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## Our Story

**..it really is as simple as that!**

Success at Showtech is driven by the strong partnership we share with clients an outcome of flawless execution of numerous events of impressive scale and magnitude. We offer a full spectrum of corporate communication techniques that speak to the eyes, ears and heart of your audiences. Our team consists of highly trained and experienced staff capable of executing large scale events. We follow a project management process for smooth integration of complex creative, design, production and technical elements.

The force behind Showtech is its founder-director, **Shaji George**. A long time industry veteran, he has been credited with knowing the business inside-out. Like a true visionary



he began his journey in 1998 and since then he has been creating magic for clients in the UAE providing top-notch technical expertise and prowess no matter the scale of the event. To know more, **Contact us**.

**Our Services:** [SOUND](#) [LIGHTING](#) [AUDIO VISUAL](#) [RIGGING & STAGING](#)

## SOUND

Live concert or a Professional outdoor event? Showtech can provide a variety of sound equipments to meet your needs. We are fully equipped to satisfy the most demanding of environments. Our range of sound equipments includes top-notch brands in the industry.

## LIGHTING

Whether your corporate event is in a dull conference suite or a stunning banquet hall, effective use of lighting will turn the greyest of rooms into a luminous space setting with the right ambience and mood. Showtech provides lighting solutions from subtle lighting schemes that create sophisticated surroundings, to dazzling light shows that will make it a night to remember.

## AUDIO VISUAL

Showtech is associated with exceptional quality for audio visual components. We provide an extensive range of video equipments such as Projectors, Laptops, Plasma Screens, Projectors, Video Conferencing, Audio Conferencing, Monitors & LCD Monitors, Simulators and Translators. Our technical team is available on-hand to lend its expertise for support and installation of all equipments.

## RIGGING & STAGING

Showtech provides a full rigging service: set construction and staging, preparation, design and drawings, transport and equipment supply. We have an extensive stock of professional rigging equipment, fully equipped to handle all kinds of safety measures.

**Our Production:** [LIVE CONCERTS](#) [CONFERENCES & EXHIBITIONS](#) [PRODUCT LAUNCHES](#) [AWARD CEREMONIES](#) [WEDDINGS](#) [FASHION SHOWS](#) [VIDEOS](#)

## LIVE CONCERTS

Driven by a team of passionate professionals, Showtech offers comprehensive, Live Concerts solutions which leave lasting impressions. We specialise in helping people who hold Live Concerts to create a dramatic impact. Whether you are holding a Rock concert or Ghazals show, Live Band or Orchestra, Musical & MagicalShows or Bollywood Concerts, we have the knowledge and passion to produce an exceptional event. To place an enquiry, [Contact us](#). We also do

## CONFERENCES & EXHIBITIONS

Our association with the corporate world has not just been service offering. Our on-ground events allow customer of an entertainment partner but also that of a thought partner. Our corporate events are designed to go in perfect harmony with the client's brand image. Showtech offers strategic solutions for brand communication initiatives through corporate

events and promotions. We focus on conceptualizing, planning and implementing corporate events that build awareness of the client's brand product or exposure to our client's brand in a captive environment. Our design and setup maximizes the visibility of the client's brand. Whatever the event, we take care of the operations aspect of the event and ensure that the client's communication strategy is incorporated into our production.

## PRODUCT LAUNCHES

It's your big moment - a new product is being unveiled to clients, buyers, dealers and the press. We understand how important these moments are - because first impressions last a lifetime! We understand your product, its utility, attributes and target markets and design the launch event accordingly. Whether lavish or simple yet stylish, we maintain the highest standards of professionalism in execution. We have launched a wide variety of products. Our network and strength allow us to execute events in different Emirates back to back - and even simultaneously! We have successfully executed some of the most prestigious brands all over the GCC.

## AWARD CEREMONIES

Many of our government and corporate clients organise felicitations and award recognition functions for their partners and internal staff members. From banks to manufacturing companies and government entities, Showtech has provided the ultimate solution for an audience spanning 500 to 2,000. Showtech is well-partnered with key venues across the UAE and offers tailored setup solutions for these venues depending on the client's requirements and preferences. Awards night and Gala Dinners typically include entertainment in some form, for which Showtech provides a one-stop solution from lighting, sound, stage and audio-visual setup.

## WEDDINGS

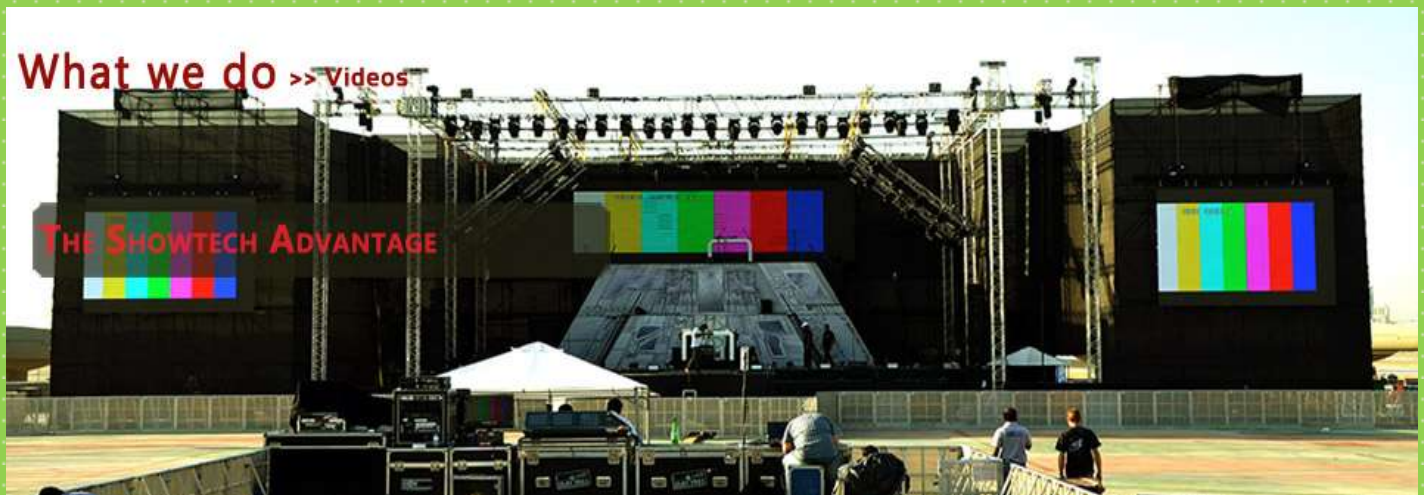
Marriages are made in heaven but we make them memorable. Each wedding is unique therefore we provide a bespoke service, tailored to meet your individual needs. At Showtech, we pride ourselves in professionally planning and are known for their attention to detail and excellent organizational skills and are able to plan and organize all aspects of your wedding. We have been privileged to assist a number of couples to plan and organize their weddings; these have ranged from large to small occasions, working with the busy bride-to-be to take the stress out of organizing their wedding whilst ensuring all their wedding needs are met. Showtech

offers a range of wedding planning service from supplier sourcing right through to a full wedding management service ensuring every detail is planned to perfection.

## FASHION SHOWS

Our specialized entertainment department specifically focuses on providing clients with promoters, hostesses and models for Fashion Shows and Exhibitions. We have conducted and delivered several glamorous Fashion Shows in the UAE. Whether it be an award night or a Gala Dinner or Fashion Show, everything you need is right here. Call the professionals. Think of an event. We make it happen!

## VIDEOS



### Why Showtech?

With Showtech, you have the advantage of

- Single source accountability from a professional corporation in business since 1998
- Integrity and clarity in budget proposal management
- Excellent price performance and value
- Priority service from an experienced and talented project team
- Quick response and decisions
- Mastery of full spectrum of corporate communication techniques that speak to the eyes, ears and heart of your audiences
- Proprietary project management process for smoothly integrating complex creative, design, production, and technical elements

## The Buzz

### **Ferrari 458 Speciale mapped by Showtech, Etihad Airways Abu Dhabi Grand Prix, Yas Marina**

**Circuit, Nov 2013-** Two models of the Ferrari 458 Speciale were mapped at the 2013 Formula 1 Etihad Airways Abu Dhabi Grand Prix as part of a promotional activity by Shell and Ferrari. The event was attended by Ferrari Formula1 drivers, Fernando Alonso and Phillippe Massa. Showtech executed this event with state-of-the-art Panasonic PTDZ21K projectors and Watchout technology making this extraordinary moment memorable for Ferrari fans.



### **2013 Nissan Patrol Launch at Dubai**

#### **International Motor Show, DWTC, Nov 2013-**

Guests were witness to the glittering launch of the All New Nissan Patrol at the Dubai International Motor Show 2013. Showtech created an illuminated LED cube 6.33m x 2.3m enclosing the automobile. The latest model of the Nissan Patrol was unveiled as the LED cube drifted upwards. Showtech employed Showlyte P6 LED screens with watchout as an interface leaving the guests stunned at the new

automobile launch party.

### **Atelier festival – Chris brown, Meydan**

**Racecourse, Dec 2012** - Top US performer, Chris Bown performed as part of the Atelier Music Festival. The event catered to an audience capacity of 7,000. Showtech was the key event-setup provider. The concert was fitted with the latest in sound and lighting equipments. The roof truss measured 24 X 20meters, the light console range included the Grand MA console with NSP and the Grand MA Dimmer. All JBL sound systems were used and the sound console included the Soundcraft Vi6 – FOH and the Digi-design Dshow profile – Monitor Mix.





**Showtech part of the new Altima 2013 launch, Sheikh Hamdan Sports Complex, Sept 2012** – The grand launch was done through 3D mapping that lasted 3.51 minutes with a massive backdrop of 16 X 22 meters. The entire mapping was completed in a short period of 11 days which also included content development. The visual display was executed through High Definition 12K Christie projectors, using the watchout interface.

## Contact Us

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