



**THE**  
**CORPORATE**  
**INDENTITY**

MindSpace  
digital signage

WHO

WE ARE?



Our lineup of experiential marketing includes solutions such as video walls, interactive kiosks, LED displays and customized software products. Over the years, we have worked with clients across industries such as retail, hospitality, F&B and automotive to serve their various marketing and advertising needs, and continue to generate results for them.



## COMPANY'S VISION

Our vision is to lead the way to the future of experiential marketing in the region and evolve with the times to adapt to new technologies, thus ensuring a perpetual cycle of innovation. We aim to be the premier organization operating in the GCC that provides the complete range of digital signage solutions to all segments under one roof.

## CORE DRIVERS

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Quality of service, cost of innovation and sustainability of solutions are the key drivers of our business. Customer satisfaction is at the core of everything we do, and defines the drivers that our key to our work.

## COMPANY'S MISSION

To leverage innovative and cutting-edge technology in the field of digital signage to help our clients achieve the wow-factor they are aiming for. We ensure that our solutions are of outstanding quality, value for money and instill a sense of pride in our clients. Customer satisfaction is at the core of everything we do.





MindSpace  
digital signage

**BRAND ME**  
ADVERTISING  
signage . exhibition . interiors

## The History

MindSpace Marketing Management and Brand ME Advertising are sister companies based in Dubai, with a combined strength of over 80 employees. Started in 2010, we have worked with over 300 companies in the fields of signage, digital marketing, printing, display stands, joinery, exhibitions and interiors. We operate out of three office locations in Dubai, which include two 10,000 square feet warehouses in Ras Al Khor, and one corporate office in Garhoud.

Our work culture is young and established at the same time, having our core values of growth, success and leadership infused in every aspect of our work. In the early days of the company, the core solutions we provided were in the domain of signage and printing. After successfully establishing ourselves as a force in these fields, over time a greatly expanded line of products and services were developed around the founding team and work culture.

# OUR PORTFOLIO

## Our Portfolio Companies

Since 2010, we have worked with over 300 companies to serve their advertising and marketing needs. We have served businesses from various industries and of different sizes- small, medium and large. Our clients are located in UAE, Saudi Arabia, Oman, Kuwait, Bahrain, Nigeria, Cameroon and Seychelles.



RedTag



Bee'ah



Chalhoub Group



Etisalat



Sheraton



Kingsmen



Dubai Government



OP3



Conrad Hotel



Lal's Group



Radisson Blu



CBD Bank



Mashreq Bank



EmiratesNBD Bank



LaMarquise



Operation Falafel



FAB Bank



Healthy Sports

# WHAT WE DO?



## DIGITAL VIDEO WALL

A video wall is a set of screens combined together in a particular way, to create a portrait or landscape digital wall. It is typically used to grab the attention of potential customers and to create a wow-effect. Visual media content can be played on a video wall, which can be pushed through USB or remotely over Wi-Fi using a content management system.

The bezel of each screen is super thin, which ensures that the video wall creates a perception of being a large singular digital screen. It comes in full HD display, supports more than 20 file formats and has various screen sizes available.



## SEAMLESS LED SCREEN

LED screens are composed of various pixel modules, with a pitch ranging from 3mm to 25mm. The selection of the pitch depends on the minimum viewing distance required for the LED screen application. The lower the pitch, the lower is the minimum viewing distance. Surface-mounted-device Light-Emitting Diode screens can be viewed from a wide angle, and are incredibly rich in resolution. They are mostly used in outdoor applications to play visual marketing content, and to reach out to a large audience.

# WHAT WE DO?

Digital kiosks have compact designs that enable businesses to use them across various applications. It can be used to display information, promote a product or even take customer feedback. They can be of two types- interactive and plain. Interactive kiosks come with a touch screen, and essentially respond to user inputs via touch. Digital kiosks are mostly used in retail, F&B, hospitality and the health industry. The screen sizes vary, and range from 43" to 65" depending on your requirement.

## INTERACTIVE KIOSK



## RENTAL DIGITAL SIGNAGE



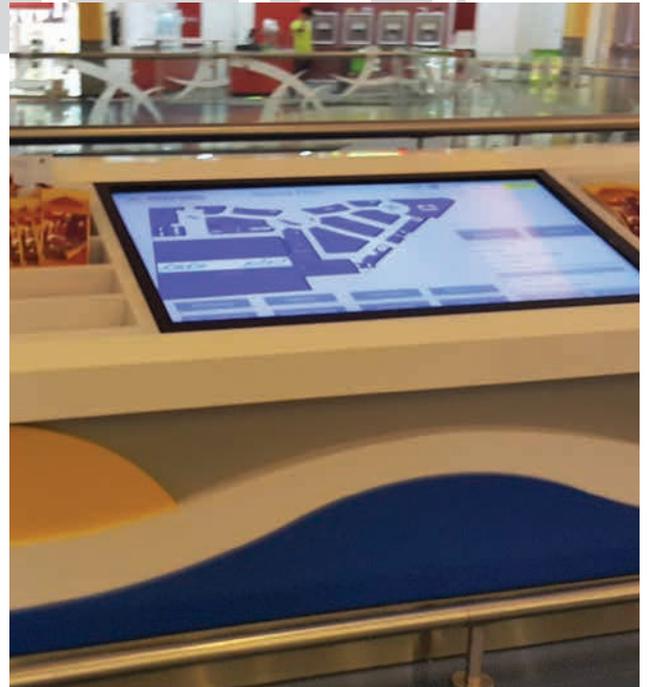
We rent out digital signage solutions for a number of days or months. Events and exhibitions are the ones most likely to rent our video walls, digital kiosks and LED screens. This is an effective strategy for many companies, and helps them to save upfront costs while still providing a wow-factor to their customers at special events.

# WHAT WE DO?



## DIGITAL MENU BOARD

Restaurants are embracing digital menu boards faster than ever. Light-boxes are slowly but surely being replaced by digital menus across the region. Digital menu boards are typically 4 to 5 screens placed adjacent to each other, and play content via USB or Wi-Fi through a content management system. The advantages are many over the traditional light-boxes. Restaurants with constant promotional activity and changing menu and prices are the ones most likely to adopt digital menus.



## DIGITAL WAYFINDING

LED screens are composed of various pixel modules, with a pitch ranging from 3mm to 25mm. The selection of the pitch depends on the minimum viewing distance required for the LED screen application. The lower the pitch, the lower is the minimum viewing distance. Surface-mounted-device Light-Emitting Diode screens can be viewed from a wide angle, and are incredibly rich in resolution. They are mostly used in outdoor applications to play visual marketing content, and to reach out to a large audience.

# OUR PORTFOLIO



## REDTAG FASHION

YAS MALL  
ABU DHABI

We implemented a 3 x 2 video wall with 46" Samsung screens. The bezel size is 5.3 mm with a Windows-based software system.

Location: UAE,  
Kuwait,  
Saudi Arabia



## Sheraton Hotel Group

42 inch self-standing kiosk with network cloud support software. Content can be pushed remotely from the head office.

Location - Mall Of Emirates-Dubai.



## Magrabi Optical

3 x 3 video walls with 46" Samsung screens. Software used here is Magic Info to push content remotely via cloud.

Location -  
 Marina Mall-Abu Dhabi  
 Galleria Mall-Abu Dhabi  
 Dubai Mall-Dubai  
 Dubai Festival City  
 Golden Mile Palm Jumeirah-Dubai



## Etisalat Telecommunications

46 inch in-house build free-standing digital kiosk with Samsung screen and USB / SD card plug and play feature.

Location - World Trade Center-Dubai

# OUR PORTFOLIO



## RADISSON BLU WORLD TRADE CENTER-DUBAI

42" self-standing touch screen kiosk with multi-touch function. We developed an Android app that visitors could interact with, and submit their contact details on.



## First Abu Dhabi Bank

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Indoor LED screen with P3 modules. It has a cabinet size of 50 cm x 50 cm.

Location: Emirates Palace Hotel-Abu Dhabi

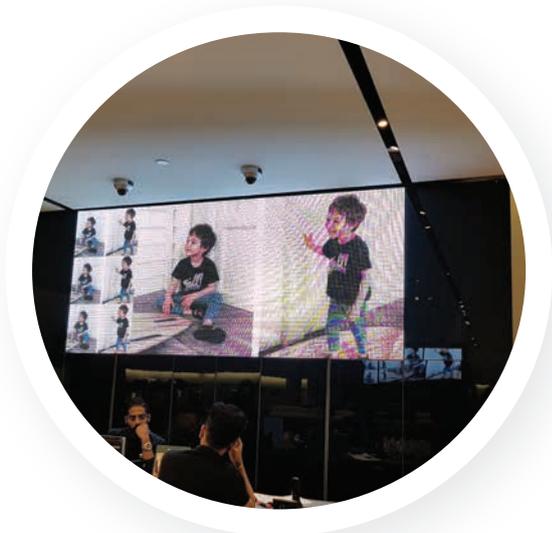


## La Marquise International

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42" inch self-stand touch screen kiosk with multi-touch. The client requested a custom built HTML app to serve as a digital product catalogue for their customers.

Location: SZR-Dubai



## Zara

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LED screen composed of P3 modules. Our AMC contracts ensure the smooth running and operations of their digital signage.

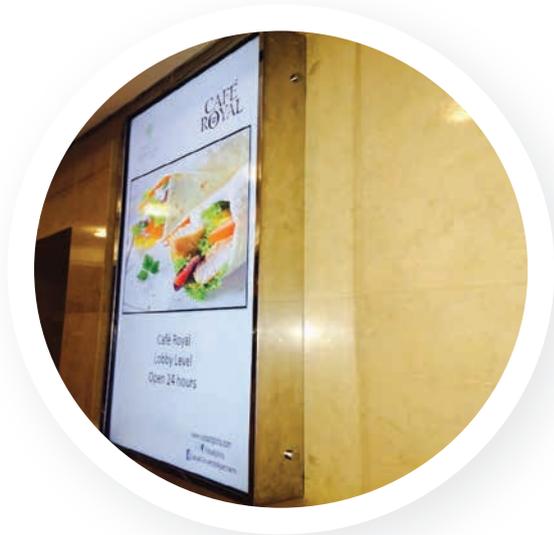
Location: Sahara Centre-Sharjah

# OUR PORTFOLIO



## TWENTY4 Bahrain

Outdoor LED with P6 modules. It has a size of 3 m x 4 m, and can withstand high ambient temperatures. It has a Windows-based software, and content can be played on the screen remotely.



## Gloria Hotel Apartments

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43" digital signage screen with Magic Info software and stainless steel frame.

Location: Media City-Dubai



## Pullman Hotel

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This is a 22" LG screen with SuperSign software having a colored paint frame. This is mounted inside an elevator, and has WiFi support.

Location: JLT-Dubai



## Havana Café

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Outdoor LED screen with P16 modules for distance-viewing. We also built a custom stand for the client, to strategically place the screen distance and viewing direction.

Location: Marina Yacht Club-Abu Dhabi

# OUR PORTFOLIO



## CITIZEN EXHIBITION STAND

WORLD TRADE CENTRE  
DUBAI

2 m x 2 m LED screen for an exhibition stand in Dubai. It has a Windows based software, with a high-brightness LED and smart energy saving



## First Abu Dhabi Bank

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42 inch free-standing digital kiosk with Samsung screen and USB / SD card plug and play feature.

Location: Emirates Palace Hotel-Abu Dhabi

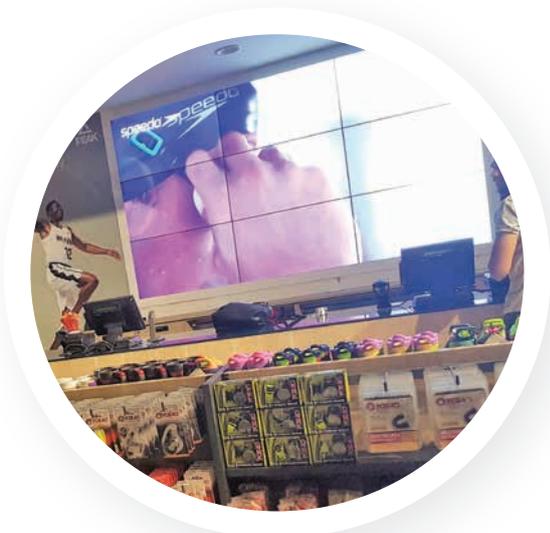


## Juice Salon

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We implemented a P8 module 2.5 m x 1.2 m outdoor LED screen at their Mankhool branch. It has a back service cabinet for easy access, and withstands extreme temperatures.

Location: Mankhool-Dubai

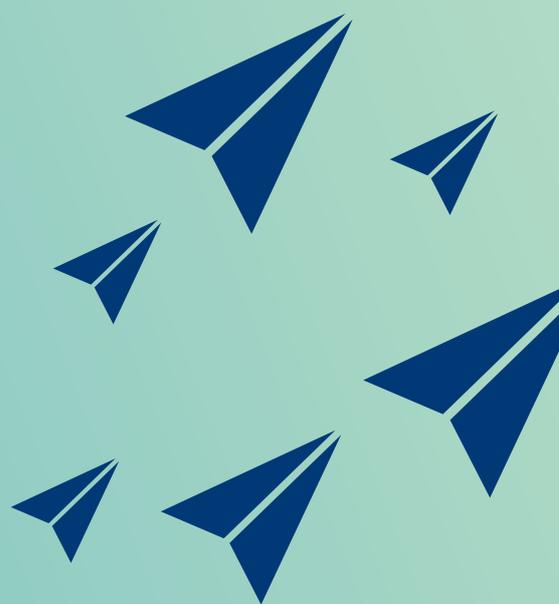


## Healthy Sports

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3 x 2 video walls with 46" Samsung screens. It has a local information publishing system, with a screen bezel thickness of 5.3 mm.

Location: Al Wahda Mall-Abu Dhabi  
Hili Mall-Al Ain  
Remal Mall



“

You've got to start with the customer experience and work back toward the technology- not the other way round.

Steve Jobs

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