

Visualization Integrated Projects

Profile 2026

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 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

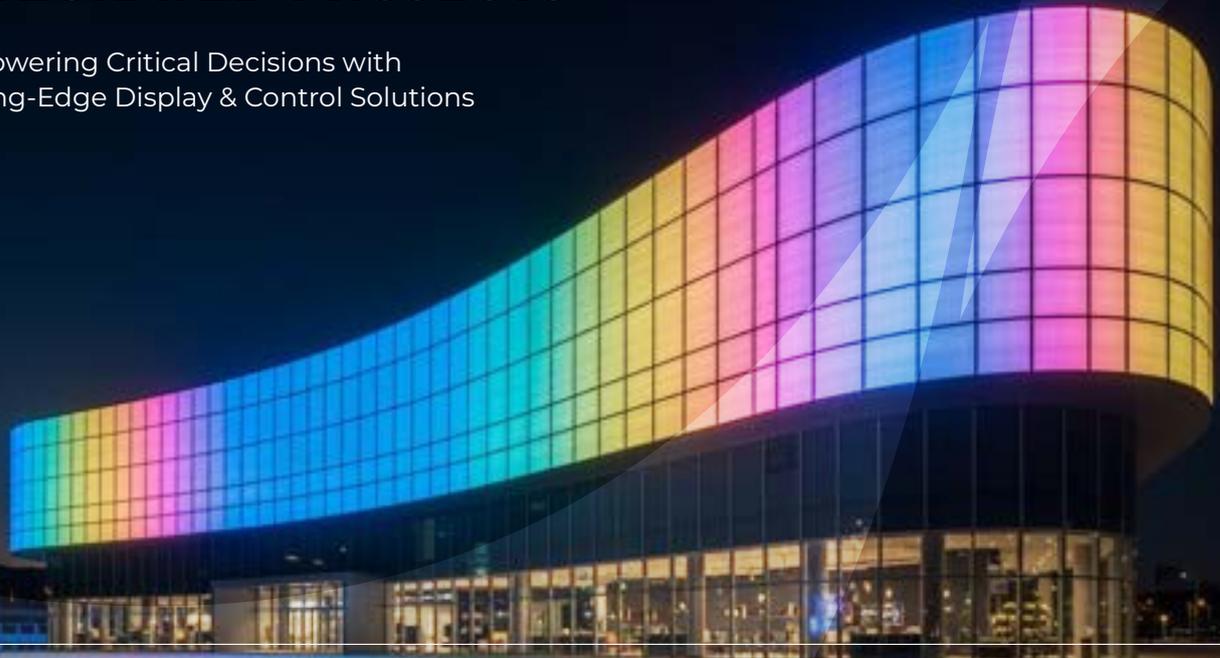


Scalable & Customizable Solutions for Any Environment



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

COMMAND & CONTROL ROOMS

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

COMMAND & CONTROL ROOMS

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

COMMAND & CONTROL ROOMS

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.

HIGH END MULTI-PURPOSE ROOM

Our Solutions



Main Display and Video Systems

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



Video Conferencing Systems

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



Video Walls and Video Signal Processing

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



Audio Systems

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



Wireless & Wired Conferencing Systems

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



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

FULLY INTEGRATED LARGE VISUALIZATION DISPLAYS

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



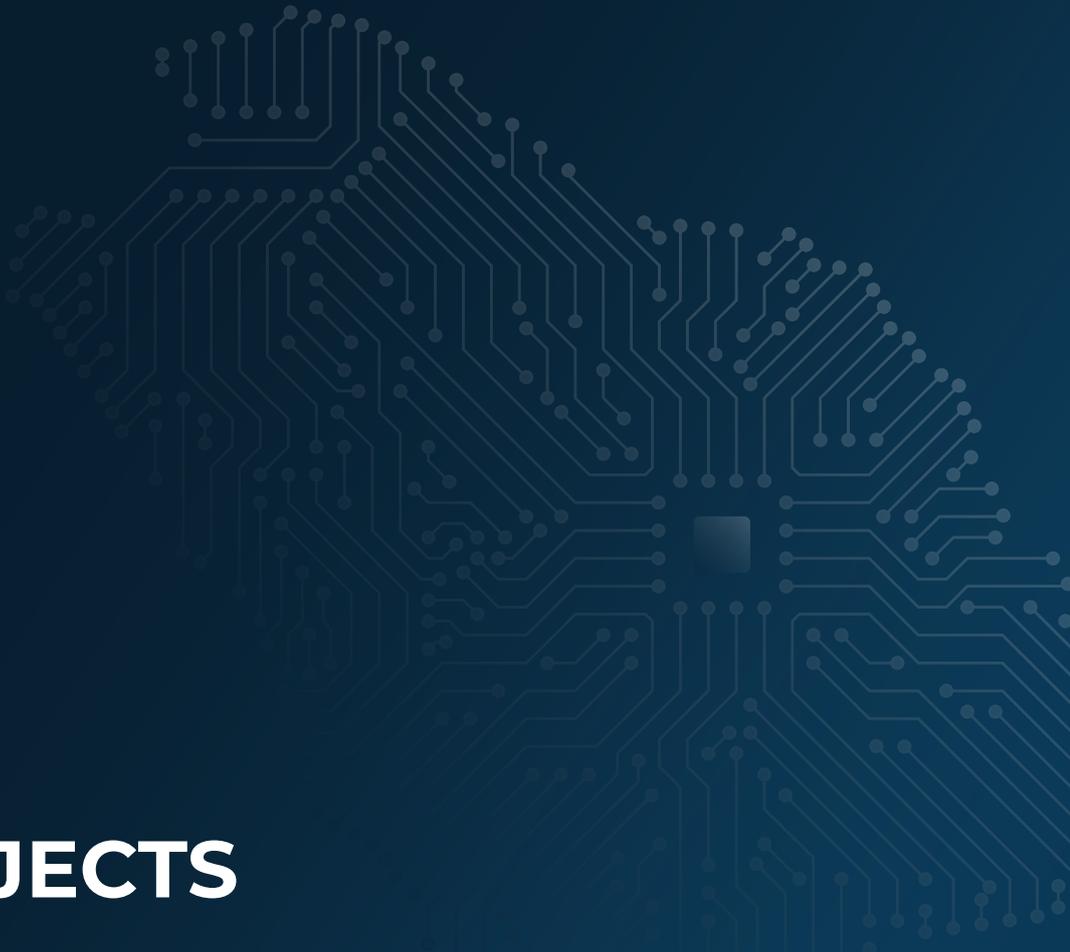
VR & Simulation

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

CCTV MONITORING ROOM MAKKAH PROJECT



COMMAND & CONTROL ROOMS - OPERATIONS CENTERS

ETIDAL - RIYADH



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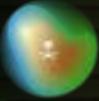


COMMAND & CONTROL ROOMS - OPERATIONS CENTERS

NEOM 911 CENTER

COMMAND & CONTROL ROOMS - EMERGENCY OPERATIONS CENTERS

EMERGENCY OPERATION CENTER MINISTRY OF HEALTH - RIYADH



HIGH END MULTI-PURPOSE ROOM

MINISTRY OF PETROLEUM

The image shows a modern glass skyscraper with the Aramco logo prominently displayed. The logo consists of the word "aramco" in a bold, lowercase, sans-serif font, mounted on the building's facade. To the right of the text is a square graphic with a blue-to-green gradient and a white starburst pattern of dots. The building's glass reflects the sky and surrounding environment.

aramco

HIGH END MULTI-PURPOSE ROOM

HUMAN RESOURCES DEPARTMENT
ARAMCO, KHOBAR, KSA



HIGH END MULTI-PURPOSE ROOM

NP4 ENGINEERING SOLUTION CENTER ARAMCO, KHOBAR, KSA



شركة المياه الوطنية
National Water Company

HIGH END MULTI-PURPOSE ROOM

NATIONAL WATER COMPANY (NWC) – KSA



جامعة الملك عبد الله
للعلوم والتقنية
King Abdullah University of
Science and Technology

HIGH END MULTI-PURPOSE ROOM

NOC – KING ABDULLAH UNIVERSITY OF SCIENCE AND TECHNOLOGY



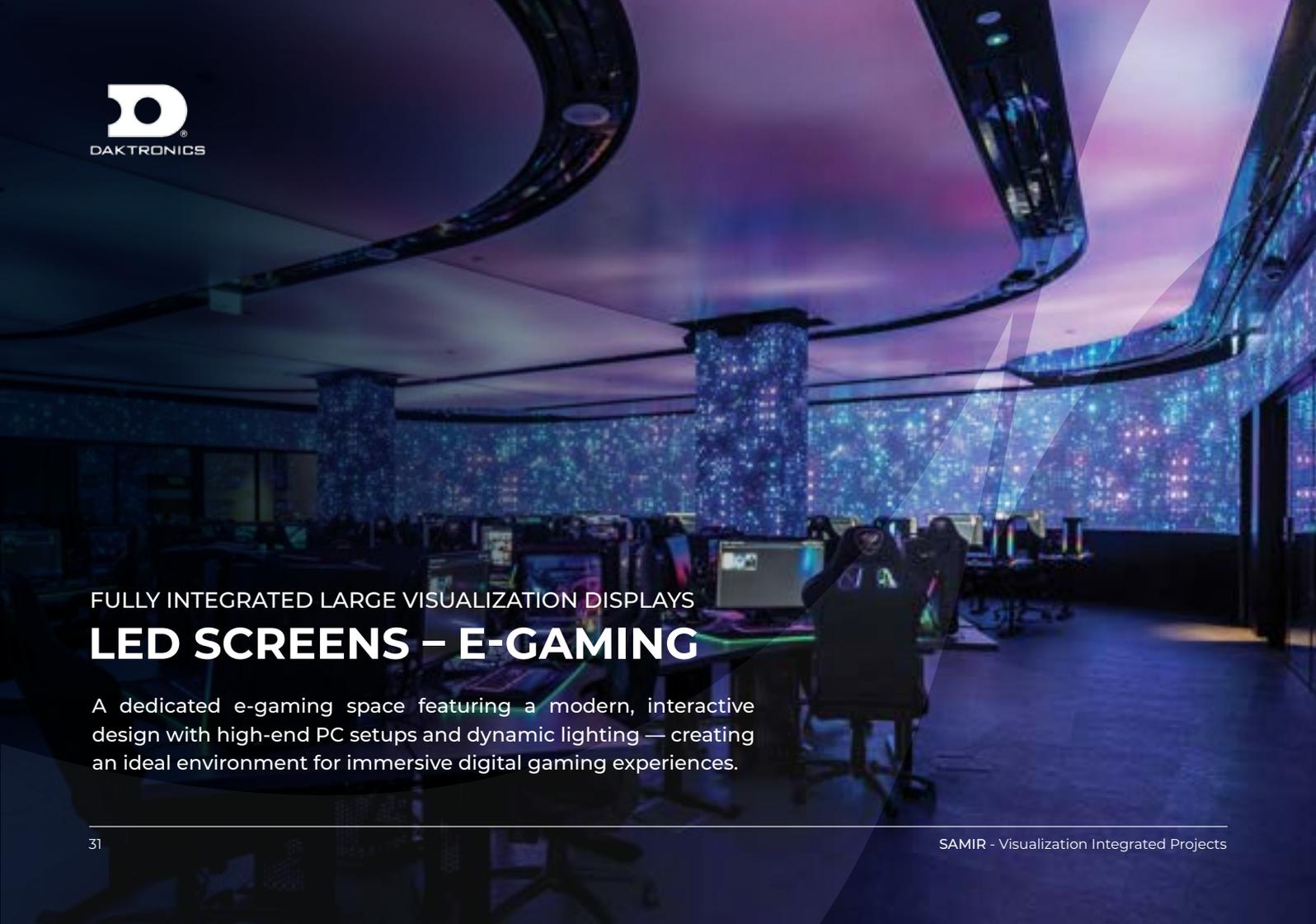
HIGH END MULTI-PURPOSE ROOM

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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