




# INTEGRATE

MIDDLE EAST

21 – 23 MAY 2024  
DUBAI WORLD TRADE CENTRE

EMPOWERING TOMORROW:  
INTEGRATE MIDDLE EAST

**WHERE INNOVATION  
MEETS INTEGRATION**



#INTEGRATEME | [INTEGRATEME.COM](https://www.integrateme.com)

# 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



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

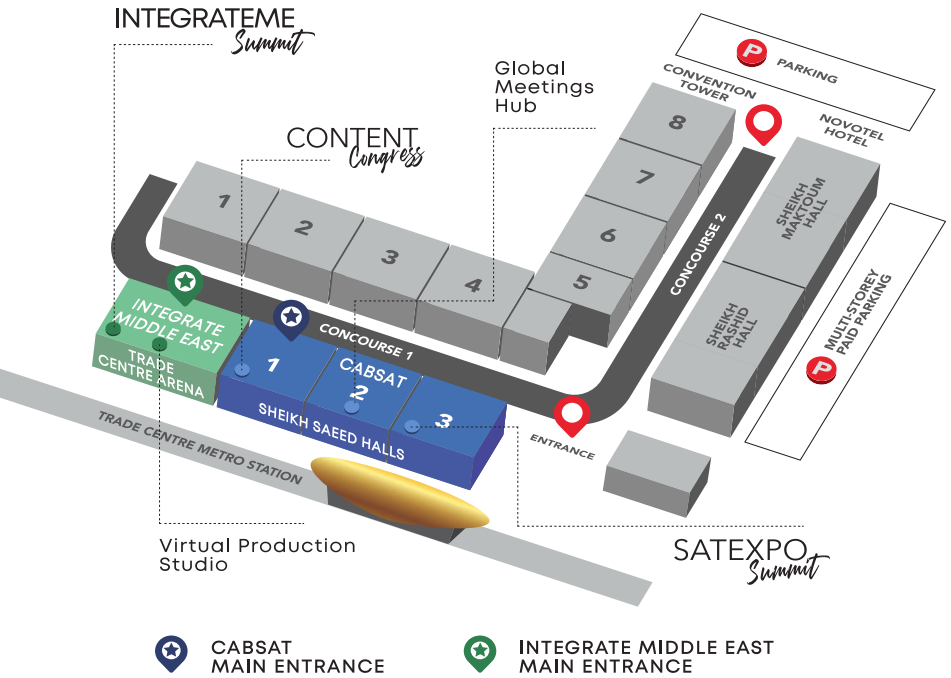


**Tamas Vaspori,**  
Managing Director,  
Maxin10sity,  
Hungary



**Daria Prodaevich,**  
Director, Theatre of  
Digital Art,  
UAE





CABSAT  
MAIN ENTRANCE



INTEGRATE MIDDLE EAST  
MAIN ENTRANCE



### 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](http://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).

**FREE, PAID AND VALET PARKING**  
[Click here to view onsite parking map and access](#)

# TOP FEATURED BRANDS

abcom



ANALOG WAY<sup>®</sup>  
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AOTO



BLACK BOX

CHRISTIE



NEEWER

EPSON

Godox next77

NANLITE



HOLLYVOX

DESAY



LIGHTWARE



منشآت الواحة  
OASISenterprises  
AL SHIRAWI القسراوي

PROVISION  
— ACID VIDEO LIGHTING —



PortKeys

ACCsoon



BESD  
佰斯德  
— Since 1996 —



COMICA  
PROFESSIONAL AUDIO EQUIPMENT



DISPLAY



JIAYZ 长丰

VILTROX



Ulanzi  
VIDEO ACCESSORIES



YONGNUO

SPECKTRON



Unilumin

VENTUZ



# INTEGRATE

MIDDLE EAST

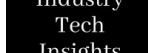
21-23 MAY 2024  
DUBAI WORLD TRADE CENTRE

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

ASSOCIATION PARTNER



MEDIA PARTNERS



THANK YOU FOR VISITING  
SEE YOU NEXT YEAR

**13-15**  
**— MAY 2025**  
DUBAI WORLD TRADE CENTRE

RESERVE YOUR SPACE

**INTEGRATE**  
MIDDLE EAST



**CABSAT**

