



**CREATIVE MINDS**



# About Us

Innovation is a process that always starts with creativity and is then materialized by rigorous hard work and commitment. Creating and maintaining a successful business is conditioned by the adherence to a very particular set of values that balances between creative innovation and discipline.

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**Our strong belief** in the importance of creativity and innovation was the driving factor which played a huge role in establishing our fundamental work ethic. The appreciation of creativity that we hold dear and our exemplary support of foundational development and potential for progression continues to be our main focus moving forward, as it has been from our beginning as the basis of our primary convictions, leading back to our choice of the company's name: Creative Minds.

- **We love what we are doing**
- **We know how to do it.**
- **We have a passion about technology**
- **We merge art with technology to deliver innovation**

# Welcome! Message



**HANI ABDELSATTAR**

CEO & FOUNDER

**Creative Minds** is the legacy of over 25 years of expertise in the field of media where our standard has always been to provide the absolute best service and to never settle for less than the complete satisfaction of our clients.

Over all these years, we were able to develop our technology and service as well as innovate in our field to keep up with and often be ahead of industry standards and to always ensure the superior quality of our end product.

We were able to successfully collaborate with some of the biggest suppliers, most of which have had exclusive contracts with us, whereas we were always able to deliver the latest technology and highest production quality for our clients.

As a testament of our continued success, we have held and renewed contracts with some of the largest and most profitable organizations in the region for periods that span over decades and we are always working towards the sole mission of helping our clients and partners achieve their business goals through top of the line service.

[www.campuae.com](http://www.campuae.com)

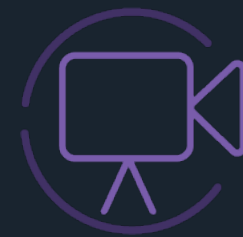
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# Our Services

We have a passion towards the **media and technology**

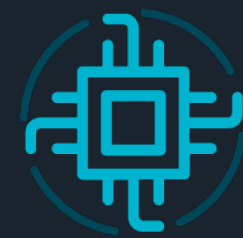
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**Media Production**



**Digital Solutions**

**Innovation Technology**



**Media Consultancy**

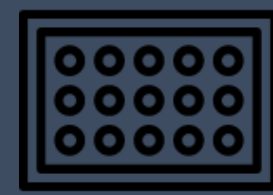
# Digital Solutions

We are a pioneer in the Digital industry, and bring years of experience to help clients across a wide variety of industries.



## Digital Signage

**Utilizing** the latest in digital signage technologies to create powerful, visually engaging customer experiences for businesses and retailers. Our digital signage solutions work seamlessly with current and cutting-edge technology such as touchscreen kiosks, assistive selling tools, mobile integration and more, allowing marketers to tailor on-screen messaging in real time.



## LED Displays

**LED** video displays technology is becoming increasingly popular due to its ability to deliver seamless images, scalability to any size or shape, and excellent optimal characteristics that make video wall content look great from any angle and variable indoor or outdoor applications.



## D. Menu Boards

**Digital** menu boards help deliver fast, high-quality service expected by customers visiting a fast casual or quick-service restaurant (QSR). By presenting the right information in a clear way, customers can make decisions faster. In addition, your menus become extremely flexible because you can enter dynamic assortments and prices.



## D. Way Finding

**Have** a complete control of your property floor plans, rooms, and paths. Our unique re-routing, pathway scheduling, and preferred routes allow your displays to navigate meetings, events, and promotions in a live and dynamic way.



## Control Rooms

**The critical** control room is the place where all information comes together to be analyzed and interpreted, providing complete Situational Awareness. It is, thus, the central intelligence hub of the organization, and a vital location for the operations. We are offering a very wide portfolio comprising video walls, professional-grade wall controllers, networked visualization software, services, and much more.

# Digital Signage

Digital Signage is used typically to inform or advertise.

**Digital signage** is a sub-segment of electronic signage. Digital displays use technologies such as LCD, LED, projection and e-paper to display digital images, video, web pages, weather data, or text. They can be found in public spaces, transportation systems, museums, stadiums, retail stores, hotels, restaurants and corporate buildings etc.

**They** are used as a network of electronic displays that are centrally managed and individually addressable for the display of text, animated or video messages for advertising, information, entertainment and merchandising to targeted audiences.

**There** are major benefits for digital signs over traditional static signs, including the ability to update content remotely over the web, adapt the screens to your viewers and even interact with your local audience.



Food & Beverage      Banks      Retail      Education      Government



ENBD Emirates Towers  
Dubai Fall 2016  
Digital Signage

# Digital Way-Finding

Make visitors' experience easier, better and more fun.

**Showing** people how to find their way around a large facility or building complex is not an easy task. And no matter what type of company, organization or institution you have, the routes are always dynamic. There are adjustments due to renovations, maintenance or spaces that change ownership.

**Additionally,** new visitors to the facility need to know how to get to the right place, appointment or find their favorite store. Using the platform to create a digital wayfinding strategy enables you to easily adjust routes and maps and lead your visitors to the right place easily and quickly.



Airports



Hospitals



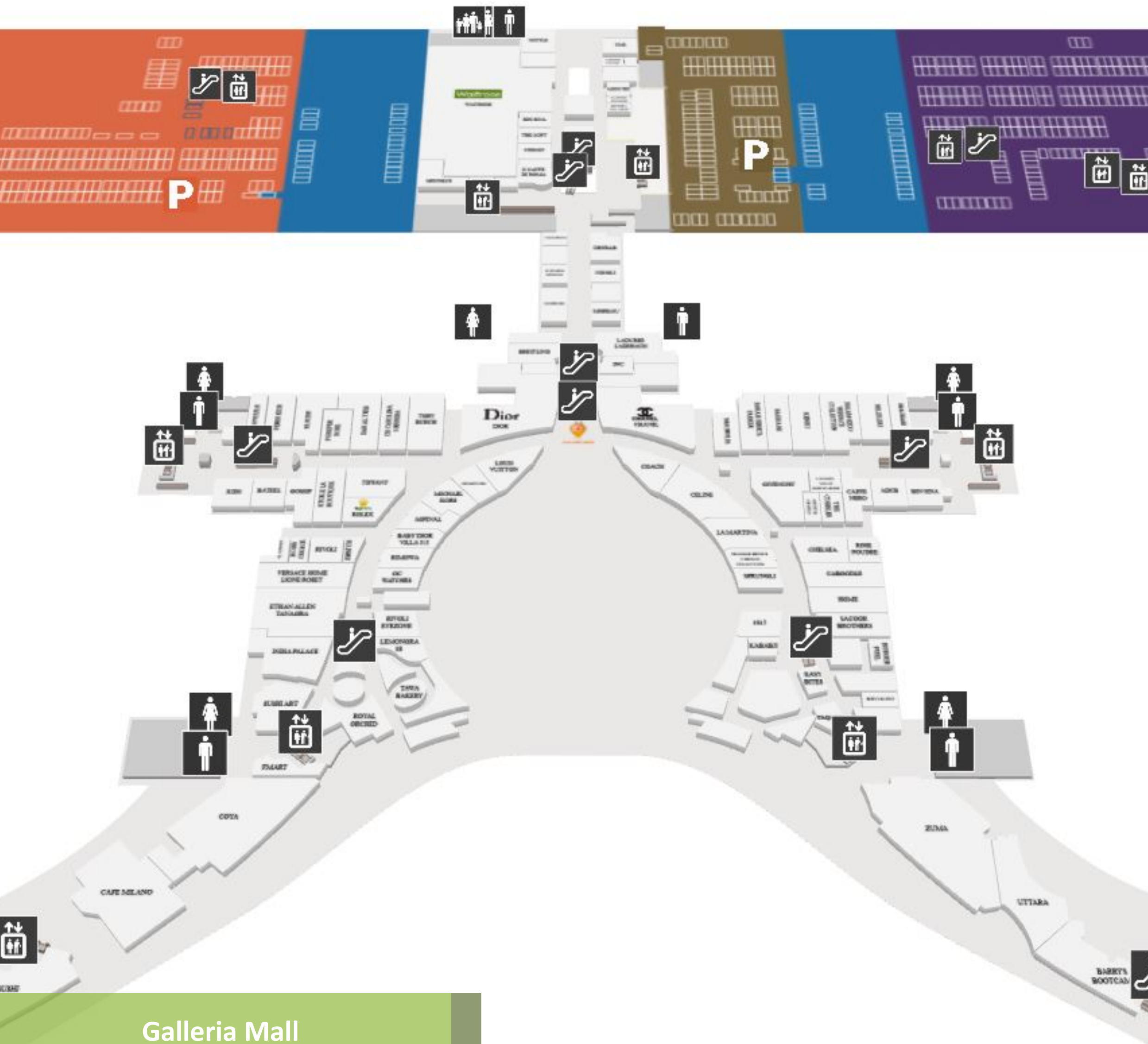
Malls



Education



Government



## Galleria Mall

Abu Dhabi 2019  
Digital Way Finding

# Interactive Screens

A customized information based on visitors' selection

**Traditional**, non-interactive signage has dominated the signage market – not because it's better than interactive signage but because the cost for interactivity was prohibitive and the skills were few and far between. These days, with costs and complexity far more manageable – and new software solutions making interactivity much more accessible – organizations can embrace interactive approaches to achieve never-before-seen levels of engagement coupled with a collection of rich data sets that shine a light on the preferences and influences of a target audience.

**For** the organization using interactive signage, the advantage of interactivity is that it boosts engagement and increases conversion. For the agency or integrator producing signage for their clients, there is enormous opportunity for both increased business and increased differentiation. And for the target audience of the signage, interactivity has the benefit of making the signage experience personal, modern and fun.



Airports



Hospitals



Malls



Education



Government

## In-house design for malls

Dubai 2018  
Digital Signage  
Interactive screens



# Digital Menu boards

One of the most powerful tools restaurants have been deploying in recent years

**One** of the most powerful tools restaurants have been deploying in recent years is the digital menu board. Instead of tired-looking static boards that crack and fade over time, digital menu boards allow operators to combine product offerings with full-motion video, easily changing dayparts, updating prices remotely and seamlessly adding or removing menu items.

**The** ability to change content at a moment's notice as well as potentially minimizing future costs by not having to replace menu boards on an ongoing basis.



## Tim Hortos

GCC region "Continues"  
Digital Menu Boards



Food & Beverage

# LED Screens

The most customizable solution for the display.

**Digital Display Solutions** can serve a number of different purposes for a variety of applications. In advertising particularly, these tools can make your brand stand out from the rest. With a bright, vivid crystal clear display, you can capture the attention of passersby instantly, while promoting your desired message or content, thus, making them far more advantageous than conventional ones.

Although there are a lot of digital display mediums to choose from, there is always a perfect fit for each and every application.

Having the freedom to customize your displays based on size, resolution, nature “outdoor/indoor” never being easier before LED screens.



**ENBD Dubai**  
Dubai 2017  
LED Screens  
Digital Signage

-  Airports
-  Hospitals
-  Malls
-  Education
-  Government

# Control Rooms

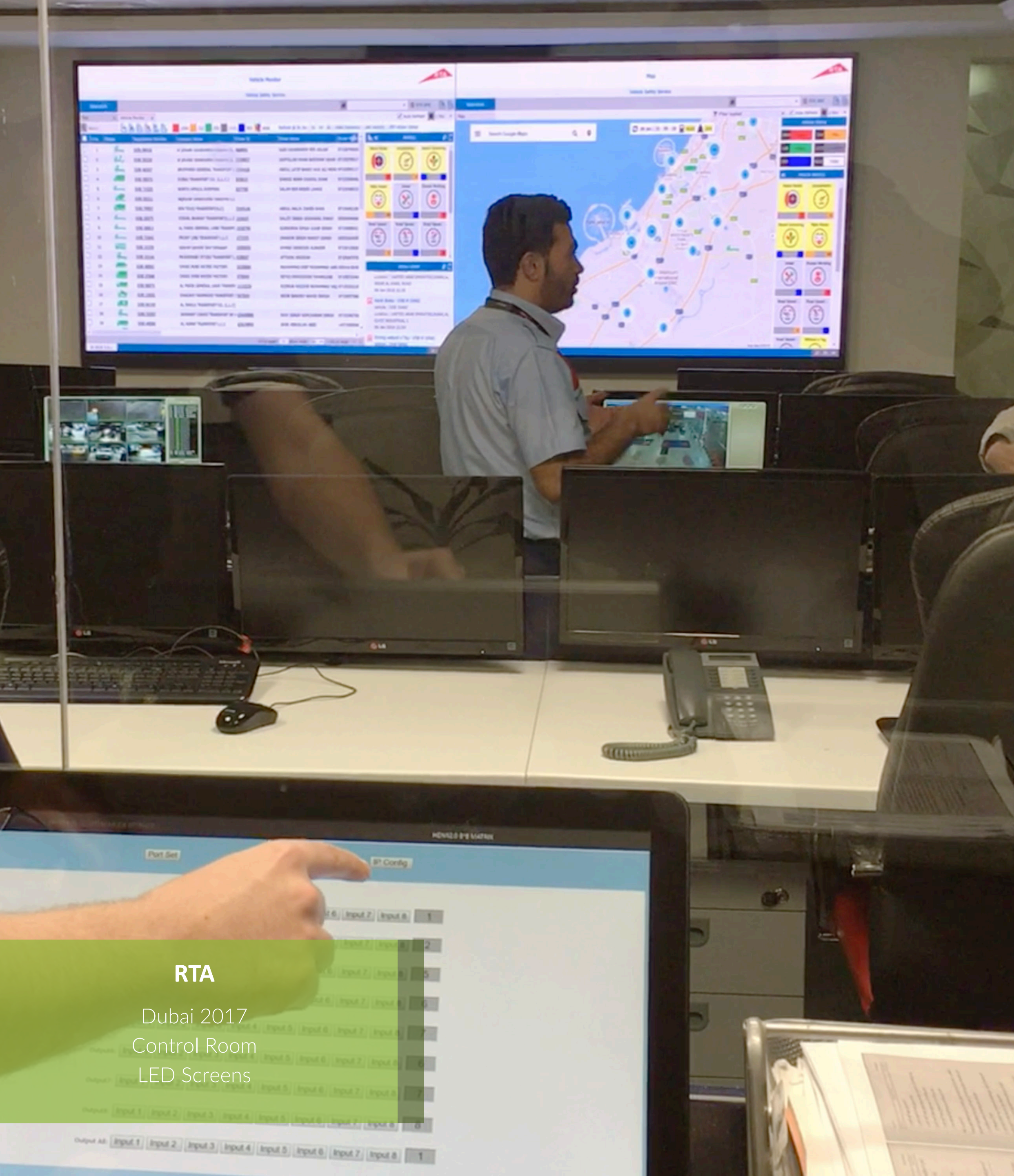
Monitor, Control and Communicate in one place.

**A command and control center** is a secure room in a facility that provides centralized monitoring, control and command of a situation.

One of the benefits of a command and control center is that it brings together multiple disciplines, sectors, or actors in a crisis situation.

Information flow and distribution through voice, video, and data into and throughout the center is vital to the success of any command and control environment. That's the starting point for determining what equipment you need (and in which configuration you need it) to accomplish your mission.

**Made up of a multitude of displays**, video walls take command and control center operations to the next level by creating a single canvas which displays information from multiple sources. Video walls are easily customizable to fit any need and space, making them the ideal solutions for government agencies, emergency operations centers and security organizations.



**RTA**  
Dubai 2017  
Control Room  
LED Screens



Airports



Hospitals



Malls



Education



Government

# Retail Solutions

The most customizable solution for the display.

**The retail business** is again in the midst of massive transformation - with Retail 4.0 driven by advances of the cloud, big data analytics and the Internet of Things, and growing preference of shoppers for seamless experiences.

**In the middle** of this evolution is digital signage - with physical retailers integrating online and offline shopping experiences and reinvent the idea and real-world look and feel of brick-and-mortar stores. Here's how things used to work. In-store digital signage only provided one-way information.

**But with advancements** in image processing and IoT sensor technologies - like RFID, light ID technology, sensors and beacons - digital signage now provides smart, interactive tools to engage customers in exciting and relevant ways.



Malls



Shops

## Pick & Discover

With this technology shoppers can get the information on screen for a particular device just by take it of the mount.

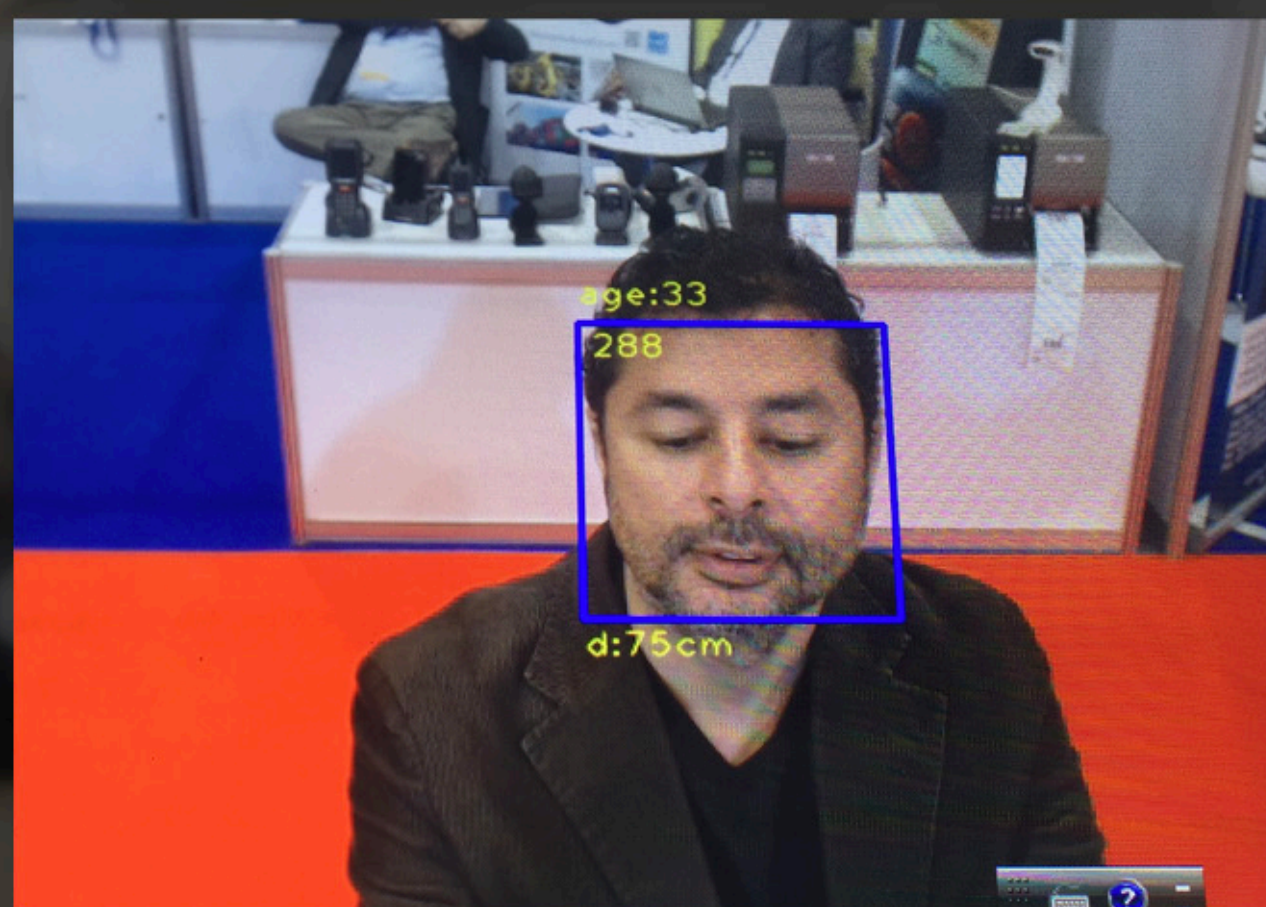
Comparison could be done by moving 2 deferent devices.



## Audience measurement

Know more about the nature of the visitors could help on customizing the offers and products.

Audience measurement technology will collect all the needed information for that.



## Tangible objects

Tangible interactions are interactions that establish a physical connection between a user and a screen. Simply, placing an object directly on a screen to pull up information about a specific topic.



# Our Client List

We have worked closely and successfully with government departments and major companies, and pride ourselves on meeting and exceeding our clients **high expectations**.



# Our Work

We are proud of our achievement with our clients, Each new project is a new challenge for us to deliver state of the art solutions and keep our clients at the maximum satisfaction.

# Mashreq Bank

Digital transformation project



## PROJECT

Digital supplies for Mashreq bank new renovated branches across UAE.

Our scope covers all the digital requirement for the transformation starting from the CMS installation in addition to LCD, LED screens supply and media players installation and configuration.



## TIME

Project started at early 2017 and first phase completed end of same year, Second phase started January 2018 and still running.

Project Budget: 6M AED  
For first and second phase,



## SUPPORT

Main challenges on this project.

CMS installation and configuration under bank's security regulations.

Tight timeline for the installation which required our technicians to install while heavy work around.

# ENBD Bank

Digital transformation **project**



## PROJECT

Digital supplies for Mashreq bank new renovated branches across UAE.

Our scope covers the digital requirement for the transformation starting from the CMS installation in addition to LED for Emirates towers and Dubai Mall and media players installation and configuration.



## TIME

Project started at early 2016 and still running.

Project Budget: 5M AED  
For First phase.



## SUPPORT

Main challenges on this project.

CMS installation and configuration under bank's security regulations.

Tight timeline for the installation which required our technicians to install while heavy work around.

# Tim Hortons

Digital Menu board management



## PROJECT

Digital menu board management across GCC region.

The scope covers full management with our CMS and scheduled replacement for the media players.



## TIME

Project started at 2018 and still running.

Project Budget: 2.5M AED  
Annual cost changes based on the new stores opens an number of replacements.

Over 80 stores across the GCC and more are added every month.



## SUPPORT

Main challenges on this project.

Having too many variations on the menus which will require a very complicated system to ease the update task.

Stores spreads on some areas not easy to reach specially on KSA.

# Sporter

Digital store



## PROJECT

Opening their first digital store in UAE driving them to choose best partner to achieve a success on this new approach.

Our scope in this project is to offer a solid management system and to supply and install all the digital screens around the store.



## TIME

Project started at 2018 and still running.

We created a special application to manage the tables with object recognition technology.

We manufactured a special objects to fit with the objects.



## SUPPORT

Main challenges on this project.

Developing a special application for object recognition which should customized to fit the non standard request of having deferent size objects to be identified on same system.

# Our Business Partners

Our partners help us to satisfy our clients' demands.



## iMagic

The leading LED manufacturer/supplier based in Spain with extended existence in Europe.



## SCALA

Scala has over 30 years experience informing, educating and entertaining audiences across wide-ranging industries like retail, finance, education, healthcare and more. Scala has created the digital signage then others follows.



## Signzware

Professional digital signage players designed in USA. Solid and resalable performance are the main advantages makes Signzware first option for critical operation which requires 24/7 non interrupted operation.



## ElectroFruit

Leader supplier of A/V support devices and cables. HDMI extenders and cables with approved performance in most critical installations.



Sittard – The Netherlands, 31 October 2018

**Reference:** Creative Minds Media Productions certified Scala partner

Attention: To who this may concern

SCALA is the world leader in Digital Signage solutions with installations all over the world and offices for support, in many continents. Scala provides a range of products and services to address the needs of networks of "out of home" advertising displays that influence purchase behaviour via a centrally controlled network of verifiable displays. Scala provides a proven end-to-end software solution that enables these networks to operate more inexpensively than competing media, with greater ease and flexibility, with complete central control and accountability, while generating greater revenues and increased sales. Content can be scheduled for playback by location or time.

Scala works with local Partners. These Partners are trained and certified by Scala. In this way clients always have local support available at any requested/required level. Scala supports their Partners in order to keep the quality and professionalism at the required high level. Scala would like to confirm that Creative Minds Media Productions is an official Scala Certified Partner (SCP) in UAE.

Creative Minds Media Productions has been trained and certified by Scala. Scala believes that Creative Minds Media Productions has the full capability to install, manage and service Digital Signage Solutions powered by the Scala platform. Scala is fully supporting Creative Minds Media Productions as a Partner, to make your project a successful one.

Yours sincerely,

Ton van Hout  
Sales director EMEA

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[www.scala.com](http://www.scala.com)



Madrid, 16th November 2018

**Reference:** IMAGIC VISION certifies Creative Minds Media Productions as a partner company

Attention: To who this may concern

IMAGIC is a leading Company in A/V products and solutions, with installations all over the world and offices for support, in different countries.

IMAGIC works with local Partners. These Partners are trained and certified by IMAGIC. In this way clients always have local support available at any requested/required level. IMAGIC supports their Partners in order to keep the quality and professionalism at the required high level. IMAGIC would like to confirm that Creative Minds Media Productions is an official IMAGIC Certified Partner (ICP) in UAE.

Creative Minds Media Productions has been trained and certified by IMAGIC. IMAGIC believes that Creative Minds Media Productions has the full capability and knowhow to supply, install, and manage IMAGIC A/V products and solutions. IMAGIC is fully supporting Creative Minds Media Productions as a Partner, to make any Project a successful one.

Yours sincerely,

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“ Creativity is a very special gift that every one has, but it needs many tools to become effective and very few have access to them.

– Hani Abdelsattar  
CEO/Founder

”

THANK YOU