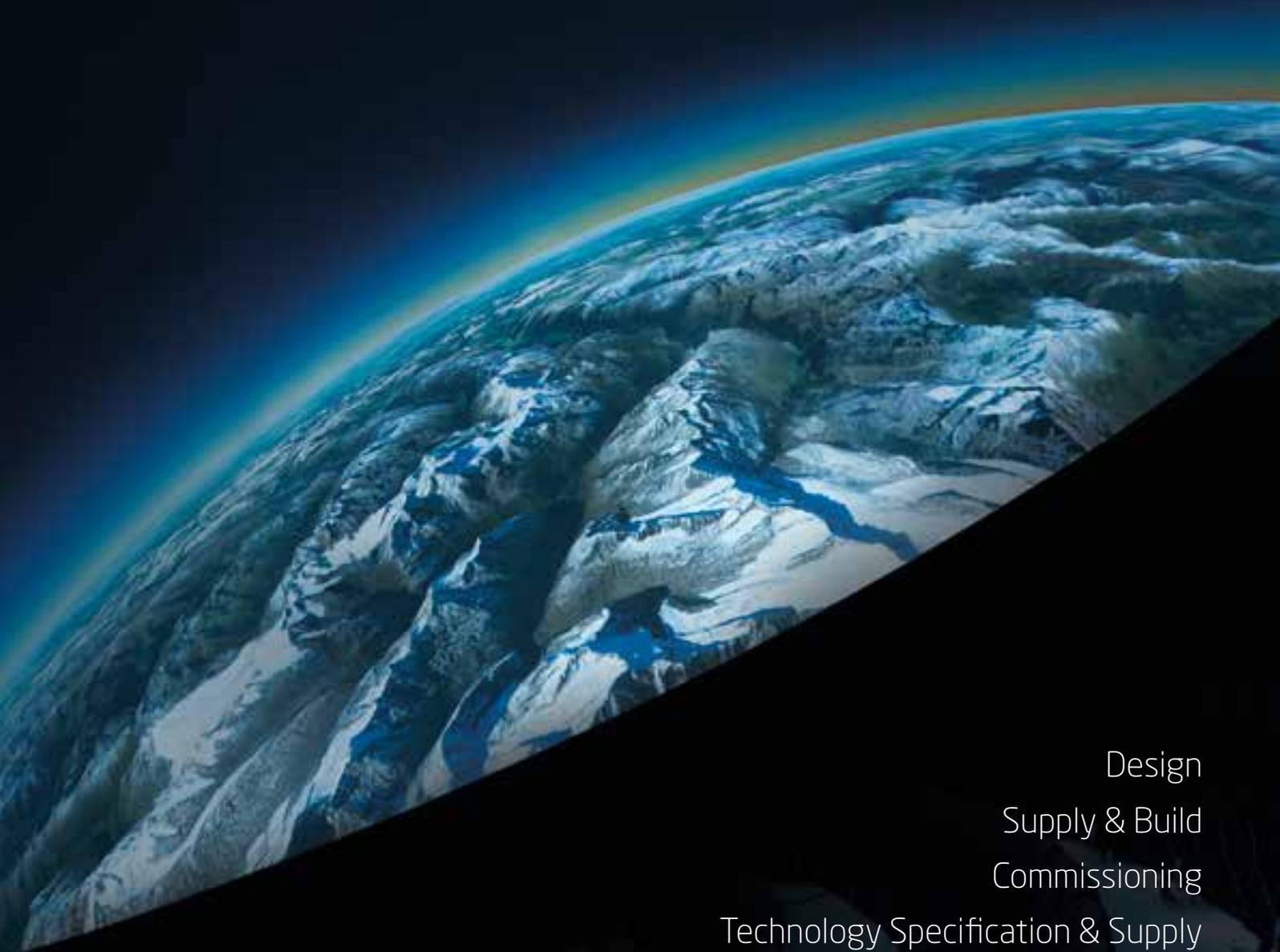




VISUALS
attraction LLC

Exceptional, turnkey technology
solutions for unique projects



Design
Supply & Build
Commissioning
Technology Specification & Supply
Project Management
Maintenance, Service & Support

“Visuals Attraction has performed in a highly professional manner and delivered solutions to meet our budgetary and technical needs.”

Professor Hamid M. K. Al Naimiy, Chancellor of the University of Sharjah



“There are those who make science exhibitions and there are those who make them work! Visuals Attraction are one of the very few who achieve both. Visuals Attraction is an esteemed partner of Hüttinger for the implementation of complex interactive science exhibition projects, but above all, the team ensures the success of installations until after the opening date which is when the real life of the exhibits begins. Our joint projects in the United Arab Emirates evolve and blossom.”

Axel E. Hüttinger, Owner and Managing Director, Hüttinger Interactive Exhibitions



Visuals Attraction excels at local project management and solving problems. In most cases, they do this out of habit: simply by striving for excellence, most problems are defused before coming into the fore. This is true for all stages of the projects – from design and sourcing suppliers, through Project management and QA process, to commissioning and support.”

Daniel Arnberg, CEO, Enterspace

***His Highness Sheikh Dr. Sultan bin Muhammad Al Qasimi,
Member of the Federal Supreme Council of the United Arab Emirates,
Ruler of Sharjah, and President of University of Sharjah meeting
Eng Wesam Al Mofty, Managing Director of Visuals Attraction.***



Since 2013, Visuals Attraction has delivered fully integrated, world-class technology solutions to a range of complex projects for critical infrastructure and security applications and science centers. Headquartered in Dubai, we are recognized as a leading multi-disciplinary turnkey solution provider - forming highly specialized teams for exceptional projects of all sizes.



Specialist, Scalable Teams Engaged For Each Project

As a specialist technology system designer and integrator for the Middle East, our core team of highly experienced consultants, designers, project managers and engineers enables us to provide an agile service for our clients – selecting and bringing together project teams on a case-by-case basis to deliver exceptional results on time and within budget.

This established team approach that Visuals Attraction is renowned for promises:

- Highly cost-effective solutions with a range of premium quality services.
- The greatest level of skill and experience and a focus on meeting deadlines.
- A scalable approach to every project - our specialty is complex project design and delivery, but we can deliver as much or as little as you need on projects of any size.
- Access to an extensive range of products and technologies – our experienced team of professionals can recommend and source the most suitable technologies for your turnkey solution.
- Complete customization on every project we undertake.

We thrive on working with ambitious clients to design and deliver challenging, complex and leading-edge projects.



Beautiful Technology Design, Quality & Innovation



We provide a dedicated service for customers in the region and as a team, are committed to ongoing innovation and exceptional service and support.

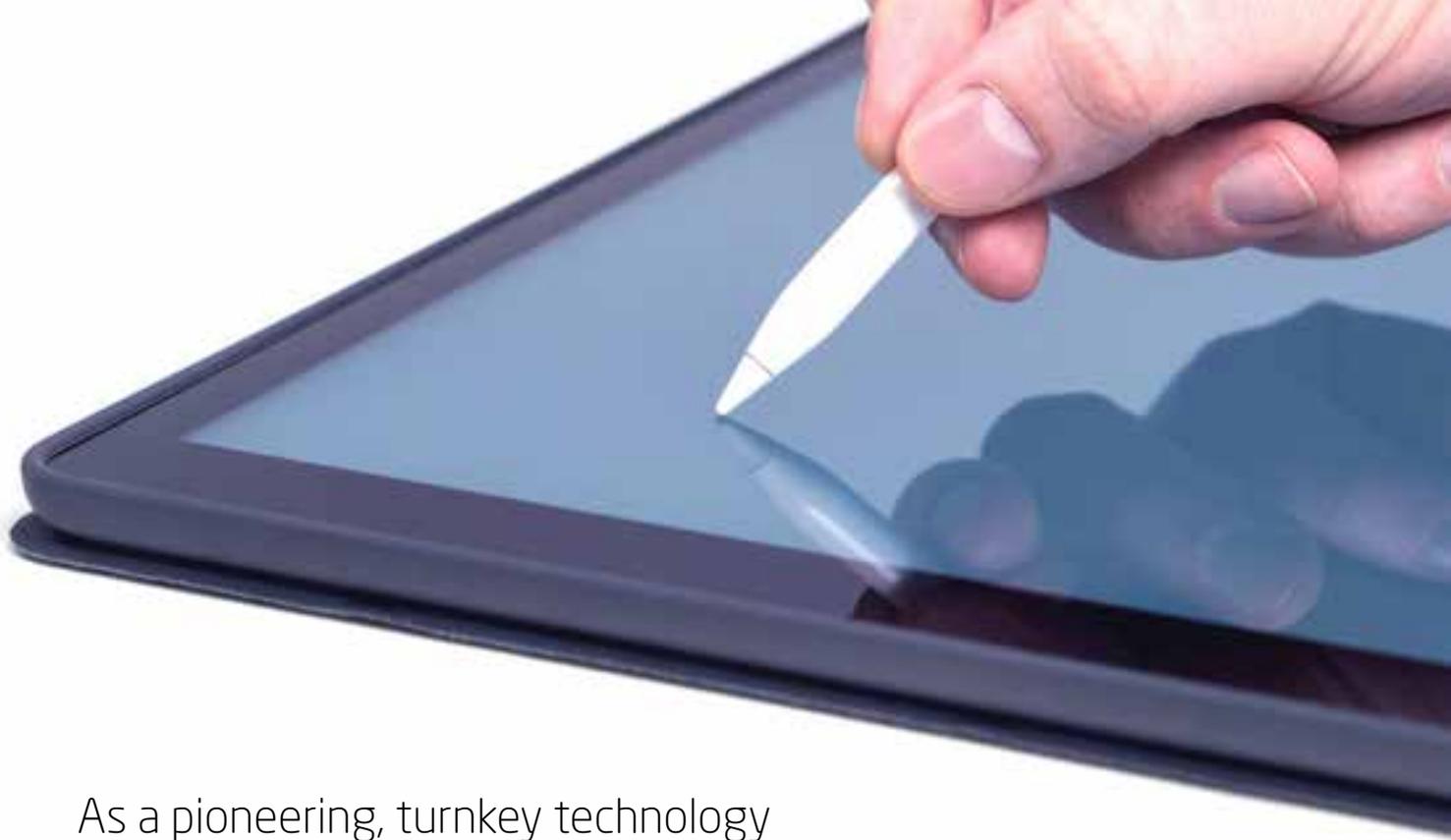
From the back office to the site office, we work closely with all suppliers and partners to deliver project excellence.

Trends, innovations, techniques and best practices evolve quickly within this industry as is the nature of specialist technologies – our position as an independent, technology-agnostic solution provider allows us to monitor and procure the latest and best products for each project and its unique requirements.





We Go Beyond,
and We Deliver More



As a pioneering, turnkey technology solution and service provider, Visuals Attraction brings together the latest technologies, continuous innovation and exceptional quality experience design to consistently exceed customer expectations.

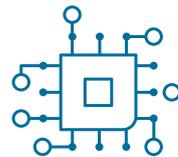
Our Strengths



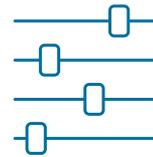
Turnkey, Consultative Approach to Projects



Skilled, Experienced Team



Access to the Very Latest Technologies



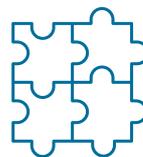
Fully Customized Solutions



Dedicated Support & Servicing



Complex, Challenging Projects



Seamless Integration & Automation



Commitment to Quality

Our Services & Solutions

Every business has different technology needs. Our approach is to listen closely to your short and long-term goals, and to design something that is both fit for the present and fit for the future.



Critical Infrastructure Solutions

We understand the importance for intelligent technology solutions within high-risk and critical areas that take all operational constraints into consideration. Our turnkey, fully customized approach ensures full security of people and data always.

- Advanced Surveillance & Security Systems
- Customized Intelligent Video Management Systems (VMS)
- Customized Physical Security Information & Management Systems (PSIM)
- Large Scale Access Control & Intrusion Systems
- Digital Intercom Systems Fully Integrated with PSIM
- Dedicated Security Network Switching Solutions
- Command & Control Centers
- Structured Cabling



Visuals Attraction consults on, designs, specifies and commissions from a comprehensive range of surveillance and security products, hardware and software solutions to support security solution requirements for applications including:



Correctional Facilities



Financial Institutions



Site Security



Government Institutions



Museums/Cultural Institutions



Educational Institutions

Advanced Audio Video (AV) Solutions

Integrating advanced AV solutions can be a very complex task and demands a high level of expertise and attention to detail.

Beyond the design and integration of advanced AV solutions for our clients, we offer a wide range of additional implementation services including customization, automation, system integration and training.



Our wide range of AV Solutions includes:

- Advanced Projection Systems for any screen size, shape & geometry
- Auditorium Sound Systems
- Digital Stage Lighting
- Intelligent Theater Automation Systems
- Simultaneous Interpretation Systems



Customized ELV & Automation Projects



- Intelligent Security Systems
- Customized Automation & Control systems
- Integration

The primary goal of automation and control systems is to beautifully and invisibly engineer a complex array of technologies, and to encourage intelligent operation and simplicity. We offer a comprehensive range of products and services to support this. Our experience in the field of well-engineered and installed building and industrial control systems enables us to design and deliver fully customized control automation and control systems that connects all components within an installation using a range of technologies and control/automation protocols from multiple vendors.

Design, Build, Executive Project Management & Support Services



Design & Build

We bring together exceptional teams for exceptional designs. Since Visuals Attraction is technology neutral, we approach projects with honesty, transparency and innovation for the very best result.

Executive Project Management

Delivering a project to the very highest standard, on time and within budget is of the greatest importance to our business.

We are committed to applying systematic approaches and approved methodologies from within our team to mitigate problems and unforeseen risks, and to keep every client informed of project progress each step of the way.

Beyond delivery of the project to schedule, our team is experienced in providing local project management to international businesses within UAE – also serving as liaison between local authorities, suppliers and our clients.

Maintenance & Support

The team of Visuals Attraction engineers and technicians is highly experienced and can support any project or enquiry – whether on-site or after the project has been completed. Our established preventative maintenance programs are carefully designed to meet project requirements and are continuously monitored and refined by our project management teams. We understand the importance of stable technologies and systems and are renowned for providing a superior support service and solutions that stand the test of time.

We are always available to respond to any technical enquiry or customer request.



Solutions for Science Centers

Digital Planetariums

Visuals Attraction is an established, dedicated provider of high performance digital planetarium and Fulldome and 3D theater solutions across the Middle East.

As the official reseller for, and partner of, industry-leading planetarium system designers, our range of planetarium solutions is suitable for all size theaters and budgets with services including:

- System Design
- Dome Screens
- Projectors
- Servers
- Lighting & Audio Systems
- Seating, Carpets & Finishes
- Planetarium Software
- Theater Control

Interactive Exhibits

Working closely with our partners, our range of interactive exhibit planning, design and fabrication services gives science centers access to exhibits and solutions that promote exploration and achieve educational goals within the facility.

Our Specialist Services Include

Concept:

- Blue sky charrettes
- Feasibility studies
- Conceptual master planning
- Storyboards, books, & fundraising tools
- Architectural programming
- Operational planning
- Budget planning

Design:

- Content development & research
- Writing & full graphic design
- Space layout & architectural interiors
- Interpretive (storytelling) design
- Fly-through computer models
- Interactive media development
- Exhibit plans & specifications

Fabrication:

- Custom AV & multimedia
- Exhibit prototyping & evaluation
- Project supervision & management
- Fabrication & installation of exhibits
- Commissioning & staff training
- Maintenance Spares & repairs
- Upgrades & retrofits
- Dismantling & storing of trade-show exhibits



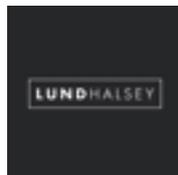
Observatories

Our partnership with Baader Planetarium brings industrial grade, high-end astronomical observatories to the Middle East region.

Digital Media & Content

To complement our range of services for Science Centers, we can also consult, recommend and procure specialist media and content for theaters and experiences to support any educational or experiential objectives.

Partners



Clients





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