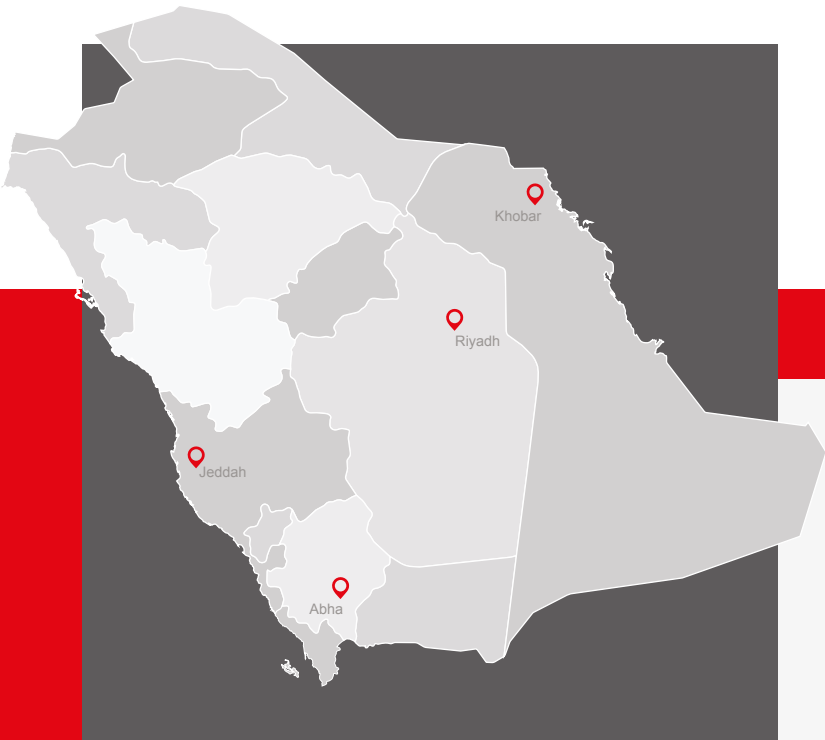# SAMIR

VISULATION
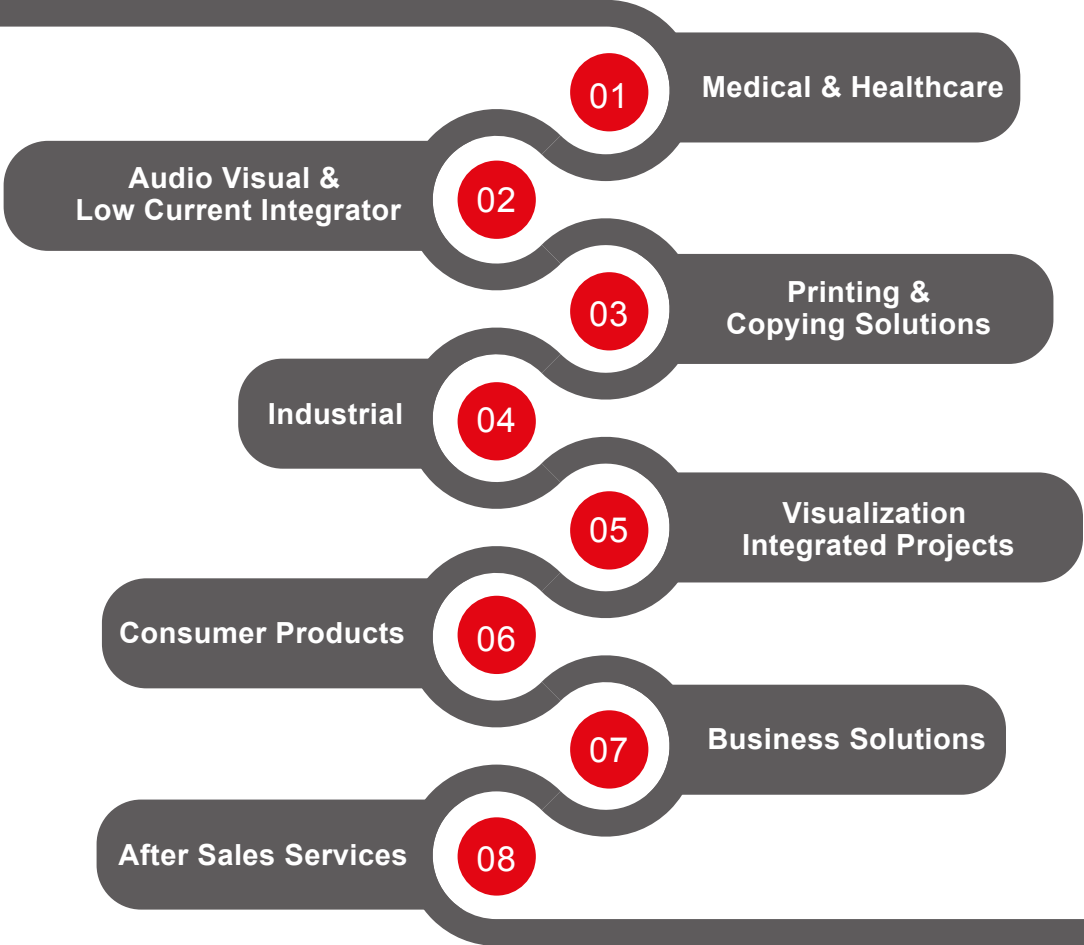## INTEGRATED PROJECTS
PROFILE

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

Khobar

Riyadh

Jeddah

Abha

سميـر SAMIR

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

Visualization Integrated Projects

The Samir Group Visualization & Audio Visual Projects Division, designs, develops and engineers bespoke visualization products, specifically tailored to our customers.Offering state of the art visualization solutions, using the best equipment, in the marketplace. This division enables our customers to optimize productivity and business efficiency through intelligent solutions.

Samir's visualization services include a wide range of solutions for control rooms, command and control centers, C4, city surveillance, virtual reality, LED based screens, in addition to fully inte-grated audio visual solutions for executive, training and briefing rooms, theaters, large venues, and unique visualization environments.

Our solutions are delivered by a very experienced, passionate and professional team, who are industry trained, and recognized as the leaders in the industry.

At the Visualization & Audio Visual Projects division, our main focus is to meet our customers' needs and exceed their expectations. Our customer goal is to enable our clients to achieve their business objectives and protect their investment.

Our extensive customer base is scattered through all sectors including oil and gas, security, education, power, desalination, petrochemical, defense and so on.

Over the past past sixty years, we have been providing our customers in the Kingdom of Saudi Arabia with premium visualization solutions catering to all of their audio visual requirements and providing our clients with the best after sales services in the Kingdom. In doing this, we have ea-rned a fantastic reputation that remains intact at Saudi Arabia's premier audio visual provider.

COMMAND & CONTROL ROOM

- Master SCADA System
- Video Wall
- Consoles
- Interior finish
- Wall screen
- Real time Data

MEETING ROOM

- AV System
- Screen
- CAD Wall screen
- Control Touch Panels
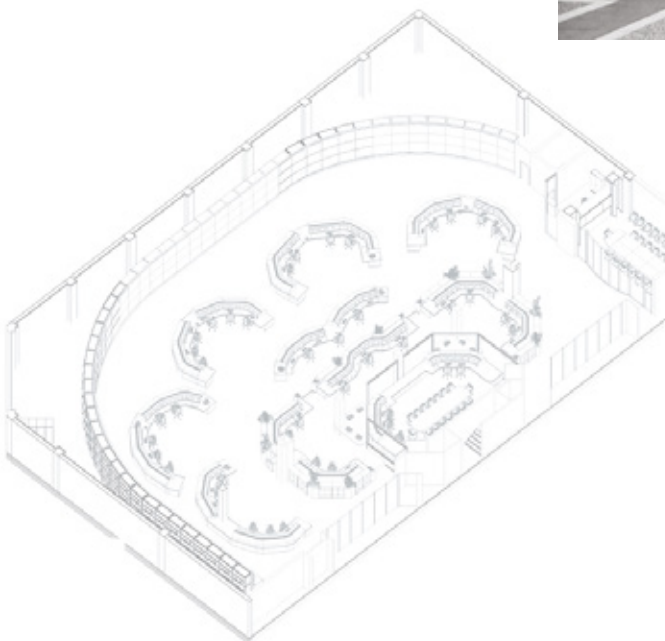- Video conferring system
- Room Lighting
- Presentation solution

COMMAND & CONTROL ROOM

OSPAS is the Saudi Aramco's Oil Supply Planning and Scheduling Department. A very sensitive organization for tracking and adjusting the movement of every molecule of crude oil in Real Time 24/7. OSPAS is composed of five divisions: Oil, Gas and Natural Gas Liquids, Terminal Planning, Refined Products, and Supply Planning and Optimization.

| 210 square meters (2260 square foot) of rear-projection196.608.000 discrete full color pixels.
| More than 3000 real-time data points
| Display update frequency; every half a second
| 150 DLP projectors running in 24/7 mode
| 1.281.600 lamp hours per year

The video wall is a massive 67 Meters Width and 3 Meters Height display system which displays huge amount of Critical Data related to Aramco Operations A very overwhelming experience and a global attraction for Presidents and CEO's from countries across the world emphasizing the reliability and efficiency of Aramco's operation and contribution to global economy.

COMMAND & CONTROL ROOM

Etidal - Riyadh

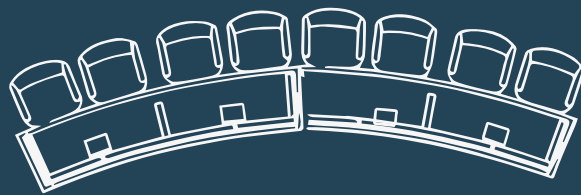**Etidal Global Center for Combating Extremist Ideology.**
The center was established by the latest intellectual, media and numerical methods and means.

MEETING ROOM

T261 Is an Executive Meeting room heavily used by Aramco CEO and VP's for Presentations, Conference Calls and Decision Making. It is a High End Technology environment with sophisticated integration of Market leading systems.The System is Fully automated and controlled by IPAD devices, from Barco Projection System , Retractable Table Monitors from ArthurHolm , Audio from Extron , Curtains, and lighting. The T261 has a huge Barco CAD Wall with 8 high end Barco projectors behind the screen for Ultra High resolution output, and blended images working seamlessly as One Big Canvas. Behind the easiness of the IPAD interface lies very sophisticated switching and control systems designed and programmed by our industry experts who have long and rich experience to tailor technology for bespoke solutions that exceeds customer expectations .

MEETING ROOM

Ministry of Petroleum

| Two projectors RLM W8 7,3000 lumens, one as back up.

| Rear Projection Glass Screen 116" aspect ratio16:10

| Retractable screens and microphones

| LED dimmable lighting and all system controllable via ipad

Our Partenrs

BARCO

Barco, a global technology company, designs and develops visualization products encompassing the entire visualization spectrum for a variety of selected professional markets: entertainment & corporate, healthcare, industrial & government, and defense & aerospace. By offering top quality, user friendly imaging products, we enable our customers to optimize productivity and business efficiency.

COMMAND & CONTROL ROOM

The Barco professional services help you choose the right technology, install and integrate your visualiza-tion solution and maintain your system following the industry standards. Barco offers dedicated service suites in three areas, from Consult & Design, over Integrate & Deploy, to the Maintain & Operate services, covering the complete life cycle of the visualization solution. For every phase, we have a number of tailored services that best suit your needs – in balance with your requirements and budget

Virtual reality solutions

- Flight simulation
- Simulation
- Driving simulation
- Air traffic control
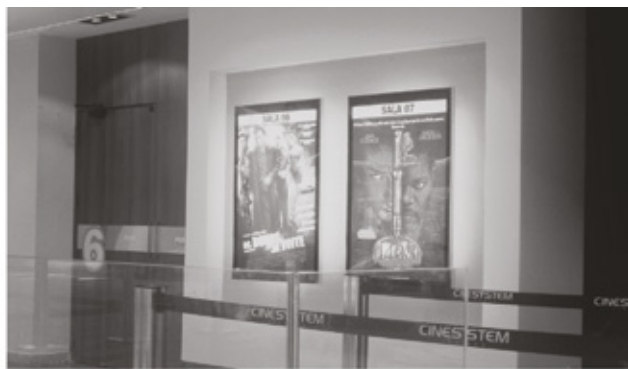- Simulation
- A complete range of services

Lobby Solutions

Barco's lobby solutions bring your theater to life and transform your entrance and lobby into an entertainment experience that captivates, informs and engages audiences, while differentiating from all other forms of entertainment.

Digital signage for movie theaters

Barco has designed a turnkey digital signage system, featuring integrated modules for content creation, distribution and display. Built on a scalable, flexible platform, it offers you unlimited creative freedom to design eye popping signage and graphics that will turn your cinema into a revenuegenerating entertainment center.

Executive meeting rooms

We specialize in state of the art executive meeting rooms ranging from, AV system,CAD wall screen, touch panel, Video Conferencing system, room lighting, presentation solution, etc.

A/V solutions

Barco provides best in class hardware and software technologies for real time, telecollaboration, ultra high definition video streaming, recording and device management over IP networks.

Our Partenrs

CRESTRON

Crestron is the world's leader for advanced home, campus & building control autom-ation solutions. Crestron touch screens & keypads provide solutions for audio visual integrated systems.

Extron

Extron products switch, distribute, stream, and control AV signals from any source to any destination while maintaining signal integrity and ease of integration in a wide variety of applications.

ARTHUR HOLM

ARTHUR HOLM is a leading European brand of state of the art motorized, retractable and stationary monitors whose designs are based on high end quality screens

LifeSize

Delivering HD video conferencing solutions globally for small and medium size businesses and even the largest enterprises superior quality, unmatched experience.

audio-technica

Audio Technica is a worldwide group of companies devoted to the design, manufacture, marketing and distribution of problem solving audio equipment.

BIAMP
SYSTEMS

In airports,arenas,courtrooms,Houses of Worship, theaters,universities,corporations and conference centers. Around the world, around the clock, Biamp equipment is deliv-ering,managing and enhancing the sound.

SHURE

The Most Trusted Audio Brand Worldwide With a history of audio innovation spanning over 80 years, Shure has turned a passion for making great microphones and audio electronics into an obsession.

SBFI

We designed our business around the belief that every customer and every project is unique. We are as passionate about designing furniture today as we were when we started 38 years ago.

Middle Atlantic Products

Middle Atlantic Products is part of the Commercial AV division of Legrand, North America, and has manufactured exceptional support and protection products to mountintegrated AV systems in Residential, Commercial, Broadcast, and Security applic-ations since 1979.

EV

Electro Voice strives for total customer satis-faction by delivering high-performing systems backed by excellent service and support. We aim to provide the highest level of service to make it easy for you to do business with us.

Highlited Projects

NP4 Engineering Solution Center,ARAMCO,KHOBAR,KSA

Description
- A Complete A/V integrated system with BARCO Full HD rear Projection Screens.
- Fully Automated System using Crestron Latest technology.

HR Human Resources Department ,ARAMCO,KHOBAR.KSA

Description
- A Complete A/V integrated system with BARCO Full HD rear Projection Screens.
- Fully Automated System using Crestron Latest technology.

CCT Monitoring room, Makkah Project, Ministry of InteriorMakkah

Description
- CCTV monitoring room in the Makkah region.
- Video wall- 3X3, 67"Matrix, XGA (1024 X768)
- Total resultion-3072 X 2304

National Guard

Description
- Visual design of VIP conference rooms and meeting rooms
- Audio Visual and lighting systems design for a 600 seat multiuse auditoriums

Network Monitoring Room, Saudi electricity Company- Dammam

Description
- Electricity grid monitoring room
- 4 X 2-50" XGA (1024 X768)
- Total resolution- 6144 X 2304

Riyadh,ADA Executive Meeting Room

Description
- Barco RLM W14 13,500 Lumnes, WUXGA Projector
- Hi Def., High Contrast projection Screen
- Wireless Revolabs microphones with camera tracking
- 5" wall touch screens for light controlling and occupancy sensor

NOC, King Abdullah University of Science and Technology- Jeddah

Description
- Monitor and Manage Operation of IT and Video Conferencing Networks at KAUST
- Video Wall- 6X2,70'' Matrix, XGA (1400X1050)
- Total screen resolution: 8400 X2100

National Water Company, NWC-KSA

Description
- SCADA Implementation
- Video Wall- 4X2,70"Matrix,HD support (1920 X 1080)
- Total resolution-7620 X2160

شركة المياه الوطنية
National Water Company

Data Monitoring Center, SAMBA-Riyadh

Description
- 6 x 3-67'' XGA (1024 X 768)
- Network and Data Monitoring room.
- Total resolution-6144 X2304

samba سامبا

VIP Board Room, STC KSA, Riyadh

Description
- Total Meeting Room Solution Provided by Samir Group, including Civil work, Audio system, Lighting, Interiors and Furniture.
- High Resolution LED SCREEN 4mm, 3.6m x 2m, Full Color.

STC الاتصالات السعودية

TV Broadcast Studio, Saudi TV-Riyadh

Description
- Broadcast Backdrop-part of 3 similar screen.
- 6X3-50'' XGA (1024 X768)
- Total Resolution – 6144 X2304

التلفزيون السعودي
SAUDI TELEVISION

Network Control Center ,Zain Telecom Company-Riyadh

Description
- Telecommunications network monitoring center.
- 10 X 2-67'' XGA (1024 X768).
- Total resolution- 10240 X 1536-Curved display.

zain

Northern Border Security Fence, Border Guard – KSA

Description
- CCTV stream monitoring for border control
- Video Wall – 3x2, 50" Matrix, XGA (1024 x 768)
- Total Resolution – 3072 x1536

LED Drop down Screens, King Saud University-Riyadh

Description
- Biggest suspended and movable (Drop Down) LED screen in Saudi Arabia.
- 50 Sq m Screen area and weighing around 4 tons.

جامعة الملك سعود
King Saud University

SAMIR-PROJECTS

Our Clients