



VISUALS
ATTRACTION LLC

Exploring Immersive Science & Data Visualization.



www.visualsattraction.com

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“WHEREVER THERE IS LARGE-SCALE MASS DATA THAT CAN BE CONVERTED FOR AN IMMERSIVE ENVIRONMENT, WE CAN MANIPULATE IT FOR THE DOME OR ANY OTHER IMMERSIVE SPACE.”

An Introduction to Data Visualization and Immersive Experiences.

DOMES THEATERS, OR 'MULTI-PURPOSE' PLANETARIUMS, ARE INCREASINGLY BEING USED TO EDUCATE THE PUBLIC ABOUT THE FORMATIVE CHALLENGES FACED BY MANKIND.

Space exploration, climate change, the melting of ice shelves, arid landscape growth, wildfires and virus spread need to be understood for the safeguarding of future generations, and for the future of our planet.

The dome is a compelling place to visualize and understand these topics in an entirely new way.

We use a type of high-performance computing system that takes server-based data and manipulates it to play on the dome screen through extremely high performance and high-resolution projection systems. For all our dome theater solutions, the minimum resolution is 4K - this is much more resolute and powerful than what is available at home, since dome screens provide a much larger canvas and higher level of detail.

WHAT MAKES A GREAT SCIENCE OR DATA VISUALIZATION DOME EXPERIENCE?

What is unique about the dome, is that it allows teams or a general audience to view huge data models in a single sitting - without any extraneous influences or windows. The dome captures and engages with all those inside it!

A great science or data visualization experience is one that really changes the way the audience interprets and understands the topic - from entry level to research level.

WHERE DOES THE DATA COME FROM?

The data can be sourced from sources such as NOAA, WHO and NASA - plus any of the large data research agencies that produce data for public use.

Our team can also take private research data and manipulate it for dome visualization. Recent examples include disaster recovery, flooding simulations, virus spread and other satellite data. Our software tools can import the data and convert it to 'dome', or fisheye, format.

Data Visualization in the Dome: Infinite Possibilities.

DOMES ARE TRADITIONALLY REGARDED AS PLANETARIUMS - IMMERSIVE SPACES THAT SIMULATE THE SKY ABOVE US - AND SO LEND THEMSELVES WELL TO ASTRONOMY EXPLORATION.

TODAY'S DOME THEATER IS USED FOR ASTRONOMY, AND SO MUCH MORE:

Data Visualization in the dome is essentially large-scale data interpreted in graphical form, that isn't necessarily astronomy or cosmology related, projected onto a dome screen.

It could be for higher education, research, or simulation development - or it could be for public education, or informal learning purposes.

To understand complex subjects with a presenter or a narrator enables the audience to dissect and understand the data in a manageable and digestible way within a dome setting.

ANY DATA. NO MATTER HOW VAST, OR HOW SMALL.

The possibilities are vast. Science visualization in the dome can mean anything from the sub-atomic, micro particle size, right up to the macro level such as the viewing of the universe's cosmic microwave background data.

Audiences can be immersed in MRI, Micro-Biology and DNA data imaging, all the way up to cosmological scales of data.

In between, we can visualize data such as seismic, atmospheric, environmental sciences, weather patterns, seasonal flooding, sea surface temperature, WHO (World Health Organization), seasonal migration of birds and microbiology.

AIDING COMPREHENSION OF COMPLEX DATASETS

We are used to viewing things through a rectangular 'box' or 'window' - such as a television, a window, or a cinema. The dome changes this, it surrounds you with the data.

If you are a data research team or looking to create an educational informal learning space for adults, the dome can be used to aid understanding, engagement and comprehension.

Since the dome offers such a large canvas, we're able to fill it with huge amounts of data - from one side of the spectrum to the other. For instance we can take a five-day weather cycle, and progress a simulation on the dome - looking at tornadoes, rainfall, land surface temperature, wind speeds, air pressure and more - and visualize this as a modeled layer on the earth's surface.

The dome also enables group learning at a steady pace with interactive tools - at any time, teams can rewind and take their time to work through complex data - over the years, we've seen wonderful examples of this in practice.

THE EVOLUTION AND DEVELOPMENT OF COMPUTING POWER IN RECENT YEARS HAS SPEARHEADED WHAT IS POSSIBLE IN THE DOME, AND IT WILL CONTINUE TO INCREASE EXPONENTIALLY. TODAY WE CAN STREAM AND CACHE HUGE VOLUMES OF DATA DIRECTLY OVER A HIGH-PERFORMANCE BROADBAND LINK.

IN THE EARLY 2000S, DIGITAL DOME THEATERS WERE PRIMARILY USED FOR TERRESTRIAL-BASED EARTH TO SKY PRESENTATIONS. TODAY, WE CAN VIRTUALLY TOUR THE KNOWN UNIVERSE!

Building An Immersive Learning Environment for Early Years' Education.

ACROSS THE GCC REGION, CURRICULUMS ARE QUICKLY EVOLVING TO INCLUDE EXPANDED ASTRONOMY AND SPACE EXPLORATION EDUCATION IN LINE WITH THE GCC'S SPACE AND HOPE MISSION PROGRAM.

Immersive spaces have long been used to teach astronomy and science exploration at an adult level, but are increasingly being adopted as a 'digital classroom' for younger students too – introducing them to the skies above.

These spaces are powerful additions to a teacher's toolset. Unlike conventional digital teaching methods such as digital whiteboards or PCs, immersive spaces foster both group learning and interaction – adding the unique element of entertainment-based learning to truly capture the minds of younger students.

For this age group, going 'inside the topic' encourages comprehension, while the technology at hand allows educators to introduce such as such as the primary elements of our solar system and space exploration as core curriculum areas.

As more and more of these 'immersive classrooms' are established across the GCC region (and worldwide!), a new digital learning network will emerge – enabling teachers to connect, share ideas, and introduce classes to each other in a collaborative way.

The technology required for 'immersive classrooms' is merely the enabler. The essential detail is in bringing together experience of educational needs, problem solving, a custom approach, and access to tools that connect the dots. Science and astronomy exploration are complex subjects that need a custom approach, and Visuals Attraction understands that technology is the backbone of the solution. We go beyond the design and installation of technology – offering unique solutions to educational requirements with specialist digital teaching tools.

Since the dome offers such a large canvas, we're able to fill it with huge amounts of data – from one side of the spectrum to the other. In terms of what we can show on the screen, the possibilities are vast as your imagination!

Our Falak immersive theater range is flexible and powerful enough to accommodate all data visualization and teaching requirements for core STEM topics.

We use a type of high performance computing system that takes server-based data and manipulates it to play on the dome screen through very high performance and high resolution projection systems.

For all of our dome theater solutions, the minimum resolution is 4K – this is much more resolute and powerful than what's available at home, since dome screens provide a much larger canvas and higher level of detail.

THAT'S NOT TO SAY A DOME SCREEN IS AN ABSOLUTE NECESSITY FOR IMMERSIVE EXPERIENCES – FOR SOME VENUES, A DOME SIMPLY ISN'T REQUIRED, OR VIABLE. FOR ALL FORMS OF IMMERSIVE DIGITAL CLASSROOM, CREATE A SPACE THAT IS FULLY BESPOKE TO REQUIREMENTS – AND EQUIPPED TO TEACH THE NEXT GENERATION OF SPACE EXPLORATION.



Inspiring the Minds of our Next STEM and Aerospace Engineering Generation.

AS A NATION, AND SO TOO GLOBALLY, THE DEVELOPMENT OF A NEW KNOWLEDGE ECONOMY IS WORKING HARD TO ENTICE OUR NEXT GENERATION OF YOUNG PEOPLE TO DRIVE FURTHER INNOVATION AND EXPLORATION IN THE FIELD OF AEROSPACE ENGINEERING AND SPACE EXPLORATION. IN THIS LATEST BLOG,

WE LOOK AT HOW IMMERSIVE SPACES ARE PRIMED TO INSPIRE AND NURTURE THE NEXT GENERATION OF PHYSICISTS, ENGINEERS, SCIENTISTS AND MATHEMATICIANS.

TODAY'S LEARNING INSTITUTIONS AND ACADEMIC BRANDS NEED TO CONSIDER HOW THEY WILL EQUIP THE NEXT GENERATION OF YOUNG PEOPLE.

It is very apparent that the UAE is now a major player in the world of aerospace engineering. Led by the GCC Space Agency, and via partnerships with NASA in the United States, the country is becoming a leading authority in international satellite communications and space exploration. The Mars Probe is the first of many programs that will see the UAE control its own destiny in aerospace engineering.

This presents a huge opportunity for the minds and futures of our young people, and of our future generation of scientists and engineers.

To support this creation of a new generation of knowledge economy that includes all STEM (science, technology, engineering, maths) subjects, ranging from biomechanics and bioengineering to chemistry and aerospace engineering, there needs to be a means of fundamentally understanding data generated from within these areas.

Immersive learning spaces lend themselves extremely well to the visualization of complex sciences.

Take, for example, the visualization of aerospace engineering data. Teachers, students and scientists need absolute accuracy. Our immersive learning platform can track 11,000 geostationary satellites around the earth, and present them to students in real-time – helping them to understand the relationship between each other.

In the context of particle physics science, we can demonstrate the relationship between datasets from the micro level, up to the macro scale – truly to the size of the cosmos.

This teaching method saves so much time when compared to a passive whiteboard environment.

Immersive spaces can instantly, and beautifully, show earth-based seasonal data, weather patterns and temperature fluctuations. We can import and visualize the emerging biofarming landscape across the United Arab Emirates, and help students to understand the reasons for the practice, as well as being able to manipulate the data to grasp cause and effect scenarios.

ONE OF THE MANY BENEFITS OF THE IMMERSIVE 'CLASSROOM' FORMAT IS THAT TEACHERS AND STUDENTS CAN MANIPULATE OUTCOMES – GAINING HANDS-ON LEARNING IN AN INTERACTIVE, RESPONSIVE OUTCOME FORMAT.

WHAT DATA CAN BE BROUGHT IN THE DOME? HOW DOES IT WORK? HOW IS IT VISUALIZED?

We have created a customized educational platform designed specifically to curate this material.

While there is a huge library of regularly updated datasets from agencies such as the World Health Organisation (WHO) and NASA, that's free to access and import, Visuals Attraction has also developed a unique database manager and real-time visualization system that can work with textures, models or interactive datasets (2D and 3D).

On a typical project, we will work with the institution to create a series of video vignettes or real-time databases which can be brought into the platform as an educational resource. Either as a full lecture ready-to-present, or as a subset of that on any given topic.

For example, this could take the form of a DNA model, or recent COVID population spread data, presented as an interactive resource so that students can visualize the comparison between the COVID virus and other common viruses.

Our team of developers and educators can also steer the customization of this platform so that it is branded for the purpose and requirements of the academic institution.

IN PARTICULAR, HOW CAN THESE SOLUTIONS NURTURE AEROSPACE ENGINEERING EARLY-STAGE STUDENTS?

Fundamentally, in early stage education, we can stimulate wonder and interest in topics that are perhaps not traditionally so 'visually appealing'. Students and teachers can share and dissect topics in a much more approachable and accessible format.

Particularly for students in the 12-15 year age range, both boys and girls, these hands-on, highly visual experiences are proven to develop the foundational skill sets of our next generation of scientists.

WHAT CAN A DOME DO THAT A STANDARD CLASSROOM CANNOT?

The dome as an immersive classroom provides an instantly accessible teaching environment. And one that has no limits. We can bring in any data, any model, any topic, at any time for lessons and teaching experiences that are as far-reaching as your imagination.

We can play, pause, rewind and repeat any lesson, or part of a lecture. All experiences can be navigated from any point.

The real-time, live feed capability is similar to a video game – data can be brought into the dome and visualized on demand, with no wait time needed to render the media onto the extreme resolution, giant canvas dome display.

WHAT FUTURE TRENDS DO WE SEE FOR THIS TYPE OF EXPERIENCE BEING USED IN THIS CONTEXT?

Working with real-time game engine and generative server technologies, our solutions can now handle complex databases formed from real scientific data. Bringing this into the dome, in real-time and at exceptionally high rates of resolution and frame rate, and it's an incredible experience.

The global knowledge economy of machine learning and Artificial Intelligence (AI) will require future generations of scientists and developers to understand complex datasets as well, in order to build real-time engines that will effectively go and 'teach themselves'. Our learning systems will also support this, laying the foundations for complex data comprehension in all areas.

Domes and interactive immersive spaces will also be increasingly used in the education of much broader modeling and simulation topics – including architectural and Building Information Management (BIM) modeling.

THE NEW GENERATION OF SCHOOLS AND ACADEMIC CENTERS MUST PROVIDE THE FUNCTIONALITY, AND THE TOOLS, TO EMPOWER STUDENTS AND PREPARE THEM FOR OUR FUTURE GLOBAL TECHNOLOGY SHIFT, WHICH IS NOW ALREADY UNDERWAY.

3D in the Dome.

STEREOSCOPIC 3D (OR STEREO 3D) AS A DISPLAY TECHNOLOGY IS NOT NEW - IN FACT THE FIRST 3D FILM SCREENED TO AN AUDIENCE TOOK PLACE IN A LOS ANGELES CINEMA IN 1922. 3D IN A DOME, HOWEVER, IS A RELATIVELY NEW TECHNOLOGY AND EXPERIENCE. IN 2008, THE WORLD'S FIRST FULLDOME 3D STEREO PLANETARIUM OPENED ITS DOORS IN HAWAII.

NOW, THERE ARE SEVERAL 3D DOMES GLOBALLY - SOME OPERATING AS 3D FULLDOME, OTHERS AS 2D FULLDOME WITH A 3D 'INSERT' WINDOW.

Great stereoscopy in a dome is a particular science in itself, as there are many challenges associated with the curved, immersive form of the screen and the range of audience seating locations within it - unlike standard single-projector cinemas, domes and other immersive displays use multiple projectors to create a single image, all of which have to be synchronized. Other factors that need to be considered and addressed include issues arising due to the cross-bounce of light caused by hemispherical projection, and how the wearing of 3D glasses and consequent field-of-view reduction could actually limit the immersive 'effect' of sitting under a dome screen.

To understand complex subjects with a presenter or a narrator enables the audience to dissect and understand the data in a manageable and digestible way within a dome setting.

COMPARING 3D DISPLAY TECHNOLOGIES

Currently, active and passive stereo are the two main types of 3D display technology in use by planetariums, digital theaters and cinemas.

Active stereoscopy involves 3D glasses with built-in electronic components. On each side of the glass lens there is a liquid crystal layer, which seems invisible when not in use, but makes the lens dark when switched on. Once a timed signal is received from the emitter, both sides of the glass 'flicker' in a coordinated sequence that receives and synchronizes images fed from the display to the left and right eye, creating the 3D effect.

Passive 3D is typically used by 3D cinemas as glasses are cheap, often disposable, and therefore better suited for larger audiences and higher footfall and audience turnaround. Left and right images are projected on screen with polarizing filters used in front of the projector lens. To preserve the polarization, a silver screen is used.

INFITEC (or Dolby 3D) is also a passive 3D technology but is a patented process that uses optical filters with separate wavelengths compared to that of standard, polarized passive 3D. This has also been extensively used in dome and immersive environments.

BEYOND 3D – ADDING 4D EFFECTS

A 3D experience with added 'physical' effects such as fog, wind, motion or bass-rumbler seats, scent (and sometimes even water spray!) are referred to as a 4D experience. Sometimes humorously more! These, when integrated in a complementary way, can increase the perceived 'reality' of the experience.

What we do see is that audio is most certainly the best added 'effect' - great audio in an immersive space is not secondary, but equal to the visual experience. A first-class audio experience must be carefully and well designed. Either locally embedded audio, or filling the whole digital canvas, audio can truly enhance the sense of scale within the environment.

LIMITATIONS OF 3D

3D is not always the right choice, and whether or not 3D should be adopted as part of a system can be determined after careful consideration of the application and requirement.

In the case of looking at large-scale datasets, our opinion is that stereoscopic 3D is not the right answer.

If you plan to look at data points where the presenter and audience need to drill into detail, to microscopic level as an example, then stereoscopic 3D as a tool can be immensely powerful and with real value.

Our consulting and design teams assess each of these considerations and offer the right technology choices for the application.

Evolving with the Curriculum – Exploring Mars Virtually.

IMMERSIVE DATA VISUALIZATION

SIMULATIONS ARE A POWERFUL TOOL FOR UNDERSTANDING TOPICS THAT ARE EXCITING, YET OFTEN COMPLEX, AND ARE IMPOSSIBLE TO EXPERIENCE IN THE REAL WORLD.

The beauty of data visualization is that we can take any data and quickly import it onto a screen or into an experience that supports a continually evolving curriculum.

Real-time space ‘travel’ and the real-life experience of planets beyond Earth are made possible as we obtain actual probe and satellite data from space and earth science agencies.

Today, we can even visualize data obtained from the Hope Mars Mission, also known as the Emirates Mars Mission.

USING POWERFUL IMMERSIVE EXPERIENCES TO EXPLORE AND SIMULATE MARS

Behind the scenes of what is being projected onto a dome or an immersive screen, media servers, dedicated 3D astronomical databases and data visualization platforms drive the experience.

Mars, a planet that has long been a focal point of intrigue by all ages, can be virtually explored with data generated by missions that seek to improve our understanding of life on its surface. Now, we can take audiences on a graphically interpreted journey to understand what it is really like on the Red Planet.

Using specially-developed software simulation platforms with imported and converted real data that is rendered to visualize the planet’s atmosphere, surface maps, and Martian topography – we can encourage discussion and interaction that explores questions of the history of ancient riverbeds and canals, Mars’ weather patterns, and of its history. Together with looking at the scientific challenges for future occupation of the red planet for mankind’s future.



Visuals Attraction is proud to be ZEISS' exclusive partner and distributor for the Middle East.



MAKE IT REAL WITH THE WORLD'S HIGHEST CONTRAST PROJECTION TECHNOLOGY FOR THE DARKEST BLACK LEVELS AND THE MOST VIVID COLOR.

Essential to image quality on the dome screen is that of the contrast between black levels, light points and color brilliance. In a dome environment when the 'bouncing' of light is a common negative effect of internal dome projection, the balance of digitally recreating the true 'velvet black' of the night sky, in contrast to the colors of celestial objects and planetary surfaces, is key.

The **VELVET LED** projector developed and made by ZEISS is the only projector created exclusively for astronomical presentation in planetariums and immersive dome theaters. Combining cutting-edge sharpness with unequalled contrast and strong colors, this projector delivers the most exquisite video projection possible in a planetarium or immersive theater environment. Visuals Attraction is the exclusive partner of ZEISS for the Middle East region.

Recognized as the best immersive theater projection technology in the world, ZEISS' VELVET LED projector provides an absolute true black background to any other detail on the dome screen such as constellation figures, grids, planets, moons, nebulae and galaxies. The VELVET LED projector offers a projection quality for astronomical and related contents that no other display technology can deliver.

Whether virtually traveling through our solar system, exploring the vast universe, or visualizing the surface of Mars using data generated by the Emirates Mars Mission, every detail can be experienced.

Immersive Theater Solutions.

VISUALS ATTRACTION IS AN ESTABLISHED, DEDICATED PROVIDER OF HIGH-PERFORMANCE DIGITAL PLANETARIUM AND FULLDOME AND 3D THEATER SOLUTIONS ACROSS THE MIDDLE EAST.



THE FALAK® IMMERSIVE THEATER SOLUTION PACKAGE INCLUDES A FULLY CUSTOMIZED SPECIFICATION OF:

EVERY FALAK® IMMERSIVE THEATER FEATURES:

- Complete system flexibility – present and playback a wide range of content. Falak® Immersive Theater solutions are compatible with all fulldome and immersive media.
- A solution entirely customized to your project requirements.
- Custom-designed and fully automated control system.
- Powerful uncompressed media management and playback for a digital experience at the very highest resolution, frame rate and bit-depth.
- Dome screen, seating, lighting and audio systems built to specification.
- Projectors – Our partnerships with the best projector manufacturers allows our design and engineering team to specify and procure the optimum display technology for your project. Choose from a wide range of projector technologies including laser-phosphor, LED, DLP™, and 3D from manufacturers including Barco, Christie Digital and Digital Projection.
- Media Servers
- Software
- Theater Control
- Dome Screen
- Lighting & Audio
- Seating (including motion type), Carpets & Finishes
- Films & Content
- Exceptional Service & Experience

Which Falak[®] Immersive Theater Solution?

EACH FALAK[®] IMMERSIVE THEATER SOLUTION IS DEFINED BY ITS DISPLAY CHARACTERISTICS – EVERY SOLUTION OFFERS A POWERFUL, COMPELLING VISUAL EXPERIENCE.



The highest resolution, highest performance display.



High brightness with stunning colors. Falak[®] Bright is the most versatile of our immersive theater solutions with low cost of ownership and is suitable for presentation of a wide range of content.



High contrast, deep blacks and beautiful color saturation – ideal for astronomy presentation or simulation/visualization solutions.



A high brightness, colorful solution with the added feature of full stereoscopic 3D. Falak[®] 3D offers a highly immersive experience that is suitable for both domes and flat or curved screens.

Bespoke, Signature and Custom Media Production for Immersive Environments and Fulldome Theaters.

WE FULLY UNDERSTAND THE POWER OF IMMERSIVE, ENGAGING CONTENT – IT IS, AFTER ALL, WHAT BRINGS THE EXPERIENCE TO LIFE, AND WHAT HELPS YOU TO TELL YOUR STORY.

Working with our global network of educators, storytellers, and content producers, we can create bespoke content tailored to your objectives and to your audience.

JAW-DROPPING ANIMATION,
VFX, CREATIVE DEVELOPMENT,
VOICEOVER TALENT, TRANSLATION.

From immersive fulldome content and visualizations to giant screen films, 4D and pre-show media, talk to us about your project requirements and we can create your vision.

YOU DREAM IT.
WE CAN CREATE IT.

Custom Environments

- Immersive Spaces Don't Always Need a Dome.

WE WORK WITH ALL IMMERSIVE ENVIRONMENTS, INCLUDING MORE UNUSUAL, CUSTOM REQUESTS.

From temporary installations, destination attractions, video walls and creative LED tunnels to large-scale digital experiences for brand launches and classrooms designed for laboratory simulation, our design team can work with you to create a space that is fully bespoke to requirements.

“WE TAKE A UNIQUE APPROACH TO IMMERSIVE EXPERIENCES. TODAY’S DOME THEATER IS NO LONGER SIMPLY ABOUT ASTRONOMY EDUCATION, BUT INSTEAD A VEHICLE FOR THE VISUALIZATION OF ANY DATA – HELPING TO TRANSFORM HOW AUDIENCES LEARN AND ENGAGE WITH A VAST RANGE OF SCIENCES.”

Exceptional Immersive Solutions.

FROM PROJECT VISIONING AND MASTER PLANNING TO DELIVERY, VISUALS ATTRACTIONS ARE EXPERTS IN SPECIALIST IMMERSIVE SPACES FOR SCIENTIFIC, RESEARCH, AND ASTRONOMY VISUALIZATION.

Our Difference.

WORKING WITH OUR INTERNATIONAL TECHNOLOGY PARTNERS, WE COLLABORATE CLOSELY WITH OUR CLIENTS TO BRING THEIR VISIONS TO LIFE WITH INNOVATIVE DESIGN, TECHNOLOGY CUSTOMIZATION, DETAILED PLANNING, AND PROFESSIONAL PROJECT DELIVERY.

AT VISUALS ATTRACTION, WE ARE EXPERTS IN THE DESIGN, DELIVERY, AND COMMISSIONING OF UNIQUE PROJECTS.

Our team will walk every step of the project with you. As we are based in Dubai, with many years of local experience, we fully understand the value of exceptional ongoing maintenance and support for the GCC Region.



VISUALS
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SINCE 2013, VISUALS ATTRACTION HAS DELIVERED FULLY INTEGRATED, WORLD-CLASS IMMERSIVE AND SPECIALIST TECHNOLOGY SOLUTIONS TO A RANGE OF COMPLEX PROJECTS FOR EDUCATION, SCIENCE CENTERS, MUSEUMS, CULTURAL ATTRACTIONS, ENTERTAINMENT AND GOVERNMENT INSTITUTIONS.

Headquartered in Dubai, we are recognized as a leading multi-disciplinary turnkey solution provider - forming highly specialized teams for exceptional projects of all sizes.

As a specialist technology system designer and integrator for the Middle East, our core team of highly experienced consultants, designers, project managers and engineers enables us to provide an agile service for our clients - selecting and bringing together project teams on a case-by-case basis to deliver exceptional results on time and within budget.

www.visualsattraction.com
info@visualsattraction.com

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