




INTEGRATE

MIDDLE EAST

21 – 23 MAY 2024
DUBAI WORLD TRADE CENTRE

EMPOWERING TOMORROW:
INTEGRATE MIDDLE EAST

**WHERE INNOVATION
MEETS INTEGRATION**



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GLOBAL INNOVATION ON THE SHOW FLOOR

Three days of discovery, learning, connection and opportunity as the industry comes together to design, shape and co-create its future.

EXHIBITORS	COUNTRY	HALL NAME	STAND NUMBER
Abcom Distribution LLC	United Arab Emirates	Arena Plaza 1	AR E10
AET Display Limited	China	Arena Plaza 1	AR-E40
Analog Way Branch	United Arab Emirates	Arena Plaza 1	AR-H20
BARCO MIDDLE EAST L.L.C	United Arab Emirates	Arena Plaza 1	AR-C30
Beijing Zooxer Filming Technology Co.,Ltd	China	Arena Plaza 1	AR-F35
Black Box	Netherlands	Arena Plaza 1	AR-F45
Christie Digital Systems Canada Inc. (Branch)	United Arab Emirates	Arena Plaza 1	AR-I20
ClearCom	United States of America	Arena Plaza 1	A3
DONGGUAN AOXING AUDIO VISUAL EQUIPMENT CO.,LTD	China	Arena Plaza 1	A5
EAST STONE TECHNOLOGY CO.,LIMITED	China	Arena Plaza 1	AR-H35
Epson Europe Middle East Office	United Arab Emirates	Arena Plaza 1	AR-G10
Global Exhibition Exchange	United Arab Emirates	Arena Plaza 1	A10
Global Signage Alliance	Netherlands	Arena Plaza 1	A11
GODOX Photo Equipment Co.,Ltd.	China	Arena Plaza 1	AR-E30
Guangdong Nanguang Photo&Video Systems Co., Ltd	China	Arena Plaza 1	AR-H25
Guilin Feiyu Technology Incorporated Company	China	Arena Plaza 1	A12
HOLLYVOX	China	Arena Plaza 1	AR-F1-25
HUIZHOU DESAY INTELLIGENT TECHNOLOGY CO.,LTD	China	Arena Plaza 1	AR-B40
Inavate Iml Group	United Kingdom	Arena Plaza 1	AR-E45
Ledman Optoelectronic Co., Ltd.	China	Arena Plaza 1	AR-C10
Leyard Hong Kong International Co., Limited	Hong Kong Special Administrative Region	Arena Plaza 1	AR-B25
Lightware Visual Engineering	Hungary	Arena Plaza 1	AR -F20
LIVE ADMINIS DMCC	United Arab Emirates	Arena Plaza 1	A13
Meking Photographic Equipment	China	Arena Plaza 1	AR-D30
Oasis Enterprises Limited Liability Company	United Arab Emirates	Arena Plaza 1	AR-H10
Provision Avl	United Arab Emirates	Arena Plaza 1	AR-F10
QSC MEA DMCC	United Arab Emirates	Arena Plaza 1	AR-G20
Shenzhen Accsoon Technology Co.,Ltd.	China	Arena Plaza 1	AR-G25
Shenzhen Aoto Electronics Co., Ltd	China	Arena Plaza 1	AR-D10
Shenzhen Besdled Co., Ltd.	China	Arena Plaza 1	A9
Shenzhen Bigstar Optoelectronic Technology Co., Ltd.	China	Arena Plaza 1	AR-B20
Shenzhen Commite Technology Co.,LTD	China	Arena Plaza 1	AR-G35
Shenzhen Hollyland Technology co., Ltd	China	Arena Plaza 1	AR-F2-25
SHENZHEN IDISPLAY TECHNOLOGY CO.,LTD	China	Arena Plaza 1	AR-A25
Shenzhen Jiayz Photo Industrial., Ltd	China	Arena Plaza 1	AR-G30

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EXHIBITORS	COUNTRY	HALL NAME	STAND NUMBER
Shenzhen Jueying Technology Co.,Ltd	United Arab Emirates	Arena Plaza 1	AR-E35
SHENZHEN LP DISPLAY TECHNOLOGY Co.,Ltd	China	Arena Plaza 1	AR-C20
Shenzhen Portkeys Electronic Technology Co., Ltd	China	Arena Plaza 1	AR-F37
Shenzhen Ulanzi Technology Co., Ltd	China	Arena Plaza 1	AR-F40
Shenzhen Visualeader Industrial Co., Ltd.	China	Arena Plaza 1	AR-A20
Shenzhen YONGNUO Electronic Equipment Co., Ltd.	China	Arena Plaza 1	AR-D35
Spektron Middle East DMCC	United Arab Emirates	Arena Plaza 1	AR-E10
StreamPort Media FZCO	United Arab Emirates	Arena Plaza 1	A3
Unilumin Middle East DMCC	United Arab Emirates	Arena Plaza 1	AR-A10
Ventuz Technology AG	Germany	Arena Plaza 1	A1
VUE Audio Visual Trading LLC (VUEAV)	United Arab Emirates	Arena Plaza 1	AR-E20
Yuyao Vistar Electronic Science & Technology Co., Ltd.	China	Arena Plaza 1	AR-C35



INTEGRATE MIDDLE EAST SUMMIT

Embark on a transformative journey as Dubai World Trade Centre (DWTC) proudly announces the second edition of the Integrate Middle East Summit, a key component feature of Integrate Middle East Exhibition in May 2024 and an essential hub for learning and networking event for the whole Pro AV integration value chain.

CONFERENCES



DAY 1

TUESDAY, 21 MAY 2024 | 11:00AM - 3:00PM

Opening Keynote panel
**Beyond Linear Narratives: Weaving
AI and Hybrid Pro AV into Immersive
Storytelling for Middle East**

Bob Snyder

Editor-in-Chief
Channel Media Europe,
Belgium



Mike Gopal

Director
Higher Level Group,
UAE



Spotlight Session
**The Art of Immersion: Digital
Installations and AV Innovation**

Daria Prodaevich

Director
Theatre of Digital Art, UAE



DAY 1

TUESDAY, 21 MAY 2024 | 11:00AM - 3:00PM

Case Study
**AI in Built Environment: Real-World
Impact, Trends, Challenges**

Zaheer Bawar

Senior Technology Director
Technology Program –
JLL Technologies, Canada



Presentation

**Revolutionising Architectural Artistry:
The Deira Clock Tower Project**

Lee Harrison

Head of Sales – VP
CISMETA, Epson, UK



Anastasiia Bobrysheva

Creative Director
Nuevo Design, UAE



DAY 1

TUESDAY, 21 MAY 2024 | 11:00AM - 3:00PM

Securing and Building Trust in ProAV
Software Integration and Virtualisation

Basel Al Aref

General Manager
Oasis Enterprises LLC, UAE



Data Art, AI and the Future of
Experiential Visual Content

Ameen Insan

Founder
Data is Beautiful, India



Virtual Venues, Real Impact: Exploring
the Potential of Virtual and Augmented
Reality in AV Experiences

Steve Critchley

CEO
Illumin8 Studios, UAE



DAY 2 | WEDNESDAY, 22 MAY 2024 | 11:00AM - 3:00PM

Panel Discussion
**The Role of AI in Music
Production for Entertainment**

Moderator: **Pierre Carnet**

Managing Director – MENA
Technology Program –
MassiveMusic, UAE



Speaker: **Onur Aydin**

Senior Business
Development Manager
Warner Music MENA, UAE

Speaker: **Alex Mubert**

Founder
Mubert, UAE



Speaker: **Charles El Souedi**

Founder & Managing Director
MORE, UAE

DAY 2 | WEDNESDAY, 22 MAY 2024 | 11:00AM - 3:00PM

Spotlight Session
**Illuminating Creativity: The Art and
Science of Projector Mapping**

Tamas Vaspori

Managing Director
Maxin10city, Hungary



Spotlight Session
The Future of Workplace Design

Mark Peterson

Senior Principal
Global AV Discipline Leader,
Shen Milsom & Wilke, USA



Presentation
**Leveraging Audio Technology for
Enhanced Workplace Collaboration
and Engagement**

Antony Lovell

Sales Director
MEASA, Shure, UAE



DAY 2 | WEDNESDAY, 22 MAY 2024 | 11:00AM - 3:00PM

Presentation
Signage for Smart Cities

Debojit Das

Chief Strategy Officer
FinesseTech IT Solutions, UAE



Fireside chat
Harnessing the Power of Digital Out-of-Home (OOH) in the Modern Marketing Mix

Eamon Sallam

Chief Operating Officer
Elevison Media, UAE



Presentation
**Safe Rigging Methods and Installations
in the Entertainment Sector**

Paul Hadfield

Sales Director of Area Four
Industries Middle East
Provision AVL General Trading LLC, UAE



INTEGRATE ME AMBASSADOR PROGRAMME

Get ready to mingle with our esteemed Brand Ambassadors at the Integrate Middle East 2024. These exceptional individuals are at the forefront of shaping the industry landscape and are excited to share their insights and expertise with you.

- Don't miss the chance to:
- Engage in insightful conversations with our Brand Ambassadors, who are experts in their fields and passionate about the industry.
- Gain valuable knowledge and perspective that can help you navigate the ever-evolving world of media and entertainment.
- Network with like-minded professionals and industry insiders, expanding your connections and opportunities.
- Discover firsthand the impact our Brand Ambassadors are making on the industry and how you can be a part of it.

Join us at Integrate Middle East 2024 and meet our Brand Ambassadors in person.

Get ready for an experience that will leave you inspired and informed!



Bob Snyder,
Editor-in-Chief,
Channel Media,
Belgium



Tamas Vaspori,
Managing Director,
Maxin10sity,
Hungary



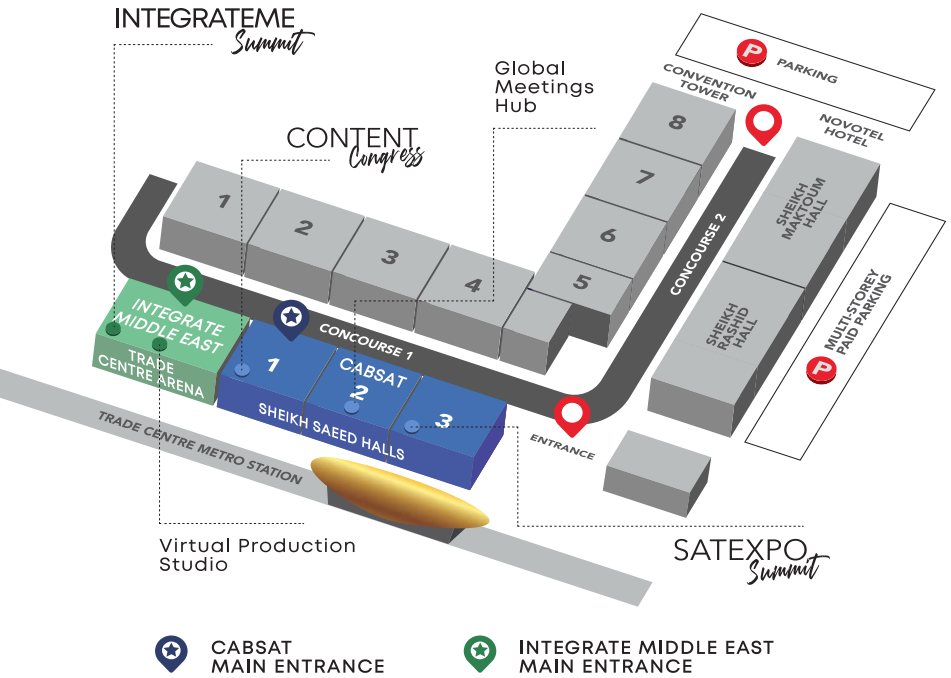
Daria Prodaevich,
Director, Theatre of
Digital Art,
UAE



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DUBAI WORLD TRADE CENTRE



BY METRO

The Dubai Metro's red line 'World Trade Centre Station' serves the exhibition centre. You can buy your metro ticket at the station. For more information, visit www.nol.ae or call 800 90 90.



BY BUS

The closest stop is the Novotel Hotel stop outside the Convention Gate entrance at Dubai World Trade Centre.



BY TAXI / CAREEM

To book a taxi from any pick-up point of your choice call 800 88088 (24hrs, operated in Arabic and English).

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YONGNUO

SPECKTRON



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VENTUZ

VUEAV
ELEVATING THE VISUALS

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SEE YOU AT MENA'S PREMIER PRO AV & SYSTEM INTEGRATION BUSINESS EVENT

ASSOCIATION PARTNERS



MEDIA PARTNERS

