Visualization Integrated Projects

Profile 2025

SAMIR

TRADING & MARKETING

For over 70 years, Samir has delivered cutting-edge solutions in medical, laboratory, and AV technologies—partnering with global leaders to serve key sectors in the Kingdom.

Today, we continue to evolve with Vision 2030, driving progress through smart technologies that shape a more advanced and connected Saudi Arabia.

OUR BUSINESS DIVISIONS

Medical & Healthcare

Visualization of Integrated Projects

Business Imaging System & Service

Audio Visuals & Low Current Integrator

Digital Printing & Finishing Solutions

Home Printing & Personal Care

Industial Reliabilties & NDT Inspectior

After Sales & Service

WHY SAMIR?

70+ Years of trusted experience

Premium after-sales support across the Kingdom

Industry-certified AV experts

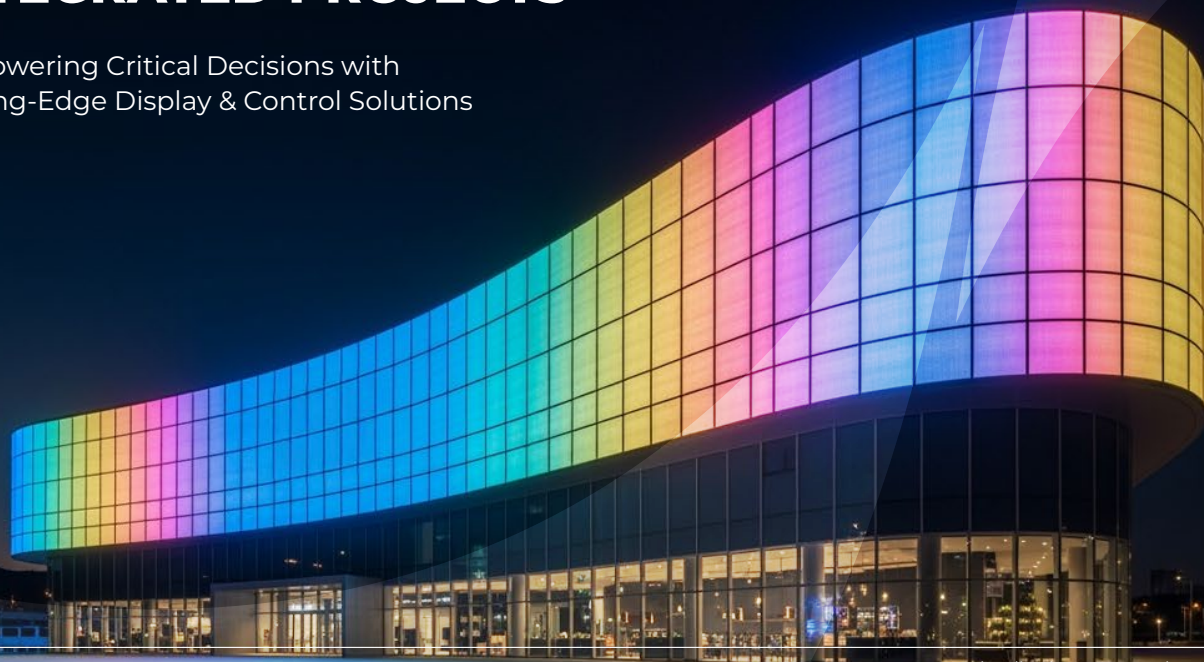Tailored engineering & system design

Scalable & Customizable Solutions for Any Environment

VISUALIZATION INTEGRATED PROJECTS

Empowering Critical Decisions with
Cutting-Edge Display & Control Solutions

WHO WE ARE

At Samir, we engineer smart visualization environments that enable better decision-making and real-time control. From mission-critical command centers to immersive collaborative hubs, we deliver integrated display systems backed by decades of experience and global technology partners.

TECHNOLOGY PARTNERS

We collaborate with global leaders in visualization, AV, and control systems:

SECTORS WE SERVE

We cater to a wide range of government and enterprise clients:

Finance, Corporates & Enterprise

Oil & Gas & Utilities

Government & Defense

Transportation & Infrastructure

Education & Smart Campuses

Energy & Utilities

Entertainment

Manufacturing

Sport

Business & Community

Healthcare & Emergency Operations

OUR CORE OFFERINGS

Command and Control Rooms

High End Multi-Purpose Room

Fully Integrated Large Visualization Displays

COMMAND & CONTROL ROOMS

Smart Decision-Making Starts Here

Samir specializes in designing and implementing advanced Command and Control Room solutions that serve as the central nervous system for critical operations, providing a full spectrum of capabilities for both Operations Centers and Emergency Operations Centers.

SECTIONS

Operations Centers
Real-time monitoring

Emergency Operations Centers (EOC)
Managing incidents, disasters & escalating crises

Operations Centers

Our solutions are the backbone of efficient operations, empowering organizations to proactively monitor, manage, and coordinate both daily activities and specialized functions. We provide real-time oversight of vital systems and resources—such as IT networks, security infrastructure, and traffic flow—to ensure uninterrupted, highly efficient operations.

Real-time Monitoring & Data Visualization	**Centralized Control & Management**	**Proactive Issue Detection & Prevention**
Incident Response & Troubleshooting	**Communication & Collaboration**	**Customized Workflows & Ergonomics**
Integration Capabilities	**7/24 Operation & Redundancy**	**Performance Measurement & Reporting**

Emergency Operations Centers (EOC)

Samir delivers robust solutions that help diverse organizations, including those in health, public safety, utilities, and transportation, establish and maintain highly coordinated response capabilities during any crisis. Our EOC solutions ensure comprehensive situational awareness, streamline communication across all agencies and levels, and accelerate critical decision-making for effective emergency management and rapid recovery.

Strategic Coordination & Decision-Making	**Resource Management & Logistics**	**Redundancy & Resilience**
Multi-Agency Collaboration	**Information Management & Documentation**	**Public Information & Warning Systems**
Scalability & Flexibility	**Integrated Communication Systems**	**Planning & Preparedness Support**

Our Solutions

Video Wall
Full range of LED & LCD video walls for any size, resolution, or budget—high-performance or entry-level, without compromising on quality.

Control Room Software
Comprehensive control software—from system management to operator workspaces—to streamline workflows and boost efficiency.

Controllers
Real-time content control with desk, video wall, input, and service node controllers—ensuring high-quality performance.

Consoles & Technical Furniture
Modular, ergonomic console solutions designed for 7/24 operations—supporting multi-screen layouts and mission-critical performance.

Enterprise Integration
Seamless integration between control rooms and enterprise IT systems—enabling smarter decisions with real-time data and analytics.

Integrated Communication Systems
Unified platform combining radio, phone, video, and chat—enhancing awareness and speeding up critical decision-making.

HIGH END MULTI-PURPOSE ROOM

Flexible, Technology-Driven Spaces for Executive, Training, and Presentation Use

We designs and implements dynamic, high-end multipurpose rooms that serve as hubs for real-time collaboration, innovation, and decision-making. Our end-to-end solutions are crafted to empower teams to connect, communicate, and co-create seamlessly, providing mission-critical support in both physical and virtual settings.

Our Solutions

Main Display and Video Systems

High-performance display systems enabling immersive collaboration and real-time situational awareness.

Video Walls and Video Signal Processing

Seamless video walls and signal processing for real-time visibility, clarity, and multi-source monitoring.

Wireless & Wired Conferencing Systems

Flexible wired and wireless conferencing systems built for reliable, high-quality communication.

Video Conferencing Systems

Secure, high-quality VC systems that integrate with platforms and AV setups—enhancing hybrid collaboration.

Audio Systems

Crystal-clear audio systems ensuring precise, intelligible sound for every meeting and collaboration.

FULLY INTEGRATED LARGE VISUALIZATION DISPLAYS

High-Impact Display for Public & Operational Spaces
Our large visualization display solutions are designed to make an impact. We specialize in creating high-resolution, immersive visual environments by integrating advanced hardware and software. The result is a seamless display that provides stunning visualization for collaborative experiences in sectors like sports and entertainment.

SECTIONS

Visualization
Display

Control & Content
Management

Visualization Display

We deliver comprehensive visual display solutions that make an impact. Each of our solutions is designed to create a powerful, high-resolution visual environment.

High Resolution LED Screens Indoor & Outdoor	**LCD Video Walls**	**Holographic Display System**
Projection Mapping 2D & 3D	**VR & Simulation**	

Control & Content Management

Control and content management software is the centralized brain for managing and distributing all digital content on displays. It allows you to schedule, update, and control multiple screens from a single location, ensuring the right information is shown at the right time.

Content Management Software's

THE PROJECTS

COMMAND & CONTROL ROOMS - OPERATIONS CENTERS

THE AI HUB AT ARAMCO

HIGH END MULTI-PURPOSE ROOM

THE FUTURE WORKSPACE
BY SAUDI ARAMCO

COMMAND & CONTROL ROOMS - OPERATIONS CENTERS

UNIFIED SECURITY OPERATIONS CENTER - 911 RIYADH & DAMMAM PROJECT

COMMAND & CONTROL ROOMS - OPERATIONS CENTERS
ETIDAL - RIYADH

SAMIR - Visualization Integrated Projects

COMMAND & CONTROL ROOMS - OPERATIONS CENTERS
NEOM 911 CENTER

COMMAND & CONTROL ROOMS - EMERGENCY OPERATIONS CENTERS

EMERGENCY OPERATION CENTER MINISTRY OF HEALTH - RIYADH

وزارة الطاقة
MINISTRY OF ENERGY

HIGH END MULTI-PURPOSE ROOM
MINISTRY OF PETROLEUM

HIGH END MULTI-PURPOSE ROOM

HUMAN RESOURCES DEPARTMENT
ARAMCO, KHOBAR, KSA

HIGH END MULTI-PURPOSE ROOM
NP4 ENGINEERINGSOLUTION CENTER
ARAMCO, KHOBAR, KSA

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HIGH END MULTI-PURPOSE ROOM

NATIONAL WATER COMPANY (NWC) – KSA

HIGH END MULTI-PURPOSE ROOM

NOC – KING ABDULLAH UNIVERSITY OF SCIENCE AND TECHNOLOGY

وزارة الحرس الوطني
Ministry of National Guard

HIGH END MULTI-PURPOSE ROOM
VIP CONFERENCE &
MULTIUSE AUDITORIUMS

FULLY INTEGRATED LARGE VISUALIZATION DISPLAYS

LED SCREENS SAUDI STADIUMS

FULLY INTEGRATED LARGE VISUALIZATION DISPLAYS

LED SCREENS – E-GAMING

A dedicated e-gaming space featuring a modern, interactive design with high-end PC setups and dynamic lighting — creating an ideal environment for immersive digital gaming experiences.

FULLY INTEGRATED LARGE VISUALIZATION DISPLAYS

LED SCREENS – RIYADH CITY

Digital LED screens installed along key roads in Riyadh, providing vibrant, high-visibility displays for public messaging and advertising in high-traffic areas.

OUR CLIENTS

CONTACT

Let's Talk About Your Next Visualization Project

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