

CLIENT

Sharjah Hybrid Planetarium  
Sharjah Academy for Astronomy,  
Space Sciences and Technology (SAASST)



**VISUALS**  
ATTRACTION LLC

## Sharjah Hybrid Planetarium SAASST, University of Sharjah

# A unique immersive experience to visualize and simulate the night sky

### BACKGROUND

The Sharjah Planetarium is now the most technologically advanced and immersive experience of its kind in the Middle East.

As leading integration team on the project, and official Middle East partner of Zeiss Planetariums – the finest planetarium systems manufacturer based in Germany – we are

delighted to have worked on this flagship state-of-the-art planetarium installation.

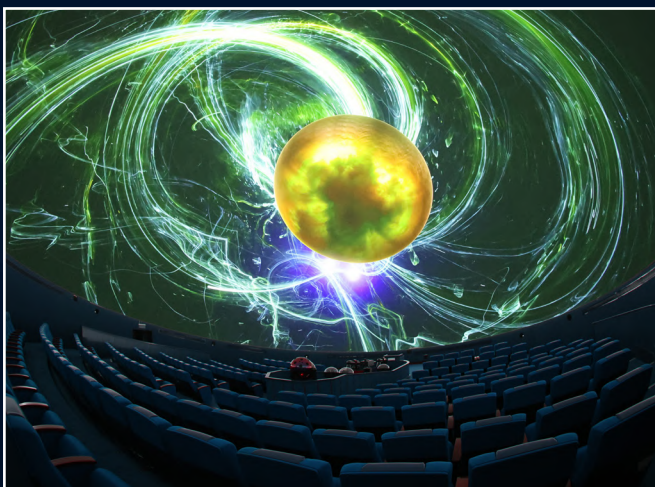
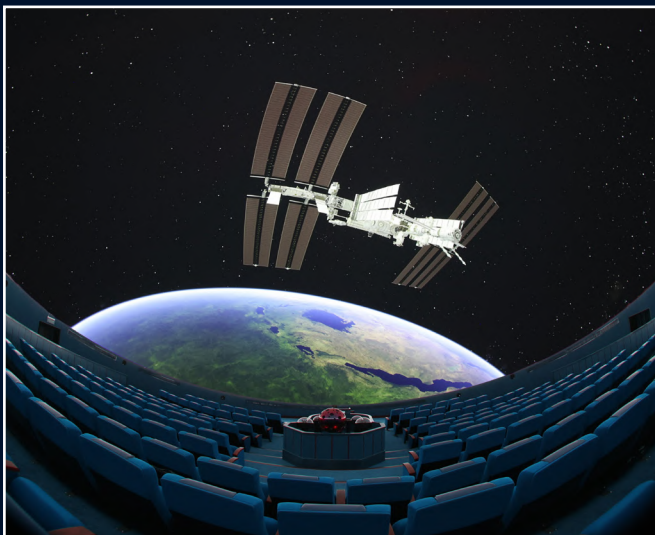
The 18-meter diameter, 200-seat dome theater features an ultra-high-contrast LED 8-channel Zeiss Velvet full-dome solution, fully integrated with a MEGASTAR starball projector as a unique, and first of its kind, hybrid planetarium installation.

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

With an entirely new media server, a complete Zeiss Uniview suite of applications, fulldome laser light system, and upgraded audio and lighting – the 2023 Sharjah Planetarium can take students and members of the public onto a beautiful journey into space.

The Academy's state-of-the-art telescope system is also fully integrated with the planetarium. So, lecturers, professors, and presenters can bring live data into the dome in real-time!

**THE NEW SHARJAH PLANETARIUM** ALLOWS AUDIENCES TO SEE AND FEEL THE NIGHT SKY MORE THAN EVER BEFORE.

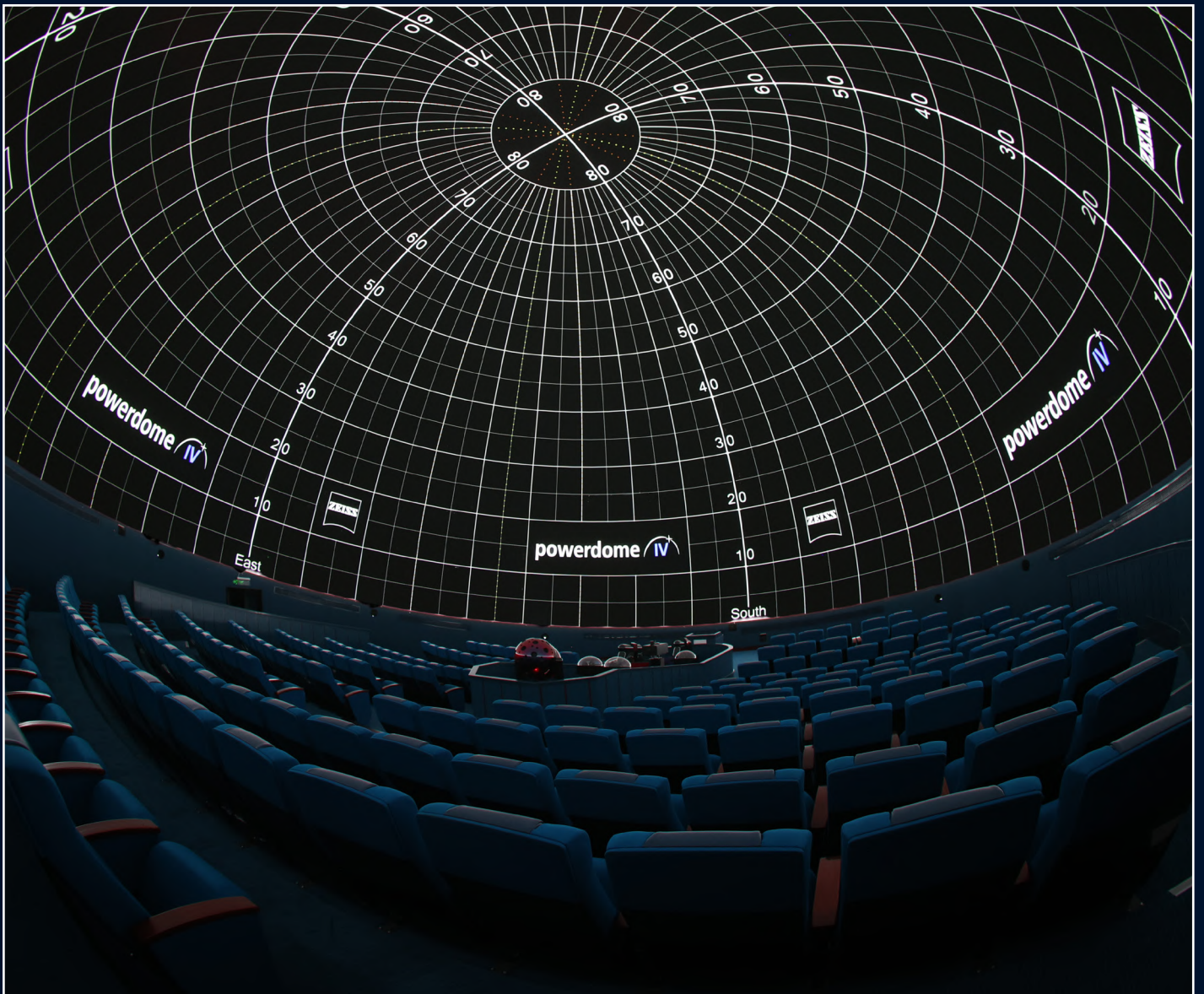


SAASST aims to develop and promote education about astronomy and space sciences in the Arab World in general, and the UAE in particular. It is dedicated to education, science, research, Islamic culture and heritage, and is open to educators, school students, university students, researchers, and families of all ages.

The client's vision was to expand the planetarium's capabilities and create an experience that would truly simulate the magic of the night sky. The Zeiss Velvet planetarium solution achieves this beautifully by delivering exceptional contrast, the deepest black levels, rich colours, and a seamlessly digitally blended multi-channel visual display.

Delivered on time, and within budget, the new planetarium have now an impressive display which exceeded all expectations and recognized as one of the greatest in the world.

The reopening ceremony in May 2023 was attended by Sheikh Dr. Sultan Bin Mohammed Al Qasimi, Member of the Supreme Council, Ruler of Sharjah, and President of the University of Sharjah.



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“WE WANT TO TAKE A MOMENT TO EXTEND OUR HEARTFELT CONGRATULATIONS TO VISUALS ATTRACTION AND THEIR TEAM FOR THE SUCCESSFUL DELIVERY OF THE PROJECT. THEIR HARD WORK, DEDICATION, AND COMMITMENT TO EXCELLENCE HAVE GENUINELY PAID OFF.

From the outset, it was clear that Visuals Attraction were fully invested in ensuring that the project was completed on time, within budget, and to the highest possible standard. Their attention to detail, proactive approach, and willingness to go above and beyond the call of duty have been truly inspiring.

We want to thank Visuals Attraction for their unwavering professionalism,

teamwork, and leadership throughout the project. Their expertise and experience have been invaluable, and working with them has been a pleasure.

Please extend our congratulations to the entire Visuals Attraction team. They should be incredibly proud of what they have achieved.”

University of Sharjah