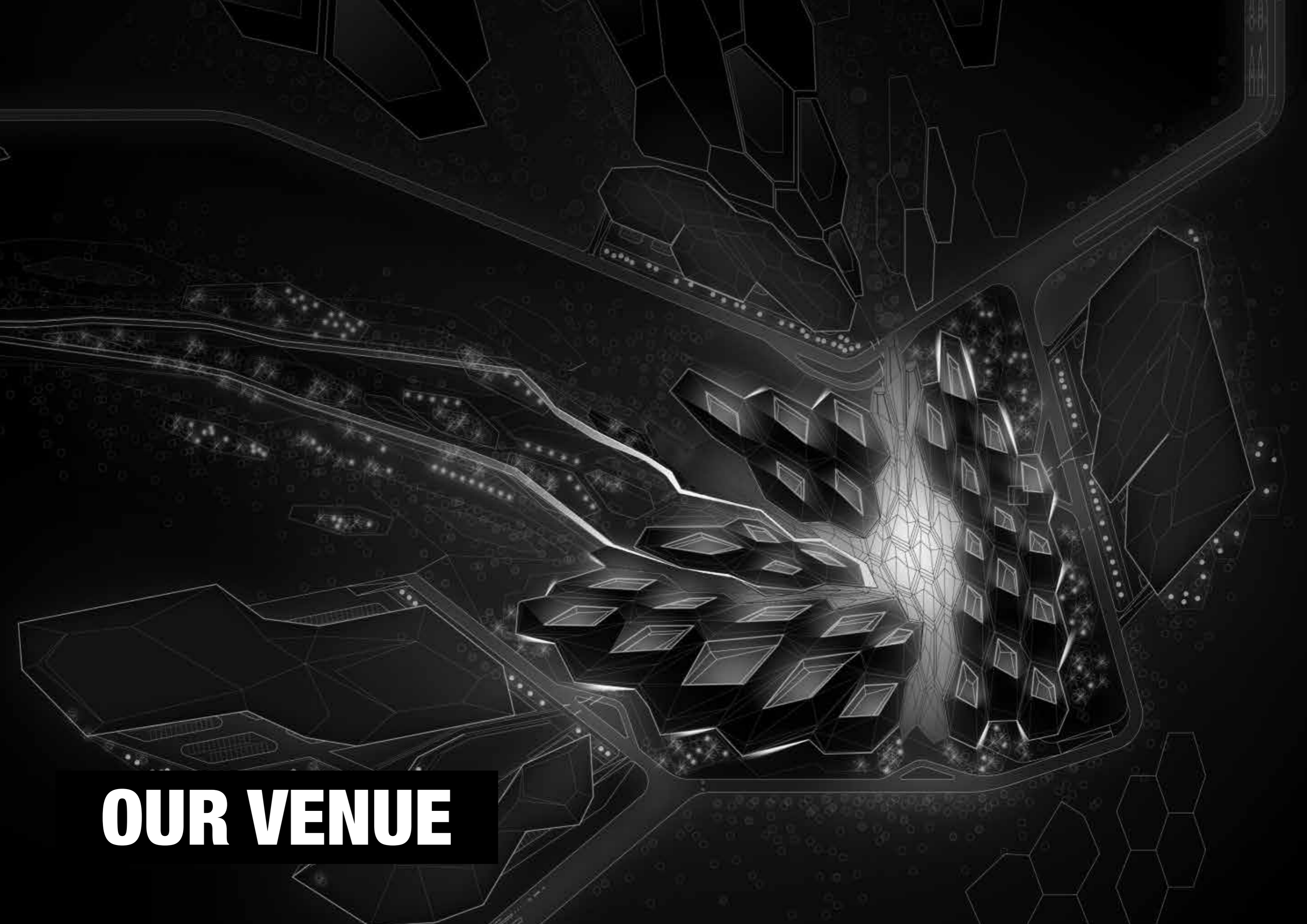
Riyadh











**OUR VENUE**





**APEX  
CONVENTION  
CENTER**

مركز أبكس للمعارض والمؤتمرات

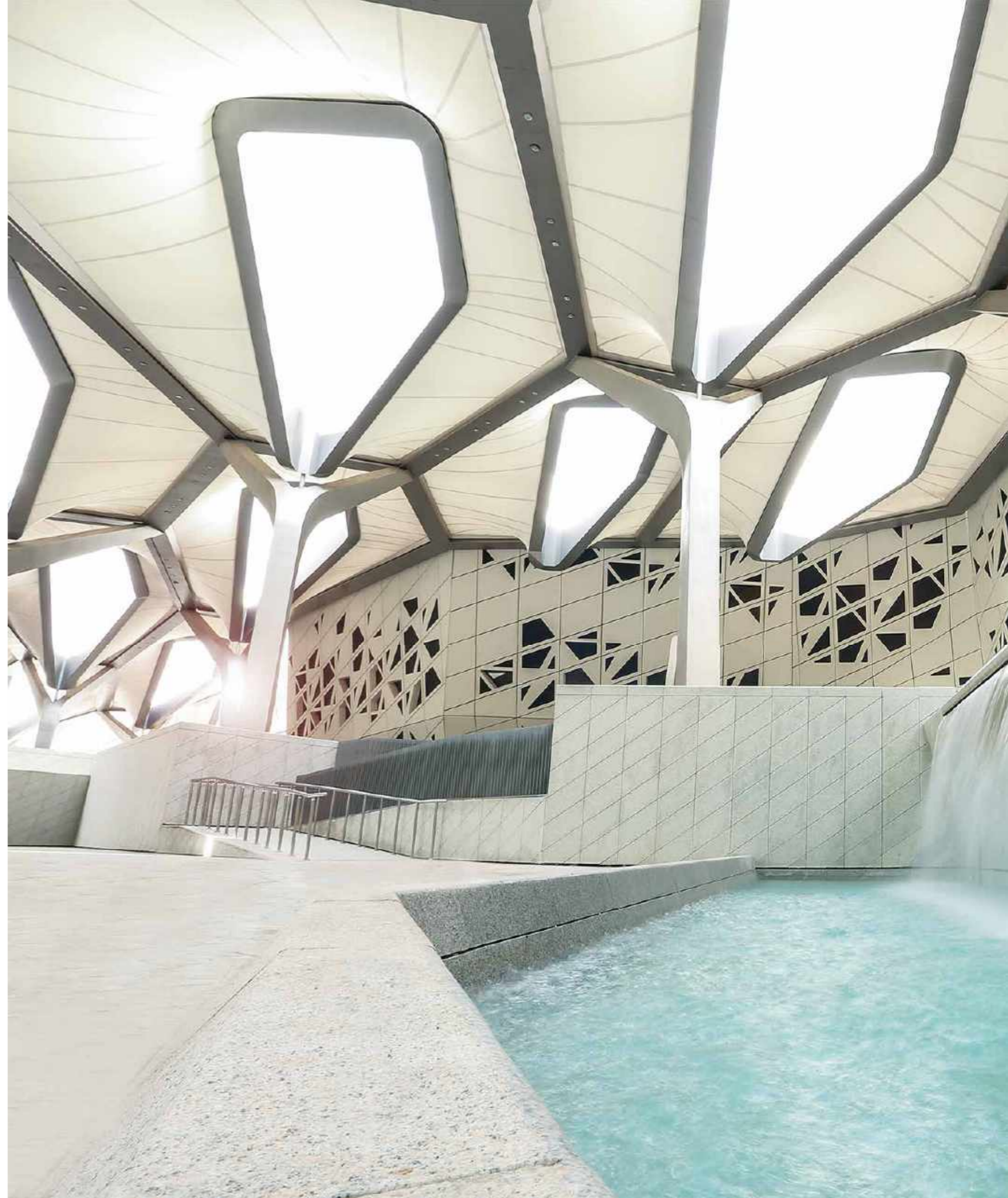
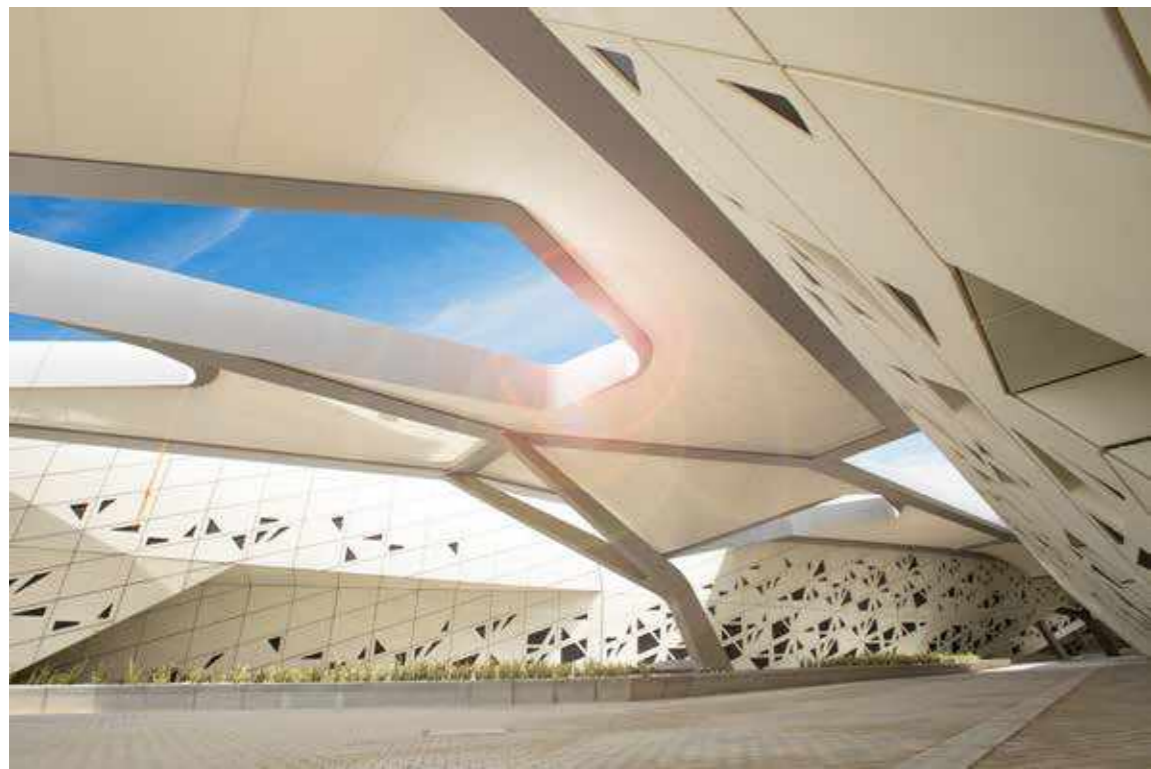


# WHO WE ARE

The Apex Convention Center (ACC) is at the heart of the King Abdullah Petroleum Studies and Research Center (KAPSARC), a future-oriented global center for meetings and conferences.

The center has been awarded for its state of art architecture; done by the world-renowned architect Zaha Hadid. Apex Convention Center aims to bring together delegates and guests from all over the world to meet and collaborate under one roof.

Apex Convention Center is a premier venue for meetings and large conferences, where guests from around the world can congregate to share ideas. The Center is flexible enough to function efficiently across a wide range of events, including gala dinners, award ceremonies, product launches, conferences, workshops, and much more.







## APEX MAIN HALL

The Apex Convention Center is equipped with a large multi-purpose hall and a variety of smaller halls and meeting rooms.

The multi-purpose hall is a space for banquets, conferences, and meetings, serviced by an adjacent banquet kitchen, that can accommodate up to 1,500 guests for a lecture event, 1,030 guests in banquet configuration, or 730 guests in a combination conference and banquet configuration.

Flexibility is the driving concept behind the design of the space, which can be divided into between one and five rooms in a variety of

configurations, so that a single large event can be accommodated or many smaller events can take place simultaneously. Sections of the hall can also be sub-divided into areas for ancillary displays or exhibition materials that form part of a larger conference.

Technical features of the multi-purpose hall include a column-free space with high ceilings, uninterrupted vehicle access, and a robust in-house technical infrastructure. These features attract and efficiently support the deployment of large-scale and temporary production, exhibition and staging installations with minimal requirements for additional temporary

cabling. The demanding requirements for mechanical, technical, and structural support are integrated into an articulated wall and ceiling design which echoes the design language of the building.

The backstage areas include all necessary storage and support spaces for the multi-purpose hall, audiovisual operations, deliveries, and banqueting support.



# APEX OUTDOOR PLAZA

Giving the Apex Convention Center a real edge, and making it the preferred choice for all your events, is an outdoor area known as 'The Plaza'. This 4000 square meters semi-covered area is perfect for outdoor events and exhibitions. It also provides hosts with a unique opportunity to amalgamate indoor and outdoor area, thus creating a mesmerizing experience for your guests.







## **MAKE IT YOURS**

For events that make an impact, you can't beat Apex Convention Centre for location, variety and sheer spaciousness. But ACC is so much more than a space for hire. While it's true we have the region's most diverse conference facilities, offering unrivaled luxury and flexibility, it's our people and the service they provide that keep conference and event organizers returning year after year. By managing a constant roster of impeccable shows across various sectors over the years, our events team has amassed considerable experience.





Whether you seek to host an international conference, a corporate event, an award, a workshop or even a leadership meeting, Apex Convention Center services will be provided to you in the most fine and customized manner that fit your needs and exceed your expectations.



We offer turnkey solutions for planning, logistics, production, audiovisual, design and more. From the moment you contact us, we will set out to deliver the best possible event with a range of creative solutions to bring your event to life.

With years of invaluable experience, Apex Convention Center has established relationships with some of the best companies in the Kingdom and will guide and support you through the entire event process. Should you need to be more informed about our services and working with the Apex Convention Center, please do not hesitate to contact us.











# LIGHTING SYSTEM





## GRAND MA3

Founded on the legacy of the previous grandMA consoles, the grandMA3 represents a radical re-think of what's possible from a lighting control platform. The elegant new system-architecture incorporates new fixture, feature and effects-handling at its very heart.

The system features ground-breaking concepts from top industry visionaries, presented within a refined user interface, and is designed to make practical tasks more intuitive.

The physical design detail of the grandMA3 range is extraordinary and focused on delivering the best possible user experience, now and into the future.

The grandMA3 full-size and light models feature huge multi-touch screen surface area; All dedicated encoder and playback information is accessed directly on the letterbox screens allowing the larger screens to be fully-configured to suit user needs.

grandMA3 breaks the limitations of Local Area Networks (LAN) with the ability to access Wide Area Networks (WAN). Software updates, technical support, online help and fixture downloads are all features to be supported within the WAN framework.

Using the advanced MA-Net3 protocol, grandMA3 systems can output up to 250,000 parameters. There are three sizes of grandMA3 processing units to expand the console parameter count.





## **Full Board 4**



### **HOG FULL BOARD 4**

- Robust Hog 4 Operating Software
- Unlimited number of simultaneous crossfades
- Two internal 15.6-inch wide screen touchscreens with 10 point multi touch
- Two external monitors or touchscreens supported\*
- Five encoders for an expanded wheelset
- Twelve LCD User Keys
- Ten motorized playback faders
- One motorized Grand Master
- Four fixed universes of DMX 512 and up to 12 universes of DMX 512 over ArtNet or sACN
- Hog-Net Ethernet connector
- Fixture-Net Ethernet connector
- Internal Solid State Hard disk drive
- Five USB ports for Wholehog wings and external touchscreens
- Desklights, feedback LEDs, and integrated worklight all dimmable





## LIGHTING CONTROL CONSOLES

Tiger Touch II

Brand : AVOLITES

The Avolites Tiger Touch II represents the perfect combination of power and portability. This third-generation console is packed with enough power for complex shows, yet small and light enough to fly in standard hold luggage. The console features SMPTE timecode support and a redesigned button layout to match the entire Titan range.

### Tech Spec

- 10 pageable playbacks, 60 pages
- 10 static playbacks – perfect for instant access
- 100% brighter 15.6" screen
- Three metal shaft optical encoders offering luxurious precision
- MIDI support for MIDI Notes and MIDI Timecode
- Built in UPS (coming 2015)
- 4 physical DMX outputs, up to 16 over ArtNet or sACN - 8192 channels
- Supports Titan Network Processors for DMX expansion up to 64 universes
- Trigger inputs
- Dual Ethernet port
- Expand your control surface through wings, DMX In or MIDI
- Dedicated cue stack control
- Support for external touch screen
- 10 programmable executor buttons
- Conveniently accessible front loading USB





# PHILIPS

# VARI\*LITE



## VL10 BEAMWASH

The Vari-Lite VL10 BEAMWASH packs class-leading power, dynamics and personality into a compact, fast-moving body. Producing 28,000 lumens and weighing just 33kg, it's brighter, lighter and more versatile than any comparable fixture.

A suite of dynamic effects offers endless creative possibilities, from the dual overlaying prisms to the aperture wheel, rotating gobo wheel and stunning aerial effects from the exclusive new VL\*FX wheel. An internal frost can soften effects, while a heavy frost lens creates a strong, even wash. VL's enhanced CYM system and fixed color wheel offer designers a full palette, from the subtlest hues to the deepest reds and blues.



## VLZ SPOT

The familiar CMY-CTO color system created stunning, seamless mixed colors. The Dual Fixed color wheel with linear control gives access to Vari-Lite colors and split color combinations. Color shake and color wheel spin control have also been added to the mix.

Both mid-air and high quality projection of images is achieved by the 2 gobo wheels loaded with Vari-Lite exclusive gobo patterns. An additional continuously indexing or rotatable animation wheel further enhances the projected effect.



## VLZ AUTOMATED WASH

The Philips Vari-Lite VLZ Wash is a dedicated wash luminaire utilizing the latest high output LED light engine and a familiar CMY-CTO color system to produce stunning colors. The dual fixed color wheel with linear control gives access to Vari-Lite colors and split color combinations. Color shake and color wheel spin control have also been added to the mix.



## VL 1100

The new VL1100 LED delivers high quality light and consistent color reproduction, the lighting designers' first true alternative to traditional tungsten source in a moving head fixture.

A perfect <tungsten> color shift and an innovative hybrid cooling system smoothly optimize the balance between light output and noise.



# PHILIPS

# VARI\*LITE



## VL6000 BEAM

Designed specifically as the market leading mid-air effects fixture, the VL6000 Beam sets a new standard in its class.

A large 14 inches front aperture-using a new exclusive Philips ellipsoid reflector array system-produces a retro style searchlight effect, with a high output tight collimated shaft of light at 6.5.

Its light weight robust construction and stylish compact design, allows the fixture to transport and install easily, while its visual effects offer something truly spectacular for arena applications.



## VL3500 WASH

In conjunction with its zoomable optics system, Vari-Lite introduces the VARI\*BRITE mode. From any zoom position, this mode can be engaged to offer a tight column of remarkably intense light making the VL3500 the most versatile wash luminaire on the market.

- An interchangeable front lens system, and an aperture wheel.
- CYM color mixing, variable CTO color temperature correction
- The VL3500 Wash is similar in size to our other Series 3000 luminaires, which provides a consistent hang configuration and appearance no matter which luminaire type is utilized

# PHILIPS



## SL BEAM 300FX

The SL BEAM 300FX is a high performance moving head luminaire that delivers a powerful output, with fast and quiet movement.

The 19 RGBW LEDs deliver exceptional output, and the versatile and effective precision optical design allows the SL BEAM 300FX to function both as beam luminaire, and as a wash luminaire.

- Choice of DMX512A control via 5 pin XLR or over Ethernet
- Crisp tightly collimated beam
- Powerful blended washes of colour
- Pattern mode with 32 dynamic moving animations



## SL HYDRUS 350

- Continuous high output
- Wide zoom range
- Fast changing bright colors maintaining high output
- Unique color effect gobo
- Beam, spot, and wash modes for maximum design flexibility
- Fixed colour wheel with open slot , split colour mode and effect mode
- Animation wheel for dynamic effects
- Two rotating beam prisms



# PHILIPS

# VARI\***LITE**



## VL4000 SPOT

Incredibly smooth color mixing whether operating in a slow fade or instant snap.

An entirely new color system that provides CYM color mixing, variable CTO color temperature correction and dual five-position color wheels.

Dual opposing fixed color wheels achieve unique color effects, providing a multitude of multicolor combinations.

New multi-point connections allow the luminaire to be hung at any angle, while a pocketed safety cable attachment trap effortlessly ensures added safety.



## VL1100 LED

The new VL1100 LED delivers high quality light and consistent color reproduction, the lighting designer's first true alternative to traditional tungsten source in a moving head fixture.

4 angles to °70

High CRI light output

Tungsten red shift emulation during dimming

User definable control of output/noise ratio

-16leaf Iris ('I' version)

Color Enhancement channel

Variable fan control channel



## VL800 BEAMLINER

The VL800 BEAMLINER's 12 RGBW LED emitters produce a bright (>3000 lumen) and distinctive, flat sheet of light with a collimated °3.5 beam angle. The unit offers advanced dynamic capabilities with fast, continuous pan and tilt, plus Vari-Lite's exclusive Mega-step and Twist functions on both pan and tilt channels.

The VL800 BEAMLINER's unique looking optical system and comprehensive RGBW color mixing capabilities are complemented by the possibility for pixel-mapping in -12zone mode, allowing for the extra dimension of video integration.

The VL800 BEAMLINER is compact and lightweight, designed to maximize performance, reliability and ease of maintenance, and priced to offer customers a fast and high return on investment.

Linear strip moving light

12 x RGBW LED emitters

°3.5 beam angle

Continuous pan and tilt

Fast, repeatable synchronized movement

Compact and lightweight

>3000 lumen output

Pixel-mapping



# PHILIPS



## SL WASH 350

The SL WASH 350 LED Luminaire delivers an extremely bright homogenous beam with a large zoom range. The luminaire's 19 RGBW -15watt LEDs deliver over 5,800 lumens of output and an extremely wide colour palette. The large motorised zoom range of °8 to °40 provides designers with the freedom to use the SL WASH 350 as a special or as a wash luminaire.



## A.LEDA B-EYE K20

The A.leda B-EYE K20 is a high performance wash light, a breathtaking beam light, and a creator of completely new spectacular visual effects. Its unparalleled versatility makes it an extremely interesting creative tool for all lighting designers.

The B-EYE is first and foremost an excellent quality wash light. It is able to wash surfaces with colors at any distance, making the most of its light source. B-EYE is brighter than any LED-wash with the same rated power, thanks to its special optical unit with a truly amazing lumen/watt ratio, designed and built by Clay Paky. The zoom ranges from °4 to °60 and it is therefore suitable both for environments with low ceilings (small theatres and TV studios, for example), where large angles are extremely useful, and for shows in arenas or large environments, where a tight zoom is perfect.



## SHARPY

- 189W discharge lamp (Platinum 5R o Osram Sirius 190 Plus)
- Perfectly parallel, laser-like beam, sharply defined and free of any halo
- Unprecedented brightness – comparable to wattages many times higher (59,760 lx at 20m)
- Adjustable beam angle from 0 to °3.8
- Interchangeable color wheel with 14 fixed colors
- Interchangeable gobo wheel with 17 fixed gobos
- -8facet rotating prism
- Mechanical dimmer
- Frost Filter
- Rapid and extensive pan and tilt movements
- New, high-performance electronics
- Patented Italian design
- Small, lightweight and easily transported (only 48 cm x 19 Kg)
- Eco-friendly: replaces far larger and more expensive spotlights
- Art-Net / RDM
- Electronic ballast fitted as standard
- Available in “mirror-finish” chrome version





**PHILIPS**  
**Selecon**

SPX 15-35 Zoom Spot  
Brand: PHILIPS

- More light - up to %63 more than the current industry benchmark.
- Designed to manage the power and heat from high output tungsten halogen 800W light sources.
- Improved efficiency - up to %27 more efficient than the current industry benchmark.
- 'Crisp' white light untainted by hues or color cast.
- Premium optical lens package as standard.
- Adjustable beam angle range of °35-°15 and °50-°25. Drop in, interchangeable lens tubes.
- Sharp shutter cuts, excellent edge control.



**STAGE LIGHTING**

Blinders FLASH 4000L  
Brand: DTS-LIGHTING

FLASH 4000 L is the ideal bank of lights to obtain the classic "blinding" effect often used in concerts and other entertainment events. FLASH 4000 L is ready-wired with silicone cables, and is housed in a robust metal container that guarantee trouble-free use. Lamps are protected with metal grilles.



**STAGE BLINDER**

Showtec Stage Blinder 2 DMX  
Brand: Showtec

- Active version of the popular Stage Blinder 2
- Built-in 1-channel dimmer
- Controlled and dimmed via DMX
- Housing: Black







**PHILIPS**

**Selecon**

**STAGE LIGHTING**

Rama 7-50° FRESNEL, 1000-1200W

Brand: PHILIPS

**Useful distance**

4-18m / 13-59ft.

Adjustable beam angle range of 7° to 50°.

Modern compact design: exploiting today's advanced materials to control the heat away from the operator controls – student friendly!

Constructed of aluminum extrusion and molded engineering plastics.

Affordable.

Tilt and focus scale is in real degrees allowing for accurate presetting.

Simply slide the heat-insulated focus knob to the beam angle you require. Quick, easy and convenient - a task achieved in seconds without the use of tools.

Unique posi-slide lamp / lens focus action and spring dampening design minimizes sticking and vibration, maximizing lamp life. No metal to metal contact.

Fast Focus Pan accessory - a simple, precise and economic means for pan pre-setting before flying the bar out saving labor and focus time costs.

Effectively shape / mask the flood to medium spot beam using the four-flap barn door accessory.



**STAGE LIGHTING**

Par 64 classic pro

Brand: DTS-LIGHTING

**CONVENTIONAL PROJECTORS \*LAMP**

**PAR CANS**

DTS Par Cans are made with the best materials, the most up-to-date technologies and skills that only long experience can provide.

DTS only uses top-quality 99/5 aluminium which, thickness being equal, provides greater strength; but DTS uses a 20/10 thickness for its can bodies, offering even greater strength.

The front edge is rounded and is therefore safer; it is stronger and conveys extra strength to the body. DTS par cans feature an effective small-mesh protection guard.

The internal plate + clutch system offers a good grip, and ensures safer operation because it permits only 0° ÷ 90° rotation.

The top-quality ceramic bulb sockets feature chromed contacts for higher contact efficiency.

The gelatine bearing hooks are spoked to better adhere to the body.





## SL STRIP 400 IP 20

The Show line SL STRIP 400 linear wash light is available in multiple models including both IP20 and IP65. Designers find the SL STRIP 400 an essential tool for providing blasts of color or slices of light in multiple applications.



## SL BAR 520

The SL BAR 520 allows lighting professionals greater creative abilities by providing extreme output from multiple blended sources. Each of the unit's six homogenised cells provides intense output at an 80 beam angle. The high output RGBW LED luminaire easily adapts to any production environment as it retains a traditional light source appearance.



## SL BAND 300

The Show line SL BAND 300 is a compact, rugged luminaire available in either IP20 or IP65 models. It is also available in Tunable White or full color mixing RGBW models. The luminaire accepts a wide range of standard beam spread accessories to adjust the 100 beam angle and includes hanging hardware suitable for any installation.



# PHILIPS



## SL NITRO 510

Over 1300 high-powered LEDs which produce 68,000 lumens of output.

The fixture also includes features such as continuous-on, continuous full strobe, plus a built-in quick-connect system that allows units to easily connect together in both horizontal and vertical orientations, maintaining a perfect pixel pitch alignment of each fixture's six programable zones.



## SL BAR 720ZT

DMX motorized zoom and tilt combined with powerful output make the SL BAR 720ZT an ideal solution for blended linear washes and distinctive dynamic beam effects.

- 5000 lumens
- Low power consumption - 420W maximum
- °30-5.5 zoom range



- Rugged, die cast aluminum construction
- Rotating shutter assembly 25±°
- 20 gauge stainless steel shutters in a tri-plane assembly
- Interchangeable lens tubes with smooth-running teflon guides provide nine user-fit field angle options
- Thermally insulated rear handle
- High impact, thermally insulated knobs and shutter handles
- Two accessory slots and a top mounted, gel frame retainer
- Steel yoke with two mounting positions
- Positive locking single-clutch fixture body
- Slot for glass or stainless steel patterns
- Wide accessory slot with sliding cover for motorized pattern devices or optional iris
- UL and cUL Listed
- 240-115V, 60/50Hz
- High temperature -3conductor 36" leads in a glass fiber outer sleeve
- Supports ETC Dimmer Doubling™ technology
- 750W maximum





Location and Studio Fresnels offer style, durability, performance and efficiency. Ideal general purpose keylight and backlight for television studios and motion picture.



### MAIN FEATURES:

- Pole operation versions available for tilt, pan and focus adjustment.
- Front and back focusing. Worm drive mechanism for focusing.
- Thermal shock resistant borosilicate fresnel lenses made in Germany.
- New easy running barndoor ears.
- Superior optical performance with specially designed reflectors.
- Safety screen.
- Easy to service and maintain.

### SUPPLIED WITH

- 175mm Fresnel lens
- 8-leaf rotating barndoor
- Color frame
- G38 lampholder



## MOVING HEADS

Beam 300  
Brand: VELLO



Type: Laser Lights  
Input Voltage(V): 90-250V/50-60Hz  
Lamp Power(W): 300  
Color Temperature(CCT): Pure White  
Working Lifetime(Hour): 2000  
IP Rating: IP 20  
Certification: CCC, CE, CQC, EMC, LVD, RoHS, UL, VDE  
Emitting Color: White  
Place of Origin: Guangdong, China (Mainland)  
Model Number: Noble Beam 300  
Power consumption: 300W  
Color: 14color+white  
Gobo: 11 rotating gobo+white  
Prism: 8-facet bilateral rotation prism  
focus: linear adjustment focus

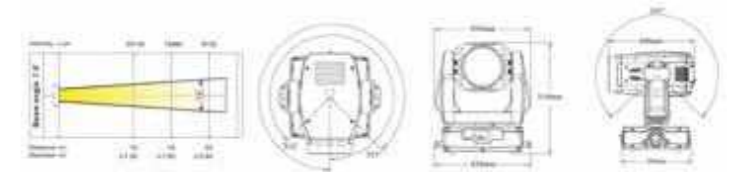
## MOVING HEADS

Beam Moving Head  
CL- 300 B – ER  
Brand: CYCLOPS

CYCLOPS  
L I G H T I N G  
2017



Lamp: Philips MSD GOLD 300/2 Mini FastFit  
3 Control channel modes: 16/18/26 channels  
Pan movement 540/630 degree optional (16bit)  
Tilt movement: 265 degree (16bit)  
Rotating gobo: 6 interchangeable, index able, rotating gobos + open  
Shutter: Variable from 1-13 flashes per second or random strobe  
Dimmer: 0-100% full range dimming  
Frost: 0-100%  
Electronic ballast: enhanced light output, lamp flicker-free, less weight  
RDMX: remote DMX addressing, lamp on/off, sound control switch by controller  
Rechargeable back up battery for display:  
No need external power supply,  
Power: AC100-240V, 50/60Hz  
Packing Dimension: 71.5x46.5x57cm  
Net Weight: 25Kgs  
Gross Weight: 30Kgs







## **FOLLOW SPOT 4000HMI**

- Light Source:LED
- Item Type:Spotlights
- Place of Origin:Guangdong, China (Mainland)
- Brand Name:LS
- Model Number:LS-8501A
- Color:4 color + white
- Bulb:XQ40000W xenon bulb
- Power:4000W
- Color Temperature:normal 5600K



## **SKYTRACKERS**

- Searchlights – 10k and 4-beam
- Outdoor lighting – boosters, color wash, general illumination
- Production – custom production – sports events, themed events, corporate events
- Custom logos – basic to elaborate logos, short throw to extra long throw
- Permanent installations – indoor or outdoor installations, anything to do with lighting!
- Other services for events including specialized audio production including podium systems



## **ATOMIC 3000**

- Coverage Angle: 120°
- Plug-and-play operation with manually adjustable strobe





# CYCLOPS

L I G H T I N G

## 2017

### ARCHITECTURAL

Citycolor1000

Brand: VELLO

#### Product Features

96W X 18PCS 4 in 1 LED

50,000 LED lifetime, low power consumption

Cast aluminum housing, good cooling

RGBW infinite color mixing possibility, and rainbow effect

16.7 million colors, all color saturation uniform

DMX512, master/slave, sound control and work auto

8 units built-in work auto program

18 times / s high speed strobe effect with random strobe and pulse strobe

0-100% smooth and linear dimming

25° Efficient optical system



# CYCLOPS

L I G H T I N G

## 2017

### ARCHITECTURAL

CPX 37

Brand: CYCLOPS

The CPX 37 is an LED-based wash light that is used to illuminate architectural facades or canvas, stages & landscapes. This powerful fixture is ideal for entertainment or architectural applications of any scale.





## KINETIC SPHERE LIGHTING

Brand: KINETIC

30 cm RGB LED Sphere light was specifically developed for the Kinetic Lights system. The rotational molded sphere has a smooth opal surface with perfect light refraction characteristics. The internal LED RGB fixture features a novel light core design. There is no need for active or passive cooling. The sphere is closed with an elegant white powder coated metal cap and a small, discreet metal hook. The Sphere is suitable for event or permanent installations. The brightness of our RGB LED Sphere is also suitable for shaded daylight applications.

Multiple Sphere lights attached to Winch systems can be arranged in a matrix. The installation created by a matrix of RGB spheres is called CONSTELLATION 30. It serves both as illumination as well as a central eye catching attraction. Each light module is adjusted individually in position and luminance through the control software. By synchronizing position and light animation, complex shapes and light patterns are generated within the array.

The Sphere light can also be used as a DMX controllable static LED light fixture in combination with Driver LED unit.





**CYCLOPS**  
LIGHTING  
2017

## HAZE MACHINE

Haze Machine CH-400 E

Brand: CYCLOPS

Power: AC100V/AC120V/AC230V/AC240V, 50Hz-60Hz

Output : 2,800 cu.ft / min

Tank Capacity : 2.5 liters

Fluid Consumption Rate : 16 hr / liter

Remote Included : Timer Remote

Optional Remote : Wireless Remote

Air Pressure : 30 Psi

Weight : 18.5 Kg

Dimensions (mm) : L 500 W 320 H 246

Liquid Used : Cyclops HZL1- Liquid Only

Internal, maintenance-free air compressor.

A sophisticated haze transfer mechanism.

Specially designed liquid tank.

Two haze nozzles capable of producing virtually invisible large volume of haze output.

No temperature controls, hot air and warm-up times during operation.

Its internal compressor is extremely powerful, quiet and very efficient.

With an added on-board DMX which provides users to control the unit by any DMX 512.







## SMOKE MACHINE

Add instant atmosphere to your party with a 400W Ground Fog Machine with Alarm! A special effects essential, this fog machine creates a thick layer of non-toxic fog on the floor of a single room at your haunted house, New Year's Eve bash, or Halloween party. The alarm will sound when it runs out of fog juice so your party doesn't skip a beat!

- 400W
- 8 1/4in wide x 16in long x 7 3/4in tall
- Attached power cord
- Wired remote
- 1.4L fog juice capacity
- Suitable for indoor use
- Fog juice not included



## DRY ICE MACHINE

- Low-lying fog stays low to the ground similar to a dry ice effect
- Uses standard fog juice and ice cubes
- No need for expensive fog chillers, bulky air conditioning units or dry ice
- Includes non-removable timer remote with On/off switch
- Perfect for Halloween and theatrical events
- Load up to 2 kg of ice in the chiller box
- Water drainage valve system allows for easy cleanup.
- Heater: 400W
- Fog fluid container: 1/2 liter (external)
- Dimensions (LxWxH): 490 x 315 x 260 mm
- Weight: 8kg





**SOUND  
SYSTEM**

d&b  
audiotechnik 

**J-SERIES, T-SERIES, V-SERIES**





## GSL8 SERIES

The GSL8 is a line array module specifically designed for largescale sound reinforcement. Up to twenty-four GSL8 loudspeakers can be flown in vertical columns producing an 80° constant directivity dispersion pattern in the horizontal plane. The GSL8 houses two 14" neodymium forward facing LF drivers and two side firing 10" neodymium LF drivers. A coaxial mid-high section contains an MF horn with a 10" driver and three 1.4" exit, 3.4" voice coil HF compression drivers mounted to a dedicated wave shaping device. SL-Series flying hardware comes with a patented workflow with integrated tension and compression rigging mode, allowing splay angles between cabinets from 0° to 7° in 1° increments. The loudspeakers are driven actively by two channels of an appropriate d&b amplifier, one channel powering the 14" LF drivers, the second channel powers all other components, these are passively crossed-over. This component geometry allows for a smooth crossover design with well-defined overlaps between adjacent bands providing consistent, even and very accurate horizontal dispersion. Due to the arrangement of the front and side firing LF drivers, accurate directivity control is maintained from 45 Hz to above 18 kHz. The cabinets are constructed from marine plywood and have an impact and weather protected PCP (Polyurea Cabinet Protection) finish. The front and side panels incorporate rigid metal grills backed by an acoustically transparent and water repellent fabric. Each side panel incorporates a recessed handle, with additional handles are provided at the rear.





## J-SERIES

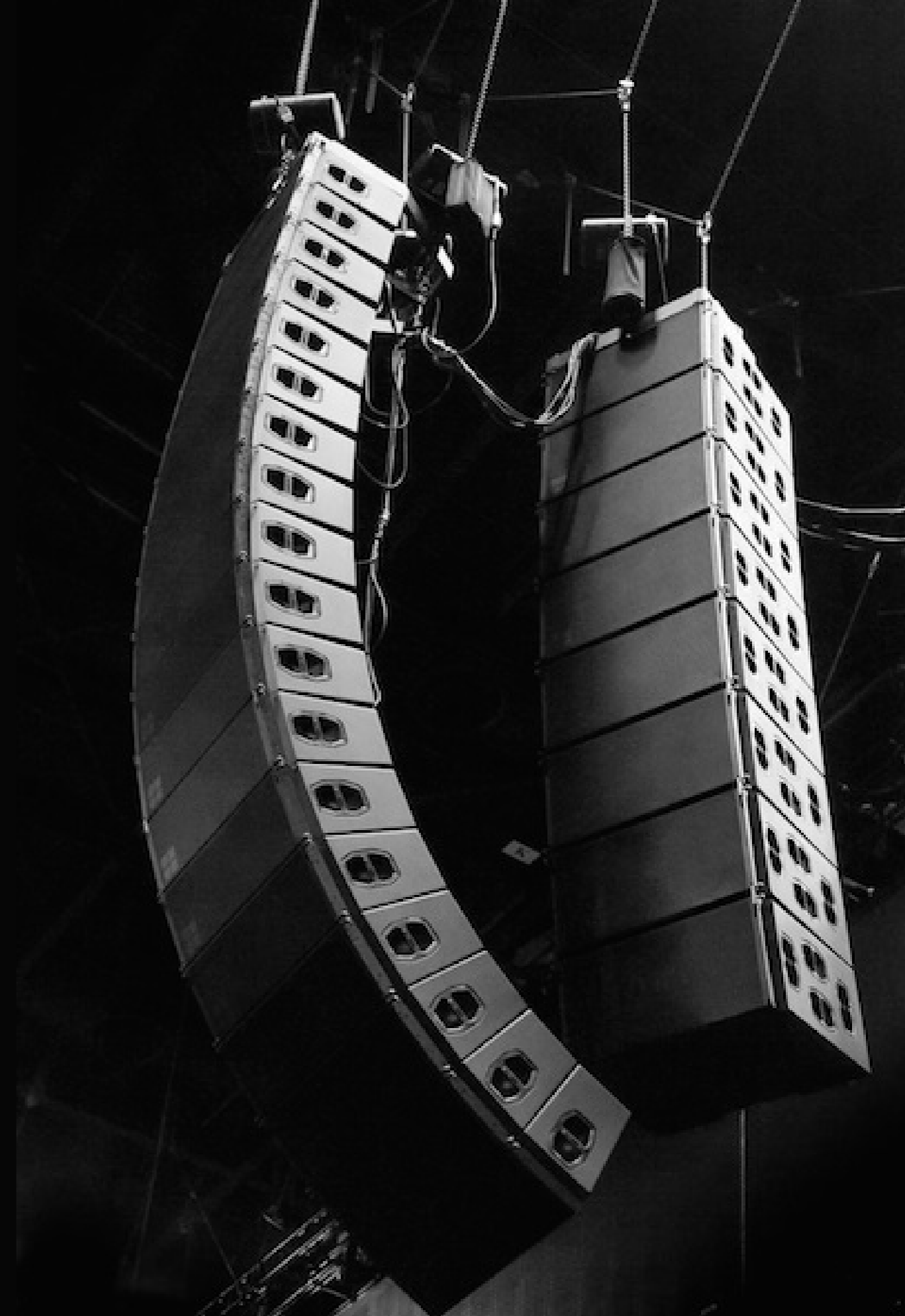
The spectrum of applications d&b systems embrace is expanded by, the somewhat larger, yet incredibly powerful J-Series: the large scale sound reinforcement solution.

With transparent, detailed audio performance, extraordinarily smooth and even frequency response, dynamic bandwidth and high power and headroom capability, the J-Series is an exceptionally good choice for far reaching sound of any style or genre.

This high fidelity Series comprises two loudspeakers, J8 and J12, providing 80° and 120° horizontal dispersion respectively.

These line array modules maintain constant directivity control down to extremely low frequencies, while the J-SUB offers either cardioid or hypercardioid performance to avoid unwanted energy behind the system: all acoustically matched and constructed to be mechanically compatible in flown or ground stacked arrays.

The Series also includes the J-INFRA cardioid subwoofer, extending the frequency response of this powerhouse system even further.

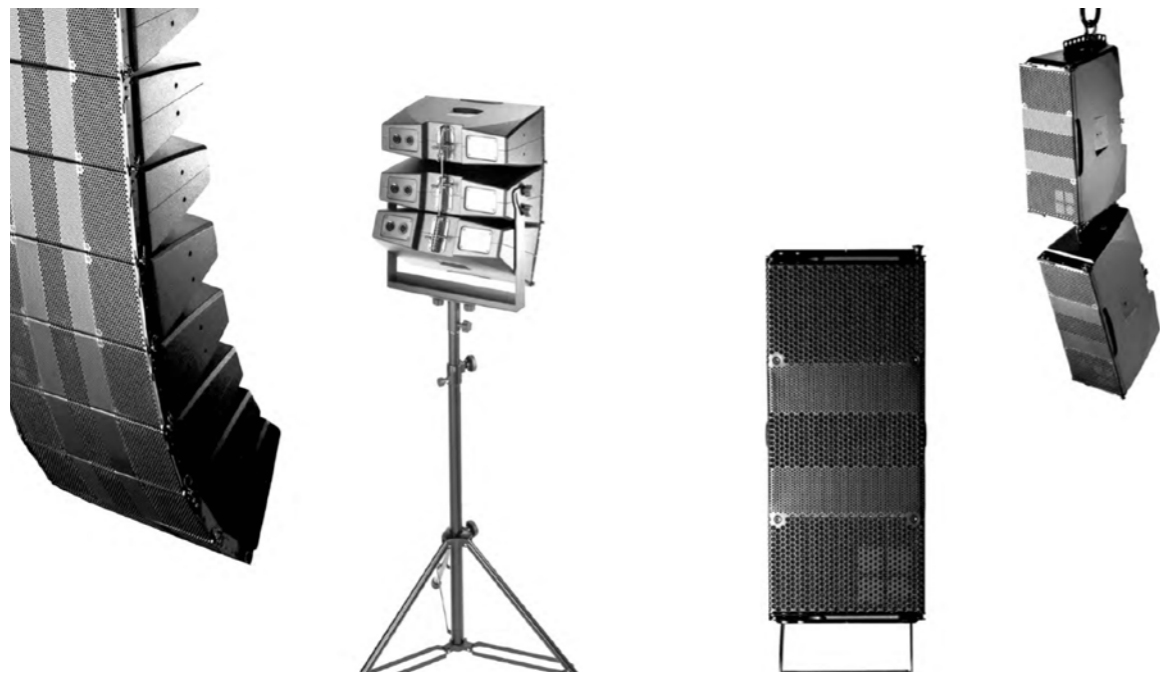






## THE T-SERIES

In one package delivering considerable performance as the smallest d&b line array  
With a twist transforming into a stand-alone point source system

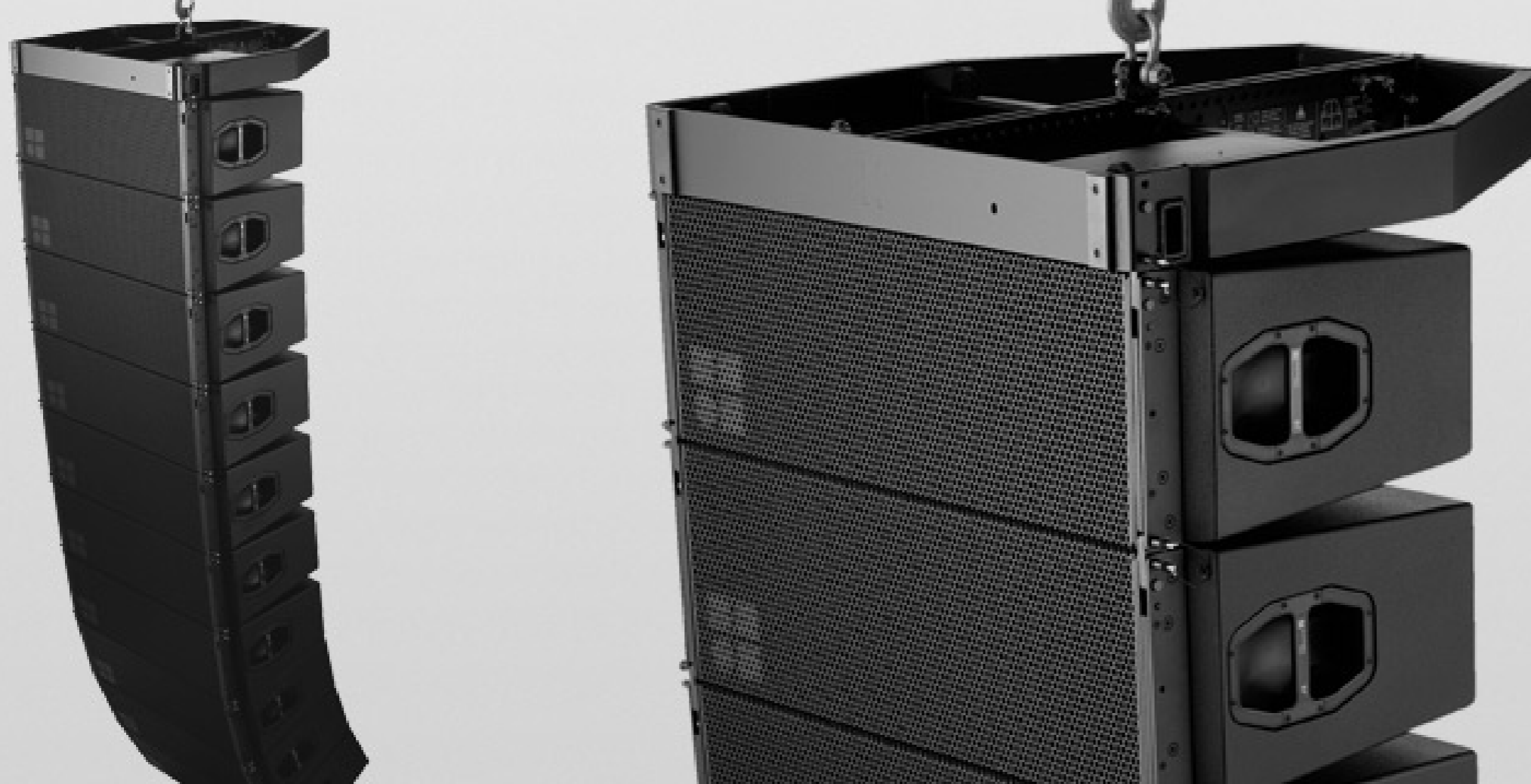


## THE V-SERIES

both line array solutions and point source systems; both offer minimal size and weight  
in combination with outstanding control of dispersion behavior.







## T10 LOUDSPEAKER

The T10 is a passive 2-way loudspeaker housing two 6.5" drivers positioned in a dipolar arrangement and a 1.4" HF compression driver and a passive crossover network. The T10 can be used both as a line array and as a high directivity point source loudspeaker. The HF driver is FITTED to a unique waveguide horn producing vertical line source directivity with a 90° horizontal pattern that is maintained down to approximately 600 Hz. An acoustic lens placed in front of the horn widens horizontal dispersion to 105°, rotation of the horn by 90° relative to this produces an accurate point source dispersion, transforming a vertically oriented T10 into a stand-alone full range loudspeaker with 90° horizontal and 35° vertical directivity pattern.



## V SUBWOOFER

The V-SUB is an actively driven high performance cardioid subwoofer powered by a single amplifier channel. It houses two long excursion neodymium drivers, an 18" driver in a bass-reflex design facing to the front and a 12" driver in a two chamber band pass design radiating to the rear. The cardioid dispersion pattern resulting from this approach avoids unwanted energy behind the system that reduces the reverberant field at low frequencies and provides the greatest accuracy of low frequency reproduction. The V subwoofer can be used to supplement V8 and V12 loudspeakers in various combinations, ground stacked or flown, either integrated on top of a V8 / V12 array or as a separate column. The V-SUB cabinet is constructed from marine plywood and has an impact and weather protected PCP (Polyurea Cabinet Protection) finish. The front of the loudspeaker cabinet is protected by a rigid metal grill backed by an acoustically transparent foam. Each side panel incorporates two handles, whilst the top panel has an M20 high stand flange inserted.







## DIGICO SD7

DIGITAL MIXING CONSOLE

The console that gives you everything you could ask for and more, the SD7 is the much-loved choice of the world's most respected sound engineers. Having redefined touring sound, the SD7 is the standard by which other consoles are judged.

Drawing on ground-breaking Stealth Digital Processing and Super FPGA technology, the SD7 offers the engineer previously unimagined I/O capabilities – 256 processing paths at 48kHz/96kHz.

All of that power sits beneath your fingertips when you step up to the iconic SD7 work surface, equipped with three touchscreens, each accommodating a bank of 12 faders, plus 16 assignable faders in the centre. The resulting workflow is as innovative as it is intuitive and practical, with HD meter bridges and colour-coded knobs to ensure at-a-glance operation. You can even choose to expand your fader count with the DiGiCo EX-007 Fader Expansion Unit, while two EX-007s can be connected via Cat5e for either remote control or an expanded fader-count of 100.

- 253 Input Channels
- 128 Aux / Sub-Group Busses
- LR/LCR/5.1 Master Buss
- 32 x 32 Full Processing Matrix
- 253 Dynamic Equalizers
- 48/96 kHz Sample Rate



## DIGICO SD12

DIGITAL MIXING CONSOLE

The SD12 is set to raise the bar in terms of what users will now expect from a compact, affordable, multi-application digital console. Not only is SD12 a true sonic powerhouse, it also benefits from dual 15-inch touch screens, never before seen on a console in this price bracket, and is the first in the SD Range with built-in recording interfaces; which makes Virtual Soundchecking very straightforward indeed. Furthermore, the SD12 now includes a DVI output, for an overview of the console. New LED meters allow for a brighter, faster operation, and the SD12 Lightbar is identical to that of the SD5 and flagship SD7 consoles. And guess what? We even had space for two assignable master faders - only previously seen on the larger DiGiCo consoles - as well as dual DMI Slots, perfect for expandability.

- 72 Input Channels
- 36 Aux / Sub-Group Busses
- LR/LCR Master Bus
- 12 x 8 Full Processing Matrix
- 2 Solo
- 119 Dynamic Equalizers
- 119 DiGiTuBes
- 119 Multiband Compressors
- 12 Digital FX
- 16 Graphic Equalizers
- Optional Waves Integration
- 48/96kHz Sample Rate
- Optional Optics





The 2 RU four channel D80 amplifier is a high power density amplifier, ideally suited for use in both mobile and installation environments. It contains configurations for all d&b loudspeakers and a linear mode. The signal delay capability enables user definable settings of up to 10 s (= 3440 m/11286 ft) to be applied independently to each channel. The same applies to the two 16-band equalizers, providing optional parametric, asymmetric, shelving or notch filtering.

## D12 AMPLIFIER



The 3 RU two channel D12 amplifier delivers medium to high power into low impedance loads between 4 and 16 ohms and is ideally suited for use in both mobile and installation environments. The D12 contains setups for all d&b loudspeakers and a linear mode. The signal delay capability enables user definable settings of up to 340 m sec (=100 m/328.1 ft) to be applied independently to each channel. The same applies to the 4-band parametric equalizer, providing optional boost/cut or notch filtering. The D12 incorporates a digital rotary encoder and a LCD display to configure the amplifier.



## CLEARCOM FREESPEAK 2



FreeSpeak II is a five-channel, full-duplex wireless intercom solution, ideal for large-scale, complex designs or specialized applications—requiring team members to be untethered and talking in independent channels of communication. After years of field experience and refinement, FreeSpeak II has become the de facto standard for wireless intercom operation in the 1.9GHz and 2.4GHz band across various markets. The exceptional RF performance and reliable connections across the system give users the peace of mind they need for staying connected at every major event, programming, stage performance, critical or mass area operation.

The technology driving FreeSpeak II was designed from the ground up to provide the level of dependability and RF performance that professionals demand in different environments. Combining proven RF operations with smart engineering and ergonomic designs, FreeSpeak II delivers an unmatched solution that simply works time and again—even in the most challenging RF environments.

Reliable and flexible cellular roaming technology keeps your users connected and moving freely across an expansive space. Transceivers can be positioned away from the base station or matrix over CAT5 or over a fiber connection. Each Transceiver can create a coverage zone between 300 ft – 500 ft (indoors) or between 800 ft – 1500 ft (outdoor). Up to 10 Transceivers can be strategically placed to create a wide coverage area.

## CASCADING DUAL CHANNEL RECEIVER

Brand : SHURE



Provide a dual-channel options for premium wireless and gives a crystal-clear sound beyond the limits of conventional wireless technology.

Compatible with all Shure wireless receivers and antenna distribution systems.

Low-noise signal amplifier that compensates for transmission loss in coaxial cable

ITEMS	QTY
WIRELESS MIC	16
WIRELESS HEADSET MIC	6
GOOSENECK	12
BEYER DYNAMIC MICROPHONES	24



# M

Monitors



d&b  
audiotechnik 

## M6 MONITOR



The M6 is a 2-way high performance stage monitor that produces 132/135/135 dB SPL when driven passively with the D6/D12/D80 respectively or 138 dB SPL when driven actively with the D12/D80. The constant directivity dispersion of 50° x 80° (h x v) delivers an accurately defined coverage area on stage and, when used upright, it is transformed into a powerful PA system with a dispersion suitable for a variety of applications. The M6 cabinet is constructed from marine plywood, which incorporates the handles, and has an impact resistant paint finish. It has two M10 threaded inserts on each side panel to enable quick and flexible rigging and a socket to accept loudspeaker stands. Two runners recessed in the bottom panel protect the cabinet from scratching and prevent movement.





**PROJECTION**





**CHRISTIE**

**CHRISTIE BOXER**

4K 30,000 LUMENS 4096X2180

Christie® Boxer 4K30 is a 30,000 lumen, 4K resolution, 3DLP® projector designed for high impact live events. With intelligent design and feedback, Christie Boxer 4K30 is the most profit-focused professional projector in the market that will help you deliver an unprecedented user experience time and again. The Boxer 4K30 ensures a low cost of ownership, increases your return on investment, and future proofs your fleet – in the smallest, smartest and most efficient 30K projector available.

Featuring six-lamp Mercury illumination, the Christie Boxer 4K30 provides 1,500 hours of lamp-life to 70% brightness. With the added benefits of single-phase power, built-in warping and blending, omnidirectional installation options, a full-range of connectivity and Christie TruLife™ electronics, the Christie Boxer 4K30 packs a punch in creating powerful and inspiring visual experiences.



## PROJECTION

BARCO 12 K PROJECTOR

Brand: BARCO



12,000 lumens, WUXGA, 3-chip DLP projector  
• Advanced Athena™ scaling technology  
• Compact and sturdy design

## PROJECTION

STARK BARCO 22 K PROJECTOR

Brand: BARCO



22,000 lumens, SXGA+, 3-chip DLP projector

Doroob - 2015



8th Islamic Conference of Culture Ministers -2014







# TRUSS SYSTEM



# CHAIN HOISTS

BGV-D8

Brand: Chain Master – Germany

**CHAIN-MASTER**™



The compact form, robust aluminium casing and low unladen weight of ChainMaster rigging lifts guarantee optimal handling in day-to-day use. An extensive selection of optional fittings and accessories allow worldwide use in line with the widest range of requirement criteria. In combination with ChainMaster control systems, we can offer all users – even for special applications – an all-in-one solution that leaves nothing to be desired.

## Basic Features

- Capacity 250 kg - 5000 kg
- Climbing- or Standard Suspension
- Direct- or Contactor Control
- Light and compact Housing
- Precise Chain Guide
- 5 Pocket Chain Wheel
- Textile Chain Bag
- DC Brake
- Patented Friction Clutch for Overload Protection



TT Truss 100M



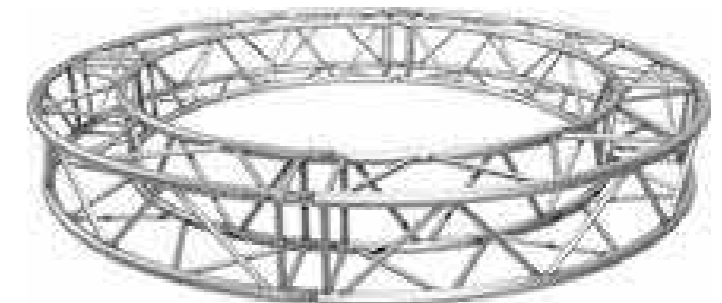
XD 34 30X40CM/100M



HD-44/100M



TT Truss 100x60



FD34 Circle with a diameter of 4M, 6M, 8M



ST Truss 50X50



SLEEVE BLOCK /6



HD-34/352 M







# OUR WAREHOUSE















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