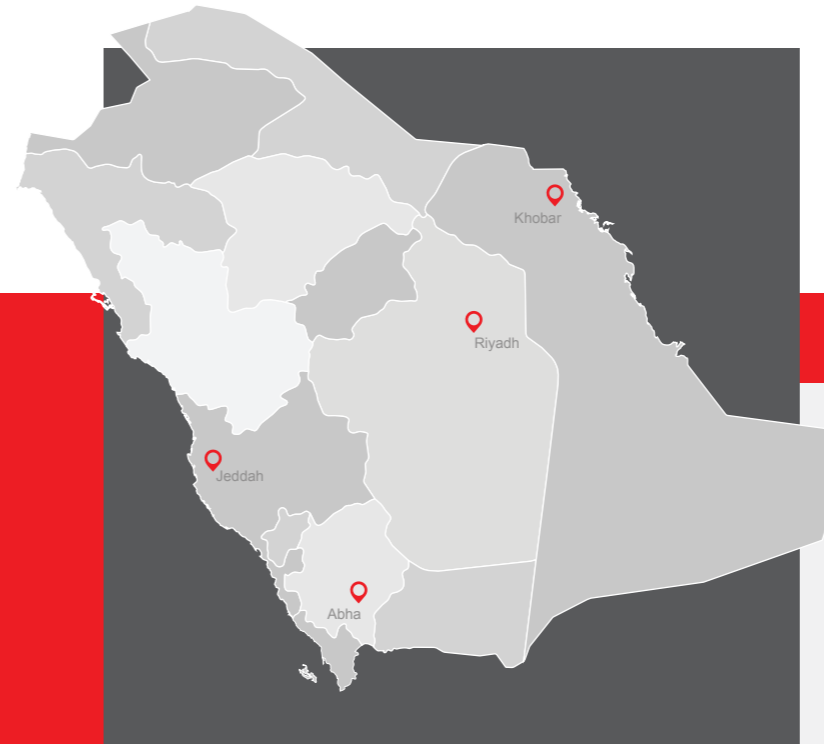# SAMIR

AUDIO VISUAL &
LOW CURRENT INTEGRATOR
PROFILE

SAMIR
TRADING
&MARKETING

Samir is a family business rich in heritage and remarkable growth. Established in 1953 by Mr. Hamed Mahmoud Al-Hindi, as a leading Sales and Marketing Company, it evolved over the years from the iconic Studio Samir to the ever expanding Samir Photographic Supplies Ltd, in 1984.

Today, a Closed Joint Stock Company with over 600 employees, and offices in Riyadh, Jeddah, Khobar, and Abha, Samir is one of the largest Saudi companies specializing in the distribution of advanced products and solutions covering a number of lucrative industries.
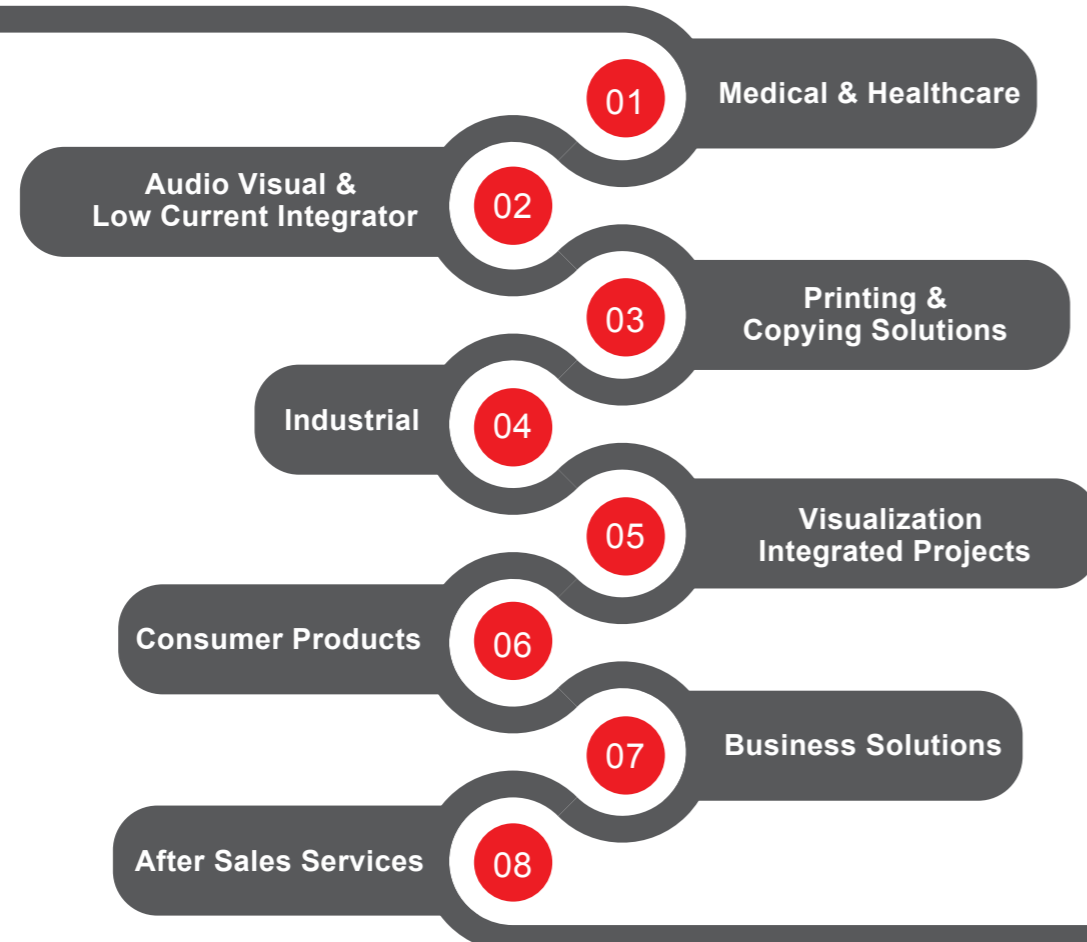
WE BELIEVE IN FUTURE

The company represents world renowned, multinational brands that are leaders in their fields, offering a wide range of products and solutions. From Medical and Health Imaging and Clinical Laboratory Equipment to Dental and Aesthetic technologies. Picture Archiving and Communication Systems and high volume printers, large format scanners. As well as audio-visual educational products, conference room projectors, and AV control rooms. In addition to a number of consumer products and appliances.

Since its inception, the company has been consistently growing, marking achievements and earning a respectable reputation in serving the community, and providing the Saudi market with state of the art digital products. By doing this, the company has become among the top suppliers in the medical, office equipment and imaging industry across the Kingdom.

At Samir , we are leaders in our industry and we understand the meaning of success. We value our customers by offering them high-quality products and premium services that develop their loyalty and exceed their expectations. We believe that we will be successful if our clients are successful. We believe in honesty, trust, and integrity…At Samir , we believe in FUTURE.

OUR DIVISIONS

- 01 Medical & Healthcare
- 02 Audio Visual & Low Current Integrator
- 03 Printing & Copying Solutions
- 04 Industrial
- 05 Visualization Integrated Projects
- 06 Consumer Products
- 07 Business Solutions
- 08 After Sales Services

Audio Visual & IP Solutions

Samir Group is one of the most trusted partners in providing AV and IP Solutions to customers across Saudi Arabia through its well established offices in Jeddah, Riyadh, Al-Khobar and Abha. Our network of warehouses carries stock of wide range of Projectors, Monitors, Interactive White Boards, Interactive Flat Panels, Video Conferencing System, IP Telephones, CCTV Cameras, etc. for immediate deliveries.

We invest in our manpower in both sales and engineering, our team consist of 70 people of which most of them are AV institutions and factory trained.

We have carried out hundreds of projects over the course of 40 years. Our customer base ranges from Universities, K-12 Schools, Government Offices, Hospitals, Corporate Houses, Oil Companies, Military, Hotels, etc.

Our solutions and activities include sales and service of:

- Stand-alone hardware
- Audio Visual System Integration (such as Building Conference Rooms, Auditoriums and Lecture Halls).
- Video Walls for Command & Control System
- Video Conferencing System
- IPTV and MATV
- IP Telephone System
- Signage Solutions

Samir is committed to provide the best customer experience in the industry by bringing in the latest technology to Saudi Arabia in line with the latest trends.

NEC

SMART
Technologies

EPSON
EXCEED YOUR VISION

TECHNOLOGIES
LEARNING

SONY

Extron Electronics
INTERFACING, SWITCHING AND CONTROL

CRESTRON

ELMO

PLUS

DRAPER

SHARP

BenQ

LG

Promethean

Polycom

CHIEF

vogel's

IPTV

AHA

BARCO
Visibly yours

NAVORI

BIAMP
SYSTEMS

BOSCH
Invented for life

BOSE

EV

audio-technica

apart
Sounds like the right choice

TAIDEN

televic

AVAYA

ARTHUR HOLM

PELCO
by Schneider Electric

SALTO
inspiredaccess

Mircom

LDA
audioTech

Aventura

HID

Zeta
ALARM SYSTEMS

legrand

VIVOTEK
BUILT WITH RELIABILITY

suprema

milestone

SIEMON

HIKVISION

Simplex

Genetec

sapling

tyco
Fire Protection Products

Projectors

Samir Company carries a wide range of projectors for all different types of applications from well-known brands such as NEC, Epson and Sony. At any point of time Samir has not less than 500 projectors in our Saudi warehouse's.

Our projectors range as follows:

- Value
- Mobile
- Standard
- Short-Throw
- Ultra short-Throw
- Installations
- Home Use
- 4K Digital Cinema
- Large Venue

Monitors & Display

Large Format Displays
Modern information media for public buildings, at exhibitions and in congress centres, for POS and in stock exchange/financial applications. Also for monitoring media in control rooms and production facilities.

Desktop Monitors
The desktop display product portfolio ranges from entry-level to professional and specialty desktop LCD. Superb performance and image quality with a wide range of innovative features and upgraded connectivity.

Medical Displays
As a leading manufacturer of innovative medical displays NEC is your partner to deal with the challenges of hospital-wide digitalisation processes.

Colour Accurate Displays
SpectraView - a range of displays combining the very high standards of colour technology and panel expertise, tailored for the demanding creative professional and business conscious pre-press user.
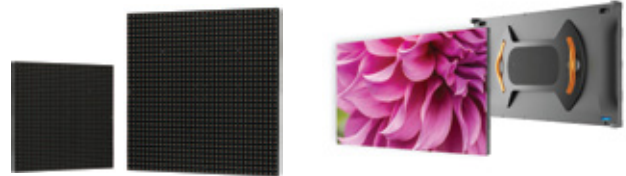
Samir Group has a specialty in building up Video Walls using NEC monitors for different sizes and applications: such as Command & Control Centers for NOC Rooms for oil companies, transportation applications, corporate lobbies, etc. We have a dedicated team to design the right Video Wall solution for you. It can be as simple as two monitors together, up to 10's of monitors connected together with size, for example, 15 meters or more.

LED Display

NEC | LEYARD

Indoor and outdoor LED video wall modules from NEC enable creative attention-grabbing walls of intensely bright images for the brightest environments and long distance viewing. Modular, light-weight, cost effective and designed for transportation hubs, sports venues, events and retail environments - LED promises a bright future.

Hiperwall Videowall Software

HIPERWALL
see the big picture

Hiperwall is an ultra high resolution software package for an endless number of displays which is scalable in size and eliminates costly servers, matrix switches and distributors. It enables customers to connect an infinite number of sources to a videowall and freely determine size and position of this content.

Collaboration & Interactive Surfaces

Interactive White Boards

A catalyst for class participation. Intuitive design. Engaging digital workspace. True multi-student collaboration and small group learning. Encourage critical thinking & problem-solving. Spark better learning outcomes for all.

All sizes available: 77" 87", 100", 135" for Educational and Business Use.

Interactive Flat Panels

Interactive flat panel helps you make the smoothest transition from traditional instruction to interactive learning for the best viewing distance, touch driver-free design, 10-point multi-touch support, total eye-care solution, and many more features.

Interactive Projectors

Interactive projectors brings collaboration to both classrooms and conference rooms alike. Together with a PC or Mac, the teaching tool will increase students' attention and interaction within the classroom, increasing their attention of subject matter.

SMART Podium™ interactive Pen Display

Whether you are presenting to a group in a large meeting room or collaborating with colleagues from their home offices. The SMART Podium display makes the experience interactive and engaging,. You can interact with digital content and write on the pen display's surface whilst projecting the content on to a large screen or SMART BOARD® interactive display.
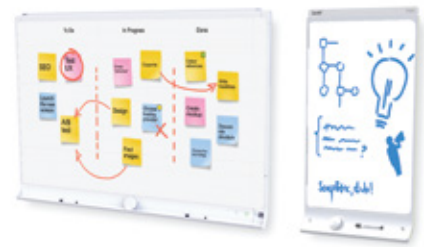
Plus Copy Boards

Write, Scan, Save and Print as simple as writing in a normal white board, just in a click of a button available in different sizes and options.

SMART Kapp

It shares as you go white board. Just walk up and start writing with a dry-erase marker. Everyone you invite sees what you jot down, erase and scribble on your Smart Kapp as it happens worldwide. Save notes on your Phone, Tablet and PC with a tap, erase and repeat. It's a White Board and Personal Organizer in one.
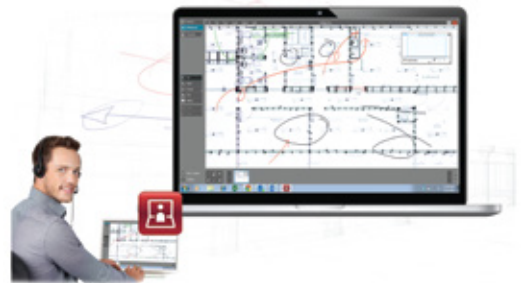
Collaboration Interactive Software ──────────── SMART

SMART Meeting Pro™

Personal Edition 4.1 Software
Build ideas without restraint. Whether you are preparing for a meeting, collaborating in one of reviewing the information afterwards, you can access, engage and create content anytime, from anywhere.

SMART Meeting Pro™

SMART Notebook®

Collaborative Learning Software
SMART Notebook allows educators to easily create engaging interactive learning experiences while providing the flexibility to respond to the needs of learners in real-time. Plus, it's easy to standardize on Notebook software across all brands of interactive hardware in your school or district.
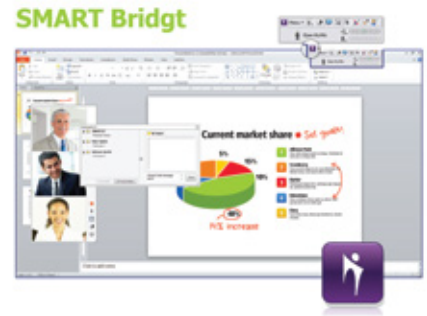
SMART Notebook

SMART amp

SMART amp is more than a revolutionary collaborative platform. Created with the input of teachers from around the world, it's born out of the pedagogical needs of today's classrooms. Through it, you can connect a variety of different devices to a single virtual workspace where students can work together and teachers can upload lesson material and conduct real-time assessments

SMART Bridgit

Collaborate face-to-face with more people in more places with SMART Bridgit conferencing software. The latest version supports up to nine webcam video streams, making it easy to hold meetings that are visually engaging, dynamic and interactive. Meeting participants anywhere can work together as if they are in the same room.
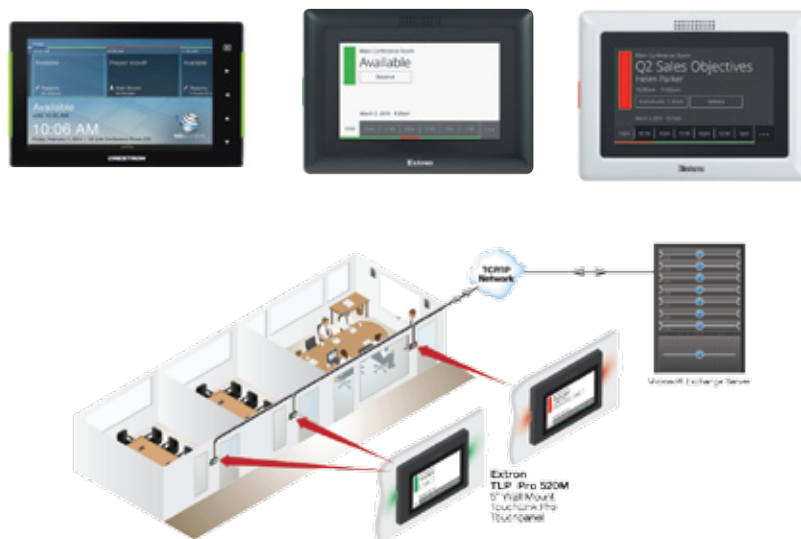

Elmo Visual Presenter

The Elmo Interactive Document Camera is the perfect match for your projector in the classroom. Got an apple to present or a leaf any object for teaching, that won't be a problem with Elmo. Unprepared without a presentation just down in piece of paper and project.

Interactive Small Monitors ranging sizes from 7" to 15" helps you to organize your meeting schedules and meeting places. No more fighting over reservations.

Security Cameras & Surveillance Systems

A wide variety of Analog HD & IP Cameras ranging from Mini domes, Domes, Bullet, PTZ, Thermal, Panoramic, fisheye Cameras. High quality Cameras equipped with latest technology including BLC, Wide Dynamic Range (WDR), Video Analytics, Motion Detection, Face recognition, Automatic number plate recognition system (ANPR).

Recording solutions include DVR's & NVR's with various options to handle mid, large and mega size projects. Recording software allows recording using SAN or NAS storages.

Most of our brands allow cloud service for remote monitoring, sharing data with concerned departments and are compatible with major operating systems.

Accessories include Media Converters for long distance applications. Coax to IP converters to incorporate existing analog solution to latest technology solutions. POE injectors and POE extenders help complete complicated requirements.

A wide range of housing for cameras to fulfill environment challenges with a rating of up to IP68. Also, tamper protection rating of IK10. Another category to provide ease of installation are the mounts. Ceiling, Wall, Pole, recessed, pendant, Pendant pipe, L shaped, parapet, gooseneck etc. are some of the types in this category.

We have top level expertise in Video Security Solutions for different applications such as Malls, Hotels, Airports, Universities, Banks and Industrial sector. Our team is well informed and trained to provide the best solutions in accordance with the local and international standards.

Unified Communication Solutions available for catering communication products to all vertical markets like Hospitality, Healthcare, Education, Manufacturing and Small to Medium Business. The wide range of telephony products cover IP Digital and analog platforms.

Enhanced Contact Center Management and Call Management and Billing Solutions take business performance to a different level.

Structured Cabling ————————————————

Structured cabling is the inter-building and intra-building cable connections in entrance facilities, equipment rooms and telecommunications closets. Structured cabling consists of the transmission media, main and intermediate cross-connects and terminations at these locations. With variety of products complying with TIA/ANSI standards we deliver a complete end to end solution. Solutions for Cat3, Cat5, Cat5e, Cat6, Cat6a, Cat7, Cat7a complete the company profile for copper solutions. For long distance and back bone solutions we provide al kind of Single-mode and multi-mode Fiber Optic products

Video Conferencing

Polycom | AVAYA

Distance is not a matter anymore. People can still meet / collaborate / share and see each other from their offices, home \meeting room literally anywhere across the world. Samir offer the tools for such collaborations.

IP TV Solutions

IPTV

We provide to the hospitality industry state-of-the-art IPTV solutions integrating IPTV, VOD, Mobile, Digital Signage and Internet in Single Platform delivered to hotel guest at its utmost simplicity of usage.

The hotel guest can view all channels in full HD quality, and have access to all hotel facilities, view, bill, etc. on the TV making the guest experience in a different level.

Fire Alarm & Voice Evacuation Systems

Samir group provides solutions to protect your assets from fire. From products ranging from basic conventional fire alarm systems to addressable fire alarm system with tower management technology and VESDA. Complying with all NFPA standards we are capable of providing solutions from small buildings to campuses. To provide the finest quality, all our products are UL listed and Complying with EN-54 Standards. Integrating with the Fire Alarm, Voice Evacuation system provides guided safety at the time of fire.

Mounting Solutions

Chief offers the largest selection of universal and custom display TV mounts worldwide. Our mounts are designed with features to speed installation without compromising on quality or features that provide strength, flexibility and ease of use.
We provide all types of professional mounting solutions for Projectors, TVs, Monitors, Tablets, etc.

Digital Podiums

AHA

e-podiums are the perfect addition to schools, colleges, universities, auditoriums, or any location where presentations are given. They provide a safe and convenient means to store and use a wide range of audio/visual equipment. Explore our e-podium range and discover how AHA can help you elevate the effectiveness of your lectures or presentations.

Projection Surfaces

DRAPER®

Covers all types of Projection Screens, includes Manual, Electrical, Fixed, Portable, Rear Projection Screens and Accessories.

Our range of speakers designed to deliver optimized, high quality sound for a wide variety of applications. They are typically installed in classrooms, conference rooms, and boardrooms wherever wall-mounted or ceiling speakers are desired. They are available in a variety of sizes to suit the needs of the specific application or environment.

Power Amplifiers

Extron Amplifiers deliver high performance audio and are available in a wide range of single and multi-channel configurations for small to large AV installations. They include an advanced, energy efficient Class D amplifiers design are ENERGY STAR® qualified and offer several features that simplify integration.

The Bose® PowerMatch® line of configurable professional power amplifiers provides concert-quality sound with a high level of scalability and configurability. Utilizing numerous Bose technologies, PowerMatch amplifiers deliver an unprecedented combination of performance, efficiency and ease of installation—all in a reliable, proprietary design.

Mixers & DSP Digital Matrix Processors

Mixers are compact, high performance products that allow multiple input audio sources to be combined into a single audio output. Signal Processors manipulate or process audio signals through various means, such as volume adjustment, mixing between multiple signals, and tone or equalization.

Digital Matrix Processor is an audio mixer featuring automixing, available AEC plus Dante™ audio networking, FlexInputs to process Dante channels in place of local mic/line inputs, and analog phone interfacing. Offers a configuration approach to DSP that simplifies mixing, routing, conferencing, and room optimization.

Microphones

Whether you're outfitting a world tour, a mosque, a professional studio or a school auditorium, our microphones offer great sound, durability, ergonomics and style. From time-tested classics to our latest innovations, every product is built to withstand both the rigors of performance and the scrutiny of your listeners. We making you sound your best.

We offer all Types: Boundary, Gooseneck, Handheld, Hanging, Headworn and Tie-Clip

Conference System

We offer a full range of conference solutions for applications ranging from basic discussion to full function set-ups, including simultaneous interpretation, language distribution, voting and room coupling.
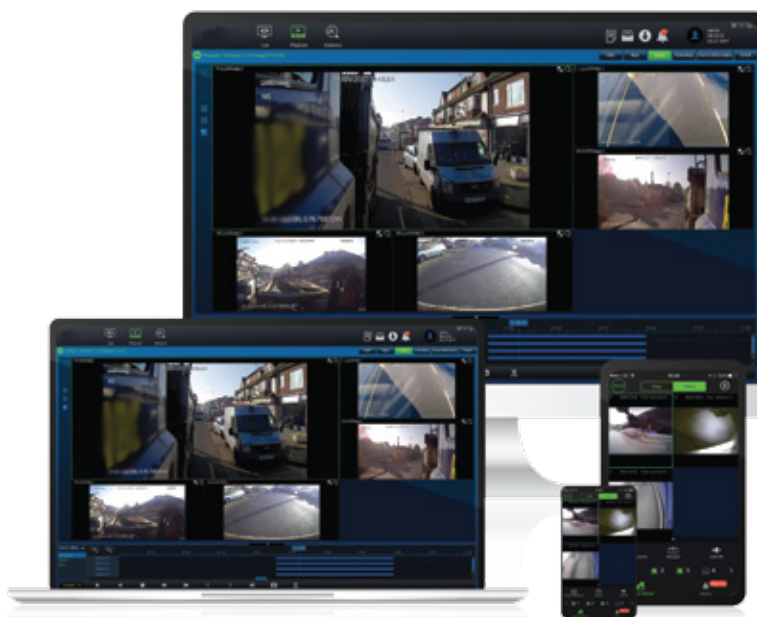
The unique aspect of our offering is that products of different product lines can be easily combined into one single installation. Flush-mount can be combined with table-top, wired with wireless, standard with customized

| Paperless Multimedia Congress System
| Digital IR Wireless Conference System
| Digital IR Language Distribution System
| Fully Digital Congress System
| Large-Scale Voting System
| Wireless voting system

VMS (Video Management software)
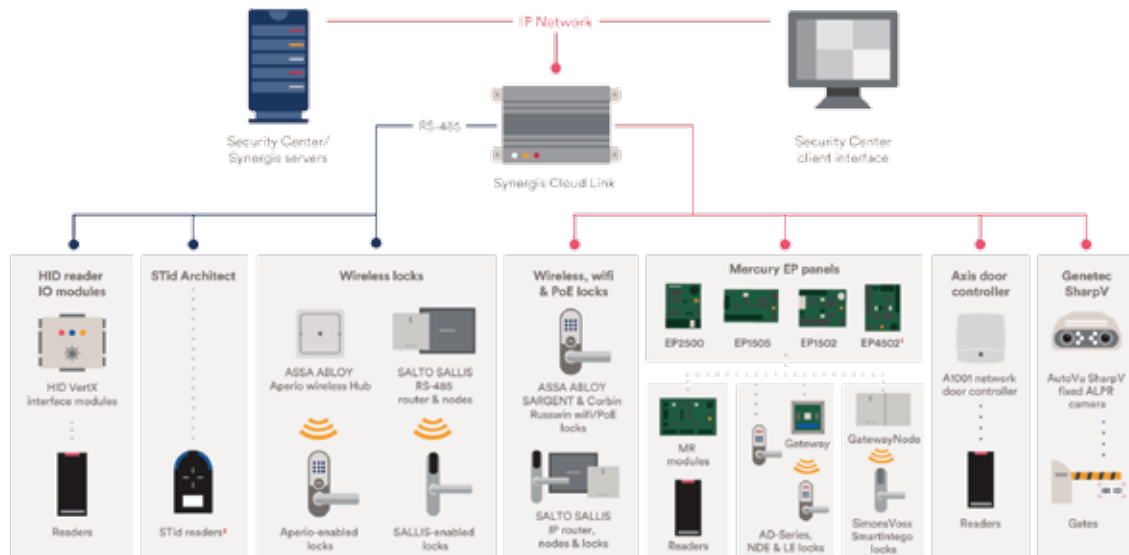
Genetec | milestone

Add extra value and functionality to your video security installation by extending your system with any of the VMS products. The VMS allows you to create custom surveillance solutions for specific industry needs such as combining video with access control or linking video with transaction data.

Access Control Systems

Our Access Control Solutions are designed to provide high security to towers, residences, campuses, buildings etc. using a variety of card readers, keypad readers, biometric readers, and face recognition readers. Our open platform controllers can integrate with many other systems like controlling the elevators using the elevator management system. Paging systems to inform any emergency, Limit people using the anti-pass back function. It has an integrated badging system for operators ease of access. Create a pay roll for employee using the time & attendance feature.

1 The Allegion Schlage AD-Series, NDE and LE locks report into the Mercury EP2500 or EP1501 and SimonsVoss SmartIntego locks report into the Mercury EP2500, EP1501 or EP1502
2 Synergis Cloud Link hosts keys onboard for ANSSI compliance

Public Address System

Our public address systems (PA systems) are packages designed with robust all-weather products made to run 24/7 and last in any challenging environment. They can easily be customized to meet the demanding needs of your design and budget. Microphones, amplifiers, digital mixers, loudspeakers and PA horns that can handle small to large public areas such as athletic fields, theme parks, arenas, indoor outdoor public areas, parking lots, public venues, rail terminal stations, public buildings, parks, recreational areas and more.

Master Clock System

To provide with a unified time across premises, Our master clock solutions provide server based and GPS based solutions. We have a wide variety of digital and analog clocks in different sizes to match the customers requirements. The range also includes wired and wireless clocks.

Data Center Preparation

Data Center equipment includes Access Floor, Cooling Solutions, Environment Monitoring, Water leakage detection, Fire Suppression and power back up. Our expertise in integrating these system builds an efficient and safe data centers. Our services include providing consultancy and implementation of Tier I, Tier II & Tier III Data Centers. Moreover, the state of the art techniques of embedding the complete cabling solutions for the data center makes us one of the top data center equipment Installer.

Extron All Products

Interfacing, Switching & Control

Extron manufactures computer-video interfaces, switchers, configurable control systems, distribution amplifiers, computer-video scan converters, scalers, signal processing equipment, and high resolution cables. These products are used to integrate computer, video, and audio into presentation displays for today's boardrooms, presentation/training centers, university lecture halls, and other applications.

XTP Systems

Flexible, reliable systems that support multi-format switching and management of local and remote AV devices.

DTP Systems

A versatile range of products designed to support long distance signal transmission over shielded twisted pair cable in AV switching environments.

Configurable Control Systems

The starting place for learning about Extron configurable control systems, including Media-Link, IP Link, and TouchLink.

TouchLink Touchpanels

The first fully configuration-based touchpanel control systems with the power to handle the types of rooms you install every day.

MediaLink Plus Controllers

Easy-to-use, configurable AV system controllers with Ethernet device control and PoE.

MediaLink Controllers

A family of easy-to-use, affordable products for AV control and switching in small, one-projector environments.

Scalers & Signal Processors

Signal conversion for matching display resolution or optimizing image quality, or to output NTSC or PAL.

Videowall Processors

Graphics and video processing for videowalls with display arrays from two to 28 screens and larger.

Audio Products

A range of solutions for audio system needs, including signal distribution, signal processing, and cabling.

Extenders & Line Drivers

Extenders and Line Drivers enable reliable, long distance signal transmission over coaxial, twisted pair, or fiber optic cabling.

Matrix Switchers

Route a wide range of video, audio, and high resolution signals from multiple sources to multiple destinations.

Fiber Optics

The most complete line of Fiber Optic Products for end-to-end AV signal distribution over fiber optic cabling.

USB for Pro AV

USB switchers, hubs, and other products designed for easy integration in professional AV applications.

Architectural Connectivity

Mount in walls, shelves, tables, or lecterns, creating professional and elegant presentation systems.

Bulk Cables & Connectors

Interconnect equipment in AV systems to accommodate different applications.

Crestron All Products

Integrated By Design™

At Crestron, we build the technology that integrates technology. Our automation and control solutions for buildings and homes let people control entire environments with the push of a button, integrating systems such as A/V, lighting, shading, IT, security, BMS, and HVAC to provide greater comfort, convenience, and security. All of our products are designed and built to work together as a complete system, enabling you to monitor, manage, and control everything from one platform.

Digital Media™ Presentation System

- 24-bit 96KHz A/D and D/A converters | Dual DSPs
- 4 balanced/unbalanced line-level I/O channels
- Fully adjustable 4 x 4 audio matrix mixer

Digital Media™ Switcher

A modular blade-based 128x128 DigitalMedia matrix switcher offering ultra-fast digital video and audio switching for massive signal routing applications. Enables lossless HD signal distribution over CAT type twisted pair copper or fiber optic cable.

Capture HD® High-Definition Capture Recorder

Provides a very simple and cost-effective solution for capturing lectures, presentations, medical procedures, seminars, and training sessions in high-definition 1080p. Use standalone or as part of a complete CaptureLiveHD® system.

Room Scheduling Touch Screen

A stylish and versatile touch screen with 7" capacitive touch display, Smart Graphics™, and multiple mounting options. Includes out-of-the-box room scheduling for use with Crestron Fusion RV® Remote Asset Management Software.

Table Mount Interfaces

A cost-effective, simple to use tabletop presentation interface offering connectivity and one-touch control
in a compact, stylish device that's easy to install.- For a complete Crestron Connect It™ collaboration system solution,

Control Touch Screen Display

A slim, lightweight touch screen display offering a spacious user interface and excellent video performance. Ideal for use with a DGE-100, DGE-2, or DVPHD.

Control System

A rack-mountable 3-Series® control processor offering immense power, expanded memory, numerous integrated control ports and optional control card expansion slots. Features an isolated control subnet providing a Gigabit Ethernet LAN dedicated for Crestron devices.

Network Stream Player

Provides a wireless or wired interface for Apple® iOS® devices using AirPlay® or USB. Provides multiple easy ways to share music from an iPod®, iPhone®, or iPad® through a whole-house audio system. Built-in Internet radio enables listening to online music, news, and talk without a mobile device connected.

Multi room Audio System

A fully-scalable audio distribution system that delivers high-output audiophile sound quality to every room with reduced cabling, low power consumption, advanced DSP, and integrator-friendly setup.

Keypad

Cost-effective wall-mount keypads featuring customizable buttons, enhanced LED feedback, and Cresnet® wired communications. The C2N-CBD-E models are designed for installation using standard electrical gang boxes and decorator-style faceplates.

Climate Control

A versatile heating and cooling thermostat with integrated humidistat designed for one- and two-stage control of forced air, radiant, and heat pump HVAC systems.

Wireless Presentation Gateway

Present wirelessly using laptops and mobile devices.

State of Art upgrades in term of hardware & software components to AV system in Ministry of Hajj meeting Room was successfully implemented. The room is approximately 20 m* 8m. It includes 27 chairs new 27motorized screens as part of the new upgrade scope.

Sound system can adequately accommodate panel discussion since it supports too many Mics & they are sensitive enough to pick up speakers' voice

Ceiling speakers project the sound very well & the optimum sound coverage was successfully achieved

AV system is able to accommodate multi operation mode

Video system is perfectly positioned to support full audiences & all viewing angles

King Khaled International Airport

Consulting Firm

KA Care

Wavetec

Rosewood - IPTV

Home Cinema

King Saud University

Al Saedan Real Estate

McDonalds

KAUST - Student Center

SABIC - Hadeed

Help Center

Saudi Investment Bank

Obeikan Academy

KSU - PY Bulding

Ministry of Education

Key Clients