

Audio Visual & Low Current Integrator AV&LC

Profile 2025



SAMIR

TRADING & MARKETING

For over 70 years, Samir has delivered cutting-edge solutions in medical, laboratory, and AV & LC 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 Visual & Low
Current Integrator



Digital Printing &
Finishing Solutions



Home Printing &
Personal Care



Industrial Reliabilities &
NDT Inspector



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



SEAMLESS SOLUTIONS FOR A CONNECTED KINGDOM

AUDIO VISUAL AND LOW CURRENT INTEGRATOR (AV&LC)

At the forefront of smart technology integration, Samir Trading & Marketing's Audio-Visual & Low Current Division transforms how spaces communicate, function, and inspire. With over 40 years of expertise and a dedicated professional team, we deliver end-to-end AV & LC Solutions across Saudi Arabia.

From smart buildings and mission-critical facilities to transportation hubs, performance venues, and corporate, educational, and government spaces, we create intelligent ecosystems that adapt and perform with precision. Combining cutting-edge technology with intuitive design, we enable immersive multimedia experiences and seamless real-time communication. Backed by a wide network of warehouses and ready-to-ship AV and LC products, we guarantee rapid delivery and smooth project execution.

CORE SECTORS

Bridging Innovation & Integration
Enabling Possibilities.



Transportation



Hospitality



Oil and Gas



Sport



Education



Entertainment



Business &
Corporate



Healthcare



Government



Military



Contracting



Events

LEADING TECHNOLOGIES

LEADING TECHNOLOGIES, TRUSTED PARTNERS

Samir Trading & Marketing proudly represents world-renowned multinational brands, bringing a trusted portfolio of premium products and cutting-edge solutions to the Saudi market. By aligning with global technology leaders, we ensure our clients receive the highest standards in performance and innovation. Today, the company stands among the top suppliers in the Kingdom—valued not only for the brands we represent, but for the trust we've earned.

AV

SHARP/NEC

SMART
Technologies

سيرتيك
seer tech

Extron Electronics

CRESTRON

EPSON

BOSE

BOSCH

NAVORI

SHURE

QSC

biamp.

DRAPER

televic

ALLEN & HEATH

Abgen

Unilumin

LEYARD

LG

SAMSUNG

ARTHUR HOLM

WOLFvision

Blackmagicdesign

CISCO

Middle Atlantic Products

VITEC

Hiperwall

JBL

PDUeX

PROLIGHTS

LC

Genetec

BOSCH

prysm

HIKVISION

ASSA ABLOY

milestone

CAME

DELL

HID

TRUSTED INTEGRATION, PROVEN EXCELLENCE

WHAT SETS US APART?



1. A Legacy You Can Trust

From a small team of 3 dedicated engineers, AV&LC projects division was initiated 35 years ago, backed by the enduring support of the SAMIR Group, a trusted name with over 70 years of experience in the Saudi market to date.



2. AV&LC Expert System Integrator

A committed AV&LC team with strong engineering expertise in Electrical, Communication, IT, and Computer fields. All graduates of reputable educational institutions, complemented by skilled and experienced field technicians.



3. Strong Ties with All Majors Brands in AV & LC

SAMIR AV&LC has developed strong partnerships with all major industry brands over the years and is regarded as the key contact for suppliers entering the market.



4. Kingdom-Wide Coverage Local Culture Understanding

AV&LC team has exclusive focus on projects inside Saudi Arabia, with fully equipped main offices in four cities: Jeddah, Riyadh, Khobar, and Abha serving as regional hubs to support projects across the entire kingdom.



5. Financial Strength

Managing high-value projects requires a solid financial foundation. SAMIR is well-regarded for its strong reputation and maintains substantial credit lines with leading financial institutions across Saudi Arabia, ensuring the smooth execution of projects even valued at 100M and beyond.



6. Manpower Diversity

Proudly composed of professionals from diverse backgrounds and global experiences, the team includes members of over 10 different nationalities, with strong emphasis on empowering the Saudi workforce to align with national expectations for local content.



7. Operational and Project Management Efficiently

Given the geographic spread of Saudi Arabia and the presence of many projects in remote and outlying areas, the establishment of four AV&LC offices across the Kingdom enables effective reach to all regions. These offices operate in full coordination, ensuring seamless collaboration, strong synergy, and comprehensive agility.

SMART SYSTEM. SEAMLESS INTEGRATION

AV&LC SOLUTIONS

AV



Display
Solutions



Flight Information
Display System



Digital Signage &
IPTV Systems



Command &
Control Systems



Conferencing &
Collaboration



Audio
Solutions



AV Integration,
Control &
Automation



Educational
Technologies



SMART Home
Automation



Cabling Infrastructure &
Passive Components



SMART SYSTEM. SEAMLESS INTEGRATION

AV&LC SOLUTIONS

LC



Physical Security
Information
Management



Video Surveillance
System (VSS)



Access Control
System (ACS)



Parking Management
& Gate Systems



Intrusion Detection
System (IDS)



IP-Based
Intercom System



Asset
Management
System



Physical Security
Systems



Visitor Management
System

THE PROJECTS

UNDERWATER WAVES,
OPEN-AIR WONDERS
AV PERFECTED





CRAFTING IMPRESSIVE LANDSCAPES & VISUAL JOURNEYS AT SHURA ISLAND

RED SEA'S ICONIC DESTINATION, ELEVATED BY INTEGRATED AV EXCELLENCE

On the shores of Shura Island in the Red Sea—one of the world's most luxurious tourism destinations—Samir Trading & Marketing's team brought imagination to life through the seamless power of smart integration across 4 hotels. Tasked with the complete testing, commissioning, and delivery of the island's full AV scope, Samir's work reflects not only technical mastery but a passion for crafting environments that move, inspire, and endure.

From an open-air cinema beneath the stars and dynamic digital signage to immersive surface and underwater BGM systems, every outdoor element was thoughtfully planned to harmonize with the island's exquisite architecture even extending beneath the waves with specially engineered speakers. Advanced display and projection systems, paired with intuitive AV control and automation platforms, transform sophisticated technology into an effortless, elegant experience. This turnkey AV masterpiece is more than a showcase of innovation it's a living story told through technology across 4 hotels, seamlessly woven into a destination that redefines the boundaries of global luxury.

For further information about this project, please feel free to contact us via email at sales-avlc@samirgroup.com.



TECHNOLOGY THAT
LISTENS, SEES, AND
INSPIRES.



RE-IMAGINING CONNECTED EXPERIENCES

THE ELM - LAYSEN VALLEY, HEAD-QUARTERS 2: EMPOWERING SAUDI SPACES

Samir Trading & Marketing is at the forefront of The ELM - Laysen Valley, Head-Quarters 2 project in Saudi Arabia a smart initiative that integrates advanced audio-visual technologies to create intelligent, connected spaces across a wide range of facilities. Covering over 100 spaces of varying sizes and functions including meeting rooms, training rooms, and multipurpose rooms Samir delivered a complete AV solution featuring high-performance video walls, immersive background music systems, and cutting-edge control platforms that transform conventional venues into dynamic environments driving engagement and collaboration.

Leveraging trusted global brands like SHARP/NEC, Crestron, and Extron, Samir expertly managed every phase of the project—from design and supply to installation, testing, commissioning, and user training. This comprehensive implementation reflects Samir's commitment to excellence, building intuitive spaces where technology empowers people to connect seamlessly, work smarter, and experience multimedia in transformative ways supporting Saudi Arabia's vision to lead as a global hub for innovation and technology-driven excellence.

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PIONEERING **THE FUTURE OF SPORTS** ONE PIXEL AT A TIME





REAL-TIME CONTROL, MADE POSSIBLE ELEVATING THE FAN EXPERIENCE

AT KING ABDULLAH SPORTS CITY

King Abdullah Sports City, known as the "AlJawhara," is one of Saudi Arabia's largest and most iconic sports complexes, built to host world-class events and tens of thousands of fans. As part of its advanced vision, Samir Group supplied and installed a state-of-the-art IPTV system across the facility—delivering real-time streaming to VIP and attendees in every corner of the venue.

Samir Trading & Marketing played a pivotal role in transforming the venue's communication and media delivery by supplying, installing, testing, and commissioning a comprehensive IPTV system. From luxury boxes and locker rooms to concession areas and fan zones, we ensured high-definition content flows seamlessly across every screen providing real-time game coverage, live event updates, promotional media, and crowd communication.

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EMPOWERING AN EXCEPTIONAL TRAVELER JOURNEY



NAVIGATING EXCELLENCE

TRANSFORMING KING KHALED INTERNATIONAL AIRPORT WITH SMART AV SOLUTIONS

In partnership with Riyadh Airports Company and global industry leader SHARP/NEC, Samir Trading & Marketing delivered transformative AV solutions that enhance the passenger experience and optimize RAC's operational performance. The scope of work covered consultancy and design, product supply, installation, and testing & commissioning.

For the Flight Information Display Systems (FIDS), Samir and SHARP/NEC supplied highly durable, 24/7-rated LCD and LED displays featuring professional haze levels for perfect visibility from multiple angles and reduced light reflection. These displays set unmatched safety standards, solve critical maintenance challenges, and lower operational costs. Samir also provided full consultation on the strategic placement of FIDS and wayfinding displays, following ergonomic standards and international best practices to improve information flow throughout the airport.

Another milestone was the Airport Operations Control Center (AOCC), where Samir & SHARP/NEC installed a 37m-wide LED video wall integrated with Hiperwall Control Room Management software. This powerful, secure platform allows multiple operator teams to view and manage over 50 input sources simultaneously enabling seamless collaboration in a mission-critical environment

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مطار الملك فهد الدولي
King Fahd International Airport

ENHANCING PASSENGERS' EXPERIENCE & MAXIMIZING AIRPORT PERFORMANCE



مطار الملك فهد الدولي
King Fahd International Airport

RE-DEFINING PERFORMANCE EXCELLENCE & PASSENGER EXPERIENCE

AT KING FAHD INTERNATIONAL AIRPORT

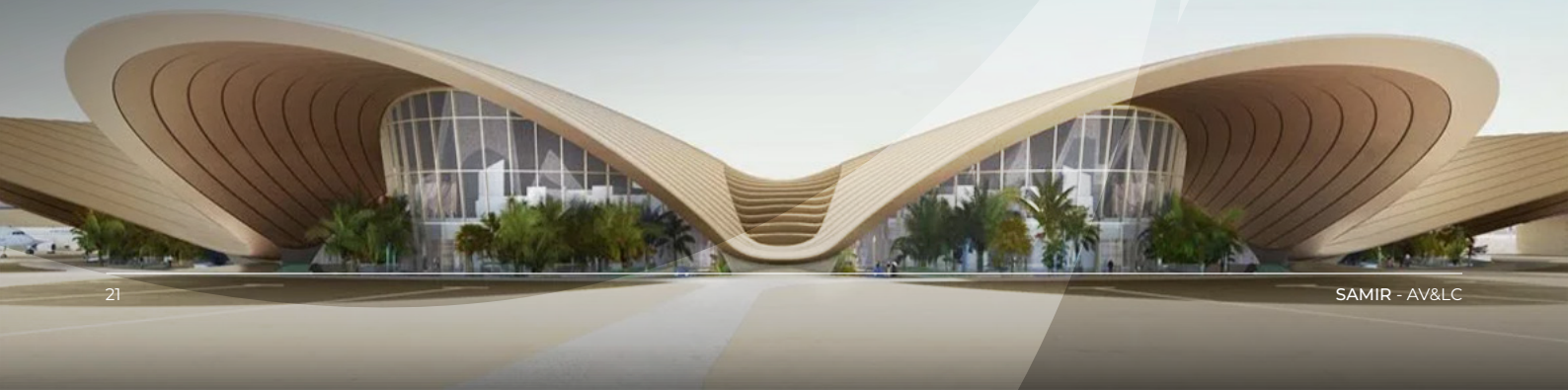
At King Fahd International Airport, Samir Trading & Marketing played a critical role in elevating the passenger experience by delivering and managing advanced Flight Information Display Systems (FIDS Displays) and state-of-the-art digital Wayfinding Displays. Partnering with global leaders SHARP/NEC, our team expertly designed, installed, and commissioned real-time FIDS displays that keep travelers informed with accurate and timely flight data, ensuring seamless navigation throughout the airport. Complementing these, our dedicated experts implemented intuitive digital wayfinding solutions that guide passengers effortlessly across the expansive terminals, easing congestion and enhancing overall flow. By integrating SHARP/NEC's reliable display technologies, we helped create a smarter, more connected airport environment that prioritizes clarity, operational efficiency, and traveler satisfaction.

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مطار البحر الأحمر الدولي
Red Sea Int'l Airport

AV EXCELLENCE AT NEW HEIGHTS





مطار البحر الأحمر الدولي
Red Sea Int'l Airport

SEAMLESS SKIES AHEAD

EMPOWERING RED SEA GLOBAL INTERNATIONAL AIRPORT WITH FIDS DISPLAYS AND CONTROL ROOM MANAGEMENT SYSTEM

At Red Sea Global International Airport, Samir Trading & Marketing played a vital role in enhancing operational efficiency and the passenger experience by delivering Flight Information Display Systems (FIDS Displays). Our scope of work included designing, supplying, and installing real-time FIDS displays that keep travelers seamlessly informed with accurate flight updates.

In parallel, we equipped the airport with control room systems and powered it with a cutting-edge LCD video wall, in addition to a comprehensive control room management solution, ensuring operators can monitor and manage airport operations efficiently and reliably. Through this integrated approach, we empowered the Red Sea's Global International Airport to achieve its goals, transforming it into a technologically connected hub that prioritizes clarity, safety, and service excellence.

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AN INTERACTIVE EDUCATIONAL EXPERIENCE





INSPIRING MINDS, ILLUMINATING SPACES:

POWERING THE AMERICAN INTERNATIONAL SCHOOL WITH NEXT-GEN AV SOLUTIONS

Samir Trading & Marketing played a pivotal role at the American International School, transforming the educational environment through comprehensive audio-visual solutions tailored for modern learning. Our team expertly designed and installed advanced digital signage and smart classroom technologies across 280 classrooms, ensuring interactive and engaging lessons.

Our integrated solutions enhanced multiple facilities within the venue, featuring scoreboards for gymnasiums paired with dedicated audio systems to create an engaging sports atmosphere; scoreboards for swimming pools complete with advanced accessories such as swimming touchpads and non-slip jumping platforms to support competitive aquatic events; and digital signage strategically placed in lobbies and other areas to keep visitors informed and connected. Additionally, we equipped the auditorium with a state-of-the-art rigging system, a high-end professional line-array audio system, an advanced projection system, and dynamic stage lighting transforming it into a versatile space ready to host impactful events and performances. Through this holistic approach, we created a modern, high-performance environment that seamlessly blends functionality, entertainment, and visitor experience.

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A CONNECTED CAMPUS, **DRIVING EDUCATION FORWARD**

RE-DEFINING PERFORMANCE EXCELLENCE & PASSENGER EXPERIENCE

THROUGH VISIONARY AV INTEGRATION AT KAUST

At King Abdullah University of Science & Technology (KAUST), Samir Trading & Marketing proudly contributed to shaping a modern, technology-driven academic environment by delivering comprehensive audio-visual solutions across both the university campus and affiliated schools.

Within the university, we designed and installed striking lecture hall video walls to enhance visual engagement during presentations, deployed digital signage systems to streamline campus-wide communication, and equipped conferencing rooms with advanced technologies to support collaboration and research discussions. In the schools, our scope of work included delivering and integrating auditorium display, audio, and AV systems, alongside projection systems inside classrooms to enrich everyday learning experiences. Through meticulous integration, installation, and commissioning, we helped KAUST create a dynamic, connected campus where innovation and education thrive hand in hand.

For further information about this project, please feel free to contact us via email at sales-avlc@samirgroup.com.



جامعة الإمام عبد الرحمن بن فيصل
IMAM ABDULRAHMAN BIN FAISAL UNIVERSITY

ELEVATING CAMPUS LIFE THROUGH **AV MASTERY**



جامعة الإمام عبد الرحمن بن فيصل
IMAM ABDULRAHMAN BIN FAISAL UNIVERSITY

INSTILLING ACADEMIC EXCELLENCE ACROSS TWO LANDMARK PROJECTS

AT IMAM ABDULRAHMAN BIN FAISAL UNIVERSITY

Samir Trading & Marketing delivered a comprehensive audio-visual solution that redefines campus experiences at Imam Abdulrahman Bin Faisal University through innovation and immersion. Across two landmark projects the Research Auditorium and the Main Conference Hall (valued at SR4.2million and SR2million, respectively) our scope of work encompassed consultancy, product delivery, installation, systems testing, and commissioning.

We equipped these spaces with motorized lighting system professional sound systems and audio equipment, in addition to large LED video walls to transform visual presentations. To foster seamless communication and inclusivity, we also integrated a discussion system, an interpretation system, and a video conferencing solution, all unified through a centralized control system for effortless management. By thoughtfully combining these technologies, we created vibrant, multi-sensory environments that elevate events, inspire faculty members and visitors, and reinforce the university's commitment to forward-thinking education.

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UNITING EXPERTISE, ENHANCING OUTCOMES





مستشفى كينغز كوليدج لندن
King's College Hospital London

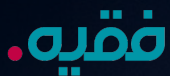
FOSTERING MEDICAL COLLABORATION WITH CUTTING-EDGE A/V INNOVATION

AT KING'S COLLEGE LONDON HOSPITAL JEDDAH

At the heart of Saudi Arabia's healthcare transformation stands King's College London Hospital in Jeddah, a beacon of excellence where global expertise meets local ambition. As part of this evolution, Samir Trading & Marketing takes pride in empowering the future of medical collaboration and innovation by delivering a state-of-the-art Full A/V Solution for the hospital's Conference Hall and Boardroom.

These spaces are now equipped to host high-level medical conferences, multidisciplinary team meetings, and realtime global consultations seamlessly blending advanced audiovisual technology with the demands of modern healthcare. Our solution ensures that every voice is heard clearly, every image is seen sharply, and every decision is made with confidence. This project reflects Samir's commitment to elevating healthcare environments where innovation drives better outcomes for patients across the Kingdom.

For further information about this project, please feel free to contact us via email at sales-avlc@samirgroup.com.



مستشفى د. سليمان فقيه
Dr. Soliman Fakeeh Hospital

REAL-TIME CONTROL, MADE POSSIBLE



مستشفى د. سليمان فقيه
Dr. Soliman Fakeeh Hospital

COMMANDING THE FUTURE OF HEALTHCARE WITH CUTTING-EDGE CONTROL TECHNOLOGY AT DOCTOR SOLIMAN FAKEEH HOSPITAL

At the forefront of this transformative project is Samir Trading & Marketing, partnering with Doctor Soliman Fakeeh Hospital to deliver a state-of-the-art Command & Control Center powered by SHARP/NEC displays. This center serves as the hospital's operational nerve center, where realtime data, communication, and monitoring converge to support critical decisions that directly impact patient care and safety.

Samir Trading & Marketing played a crucial role in designing and implementing an integrated system featuring advanced video walls, intuitive control interfaces, and live analytics creating a command environment that offers hospital leadership unparalleled situational awareness and control. This advanced operations system not only boosts efficiency but also transforms healthcare delivery by enabling rapid emergency responses, optimizing patient management, and maintaining rigorous safety standards.

For further information about this project, please feel free to contact us via email at sales-avlc@samirgroup.com.

CONNECTING NATIONS THROUGH **REAL-TIME VISIBILITY**



SEAMLESS JOURNEYS, SMARTER COMMUNICATION

DIGITAL SIGNAGE ACROSS KING FAHAD CAUSEWAY

Spanning the vital link between Saudi Arabia and Bahrain, the King Fahad Causeway is more than just a bridge—it's a lifeline of regional connectivity. To enhance the traveler experience and modernize cross-border communication, Samir Trading & Marketing successfully delivered a network of high-impact outdoor digital signage systems across both sides of the Causeway. Designed to serve both advertising and public information needs, these large-scale LED displays provide real-time updates on traffic and crossing times, while offering a powerful platform for dynamic content and commercial messaging.

Samir's scope included the installation of 25 outdoor LED screens in varying sizes, including a prominent 20.1-meter-wide display. In another key location near the Saudi Customs checkpoint, a massive 70.67-meter by 1.5-meter transparent mesh LED screen was deployed to deliver high visibility without obstructing the surroundings. Additionally, three SHARP/NEC LED screens, each approximately 20 meters wide and 1.6 meters high, were strategically positioned to optimize exposure. On the Bahraini side, mesh LED screens were installed, measuring 53 meters in width and 1.5 meters in height. This comprehensive signage solution not only enhances the visual landscape of the Causeway but also improves operational efficiency and traveler satisfaction by delivering reliable, live data at key touch-points.

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DRIVING DIGITAL DISTINCTION, **DELIVERING RESULTS**

aramco



POWERING PRECISION AND CONNECTION THROUGH NEXT-GEN DIGITAL INNOVATION

AT ARAMCO

At the forefront of technological innovation, Samir Trading & Marketing proudly partnered with Aramco to elevate their corporate communication and operational excellence through a comprehensive digital transformation. Our role encompassed the design, integration, and deployment of cutting-edge digital signage systems, state-of-the-art command and control rooms, advanced video conferencing solutions for all meeting spaces, and a stunning LED screen for their auditorium.

Each element was meticulously designed to help Aramco communicate seamlessly, manage operations efficiently, and deliver impactful presentations. By implementing scalable, user-friendly technology, Samir empowered Aramco's teams to stay connected and informed whether collaborating globally or overseeing critical on-site operations.

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HARNESSING TECHNOLOGY TO **ENERGIZE THE KINGDOM**

ENERGIZING CONTROL WITH NEXT-GEN COMMAND SOLUTIONS

AT SAUDI ELECTRIC COMPANY

Samir Trading & Marketing is honored to collaborate with Saudi Electric Company in revolutionizing their operational capabilities through the design and implementation of advanced Command & Control Rooms powered by SHARP/NEC and Hiperwall technologies. These high-performance command centers serve as the nerve hubs where critical energy infrastructure is monitored and managed in real-time such as Smart Meters Operations Centers (SMOC), ensuring seamless power distribution and rapid response to any operational challenges.

Our role involved integrating dynamic video walls, intuitive control systems, and real-time data visualization tools that empower Saudi Electric Company's teams to make informed decisions swiftly and efficiently. This project enhances operational resilience, optimizes energy management, and fortifies the Kingdom's power network. Through this partnership, Samir Trading & Marketing is not just delivering technology; we're powering a smarter, safer, and more reliable energy future for Saudi Arabia.

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BUILT FOR BRILLIANCE,
POWERED BY
PRECISION



ENGINEERING THE FUTURE OF SMART WORKSPACES

AT SABIC, JUBAIL

In the heart of Jubail, Samir Trading & Marketing proudly played a pivotal role in bringing SABIC's visionary 24-storey LEED Gold-certified headquarters to life. Our dedicated team delivered a turnkey AV and digital signage solution across 229 rooms including 84 meeting spaces, 38 classrooms, 14 VIP offices, and one of Saudi's largest 1,200-seat auditoriums all within an aggressive 5-month timeframe.

Our scope included design, supply, installation, testing, and commissioning of smart AV systems, IPTV, and digital signage, aligned precisely with SABIC's global standards. From the massive 28x5m LED video wall and advanced 4K video production suite to integrated control rooms and touch-panel automation, every element was engineered for clarity, collaboration, and scalability. By seamlessly coordinating with multiple suppliers and world-class partners, Samir transformed complexity into streamlined execution empowering over 3,600 professionals and supporting SABIC's journey toward Vision 2030 with a future-ready communications infrastructure.

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SEAMLESS PROTECTION, **LIMITLESS HOSPITALITY**



SMART SECURITY FOR SEAMLESS STAYS

AT CENTRO SALAMAH BY ROTANA

Samir played a pivotal role in enhancing the safety and operational efficiency of Centro Salamah Hotel by Rotana, a modern hospitality destination in the heart of Jeddah. Tasked with securing and modernizing the hotel's infrastructure, Samir Trading & Marketing provided and implemented a comprehensive suite of systems, including Network and HSIA (high-speed internet) for guests, an IP telephony system, a gate barrier for parking, access control for the venue and all rooms, in addition to structured cabling and passive components, AV solutions for meeting rooms (projectors, sound systems, microphones), a CCTV system (cameras and control room), and background music (BGM).




The state-of-the-art CCTV surveillance network ensures comprehensive, high-resolution monitoring across key areas such as lobbies, corridors, entrances, and service zones — enabling real-time visibility and rapid incident response. Complementing this, the intelligent access control system offers secure, streamlined entry to restricted areas like staff-only sections, administrative offices, and storage facilities. With centralized management, audit trails, and flexible access permissions, the system not only strengthens security but also enhances guest privacy and staff accountability. By integrating these cutting-edge technologies with a deep understanding of hospitality standards, Samir Trading & Marketing has helped Centro Salamah create a safe, seamlessly connected environment where guests can relax in confidence and comfort.

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AMONG OUR CLIENTS



Legacy-Driven. Future-Focused. Smart Integration for Saudi's Tomorrow.

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