



EVENTS • EXHIBITIONS • BRANDING • PRODUCTION

# 2024 PROFILE

# Atheer Solutions

Is a creative event solutions based in the Kingdom of Saudi Arabia. We are offering professional event planning and management services. Our inhouse capacity includes project management, design, (2D,3D), production design and videography. We are local event company with a diverse work force. We believe our diversity enables us to deliver memorable event experiences across diverse industries. Our key strength lie within a focus creative design and solid in-house production.

## MISSION

To be known, respected and followed in the event industry as a company who sets the example of how to provide impeccable energy and service, creating exceptional once-in-a-lifetime experiences for our clients.

## VISION

We have a clear vision to ensure clients satisfaction and loyalty. As every event has to be perfect social, technical and creative fit, we have a collaborative approach to all the projects.

## VALUES

- EXCELLENCE
- CREATIVITY
- INTEGRITY
- PARTNERSHIP
- RELIABILITY
- SUSTAINABILITY

Atheer  
SOLUTIONS

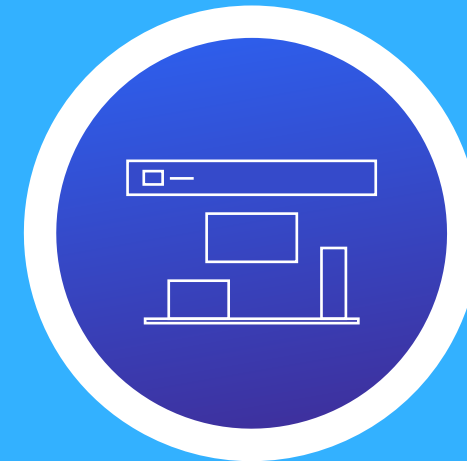
About Us

# OUR SERVICES



## EVENT SOLUTIONS

- ▶ EVENT PLANNING
- ▶ BRANDING
- ▶ 2D, 3D CREATIVE DESIGN
- ▶ AV & LIGHTING
- ▶ LIVE SHOWS
- ▶ PRODUCTION
- ▶ CATERING & FOODTRUCKS
- ▶ GIFT ITEMS & SOUVENIRS



## EXHIBITIONS

- ▶ BRAND ACTIVATION
- ▶ CREATIVE BOOTH DESIGN AND PRODUCTION
- ▶ HOLOGRAM
- ▶ NAKED EYE 3D DISPLAY
- ▶ AUGMENTED REALITY (AR)
- ▶ AV & LIGHTING
- ▶ HOSPITALITY SERVICES
- ▶ GIFT ITEMS & SOUVENIRS



## MEDIA PRODUCTION

- ▶ PHOTOGRAPHY
- ▶ VIDEOGRAPHY
- ▶ GRAPHICS
- ▶ MOTION GRAPHICS



## BRANDING

- ▶ NAMING
- ▶ CORPORATE IDENTITY
- ▶ VISUAL SYSTEMS
- ▶ BRAND MANAGEMENT

# EVENTS

Atheer Solutions provides comprehensive services that include planning, design, production, marketing, media, public relations, and logistical and technical support for events. Whether you wish to host an awards ceremony, conference, exhibition, company open day, entertainment or training event, Atheer Solutions guarantees an unforgettable experience for you and your audience.

“Many a small thing has been made **large** by the right kind of advertising.”

**Mark Twain**

# EVENTS



**BIBAN 2023 OPENING  
CEREMONY**  
LIVE SHOW





**LEGRAND KSA**  
EVENT MANAGEMENT



**CATERING & HOSPITALITY**

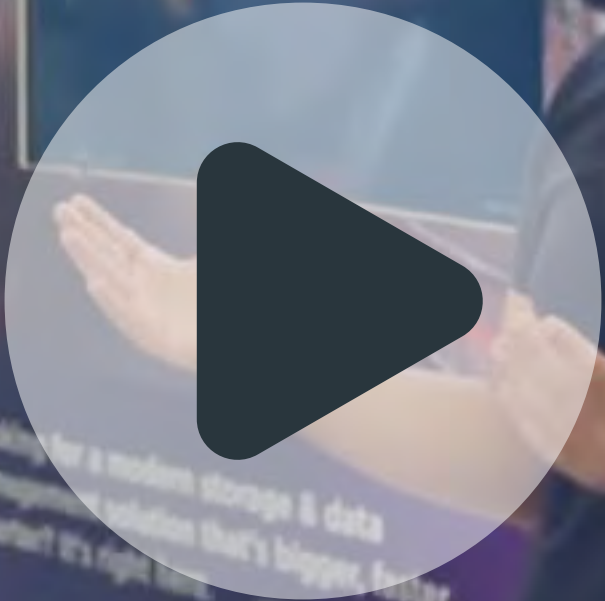
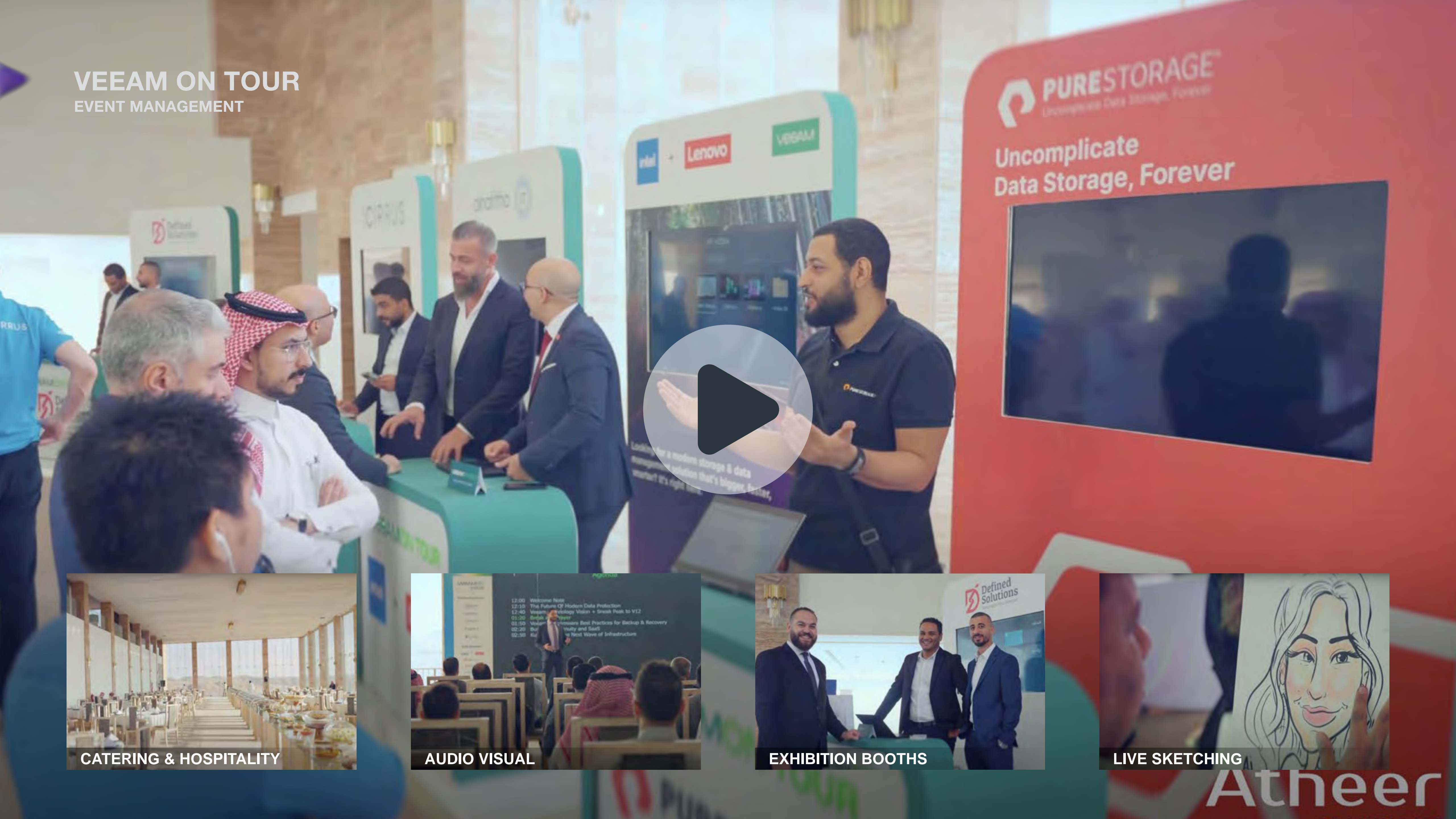
**AUDIO VISUAL**

**EXHIBITION BOOTHS**

**BRANDING MATERIALS**



VEEAM ON TOUR  
EVENT MANAGEMENT



CATERING & HOSPITALITY



AUDIO VISUAL



EXHIBITION BOOTHS



LIVE SKETCHING



# SAUDI ARAMCO EID EVENT

EVENT MANAGEMENT



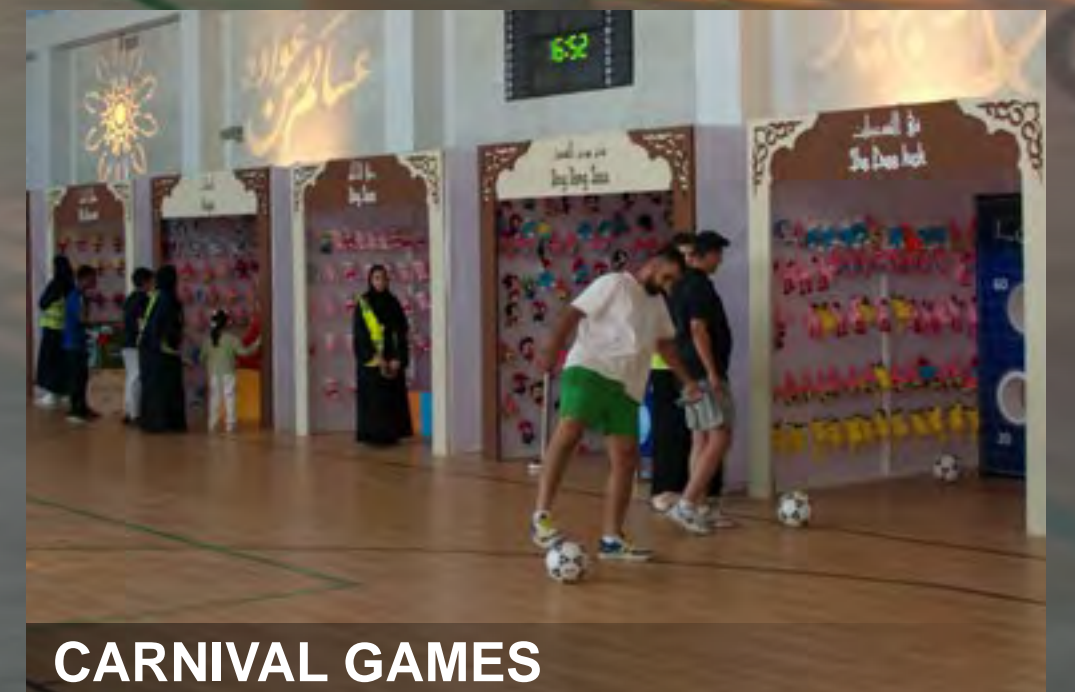
CATERING & HOSPITALITY



BRANDING & THEME



ENTERTAINMENT & ACTIVITIES



CARNIVAL GAMES



# SEASONAL EVENTS

## EVENT MANAGEMENT



CATERING & HOSPITALITY



BRANDING & THEME



CREATIVE DESIGN & PRODUCTION



ENTERTAINMENT



**ANNUAL GATHERING DAY**  
EVENTS GALA DINNER PLANNING



AV & LIGHTING



ENTERTAINMENT



DESIGN & PRODUCTION

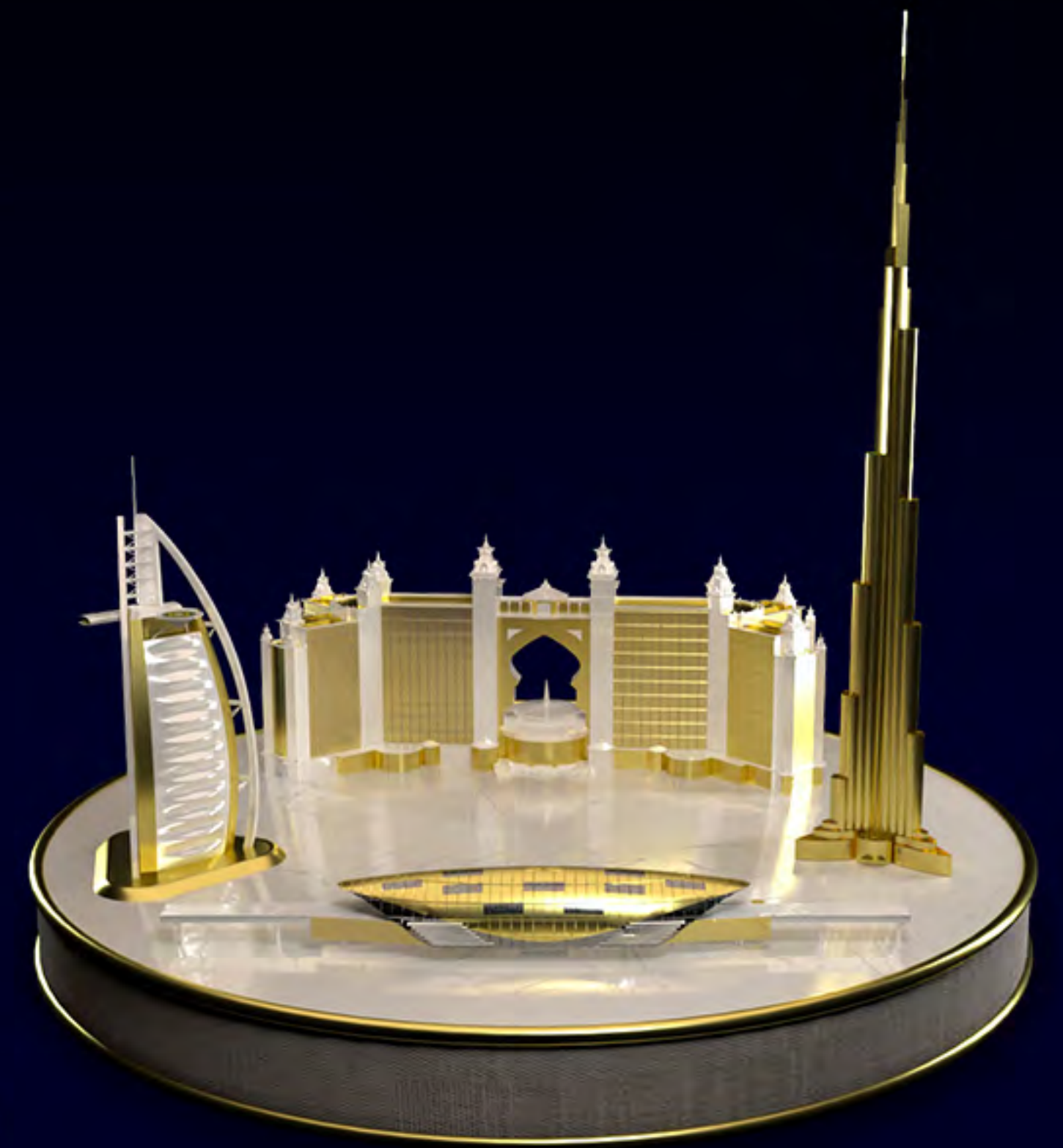
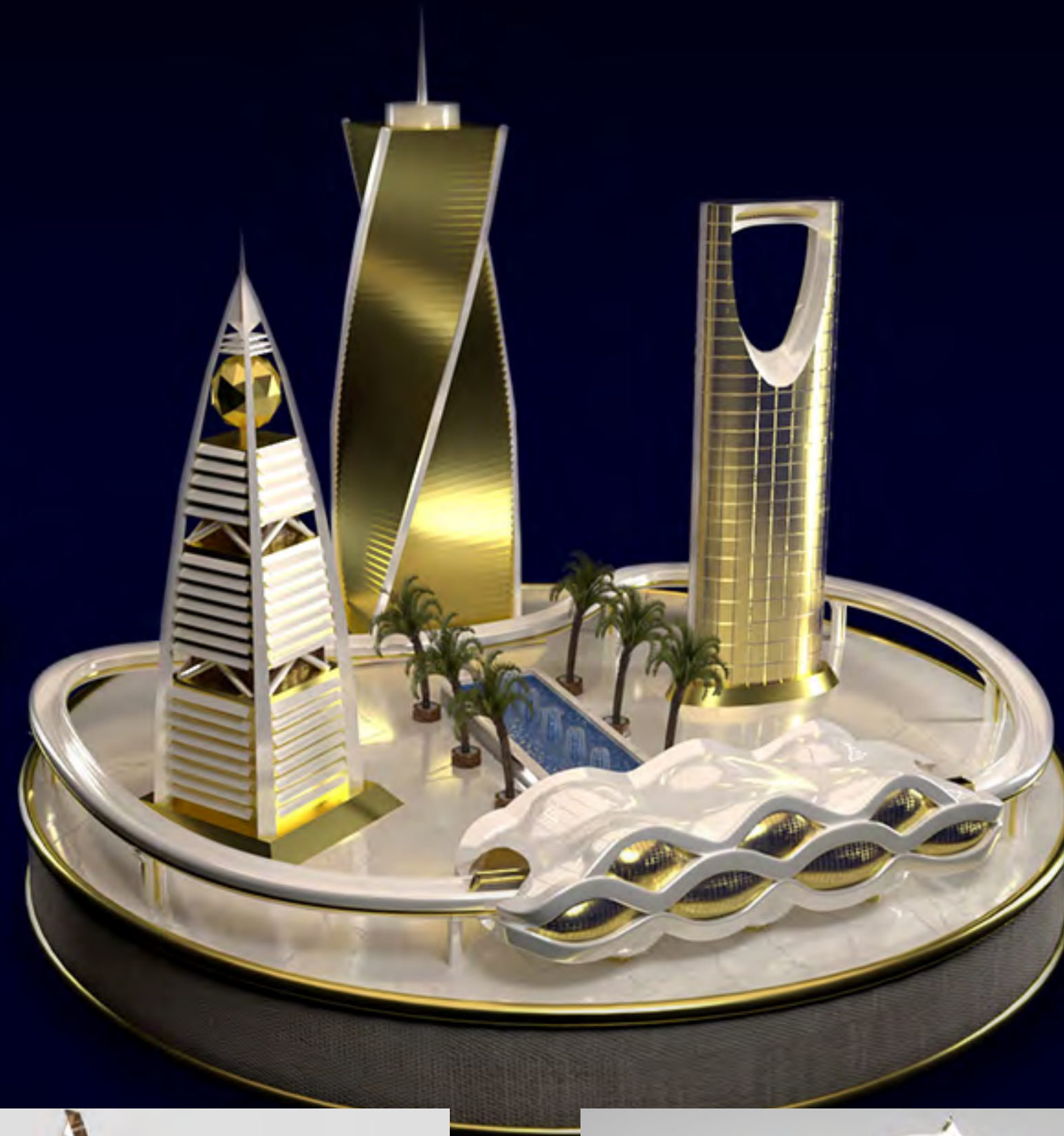


CARNIVAL SHOWS



# GIFT ITEMS, POS & SOUVENIRS

## DESIGN AND CUSTOMIZATION





# EXHIBITIONS

- ▶ BRAND ACTIVATION
- ▶ CREATIVE BOOTH DESIGN & PRODUCTION
- ▶ HOLOGRAM
- ▶ NAKED EYE 3D DISPLAY
- ▶ AR AUGMENTED REALITY
- ▶ AV& LIGHTING
- ▶ HOSPITALITY SERVICE
- ▶ GIFT ITEMS & SOUVENIRS
- ▶ PACKAGING DESIGN
- ▶ POS DESIGN

EXHIBITION



**DIAVERUM - GLOBAL HEALTH EXHIBITION**  
SCREEN CONTENT

2023

ديافيرم



ديافيرم



# FERARRI CAR ZONE

JANADRIYAH, RIYADH





GLOCK EXHIBITON  
RIYADH SEASON COMBAT ZONE





# TAWUNIYA EXHIBITION

LEAP, RIYADH





# AK UNITED BOOTH

HORECA EXHIBITION, JEDDAH 2023





AL KAWTHER BOOTH  
RIYADH EXHIBTION CENTER, RIYADH 2023



3D DESIGN AND EXECUTION



SMART QR CODE



E-BROCHURE



HOSPITALITY SERVICES



# SANAA BANATNA

SWEETS & COFEESHOP





# TECHNOLOGY

- ▶ INTERACTIVE SCREEN CONTENT
- ▶ AUGMENTED REALITY
- ▶ VIRTUAL REALITY
- ▶ NAKED EYE 3D LED DISPLAY
- ▶ MULTIMEDIA
- ▶ WEBSITES AND LANDING PAGES

“The art challenges the **technology**,  
and the technology inspires the art.

**John Lasseter**

# TECHNOLOGY



# INTERACTIVE SCREENS AND PROGRAMMING



## PROJECTION MAPPING

COMBINING BUILT-IN 3D TO SIMULATE REAL-WORLD OBJECTS, MULTI-PROJECTOR OUTPUTS, AND ULTRA RESOLUTION VIDEO ENGINE, TOUCHDESIGNER IS READY FOR ANY PROJECTION MAPPING PROJECT



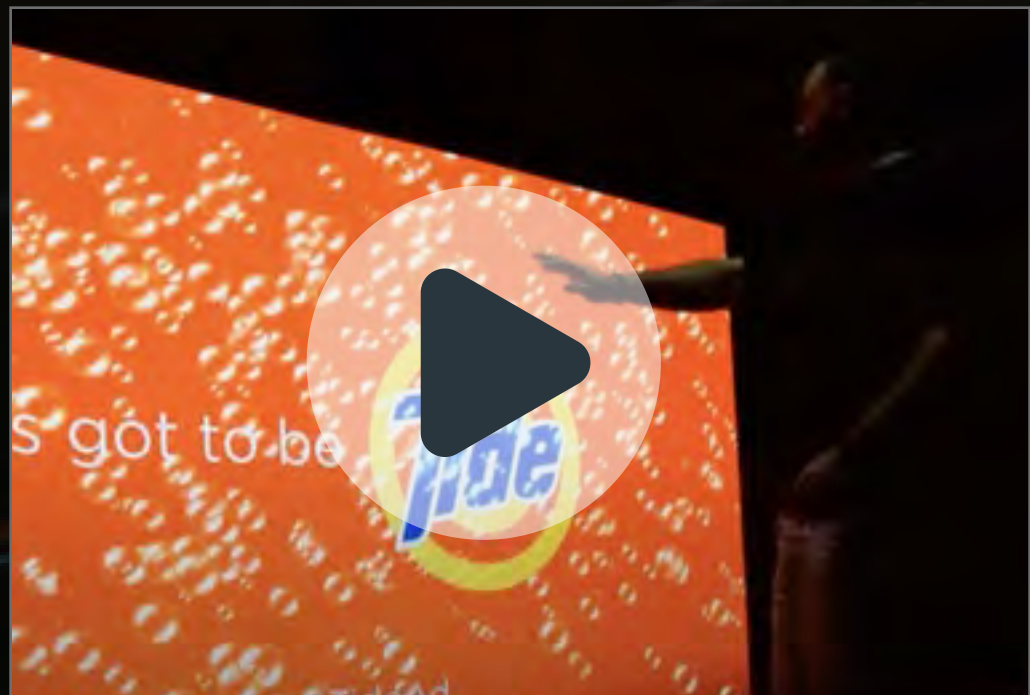
## INTEROPERABILITY

NATIVE SUPPORT FOR INPUT DEVICES, WEB CONNECTIVITY, VIDEO AND AUDIO DEVICES, AND NETWORK-BASED COMMUNICAT



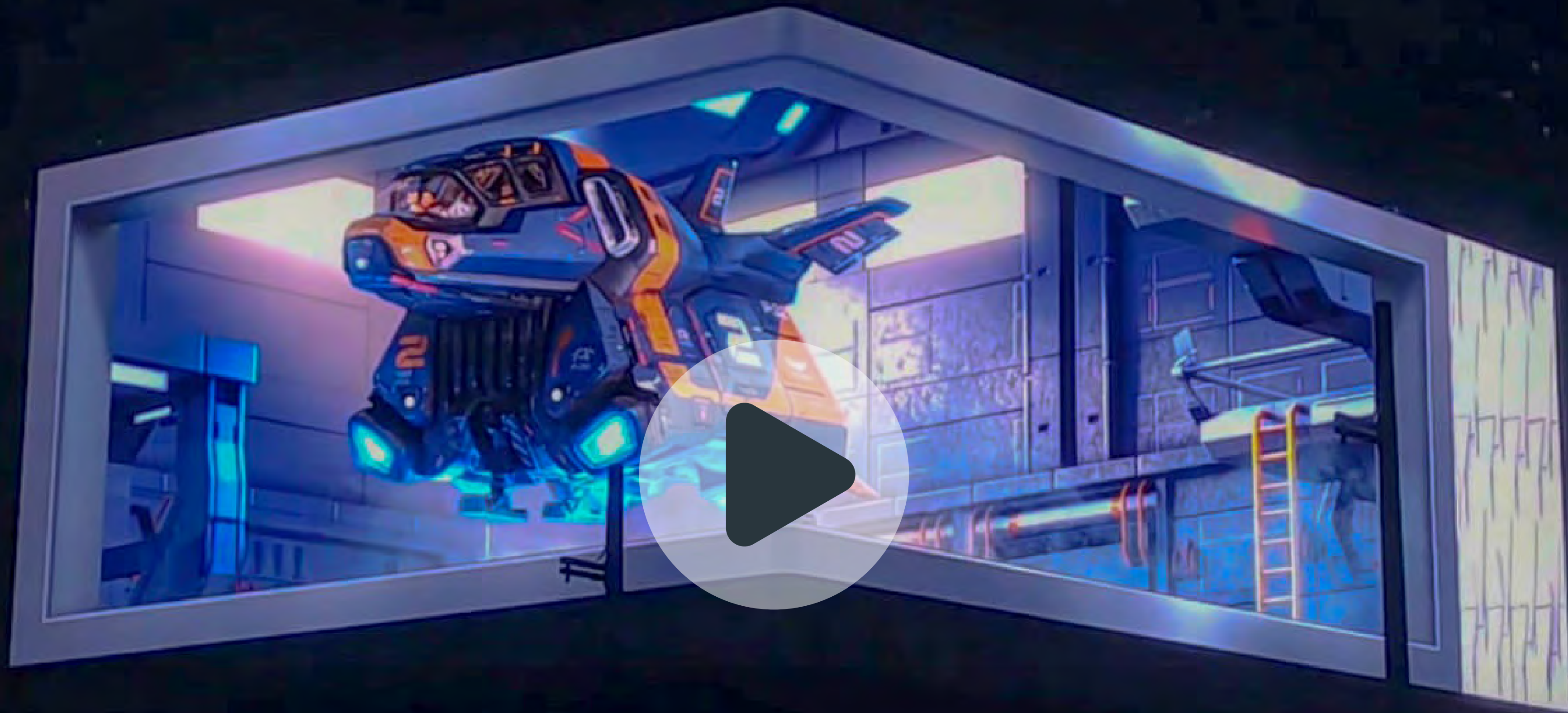
## HIGH PERFORMCE MEDIA SYSTEMS

ULTRA RESOLUTION VIDEO PLAYBACK WHICH MAXIMIZES YOUR HARDWARE POWER WILL LET YOU DO MORE WITH LESS. COMPLETE CUSTOMIZABILITY TO .DREAM UP A MEDIA SERVER FOR ANY UNIQUE REQUIREMENT





## NAKED EYE 3D LED DISPLAY



Naked eye 3D refers to the technology that can achieve stereoscopic visual effects without the use of external tools. The emergence of this technology has eclipsed all other LED screens, and at a time when the ads of new media are increasing in attraction, print media advertising is experiencing an incredible reverse flow. As a result, major shopping malls began to tap the “gold potential” of 3D advertising screens.



## AR - (AUGMENTED REALITY)

Augmented reality uses the existing real-world environment and puts virtual information or even a virtual world on top of it to enhance the experience. where users are searching in their real-life neighborhoods for animated characters that pop up on their phone or tablet.

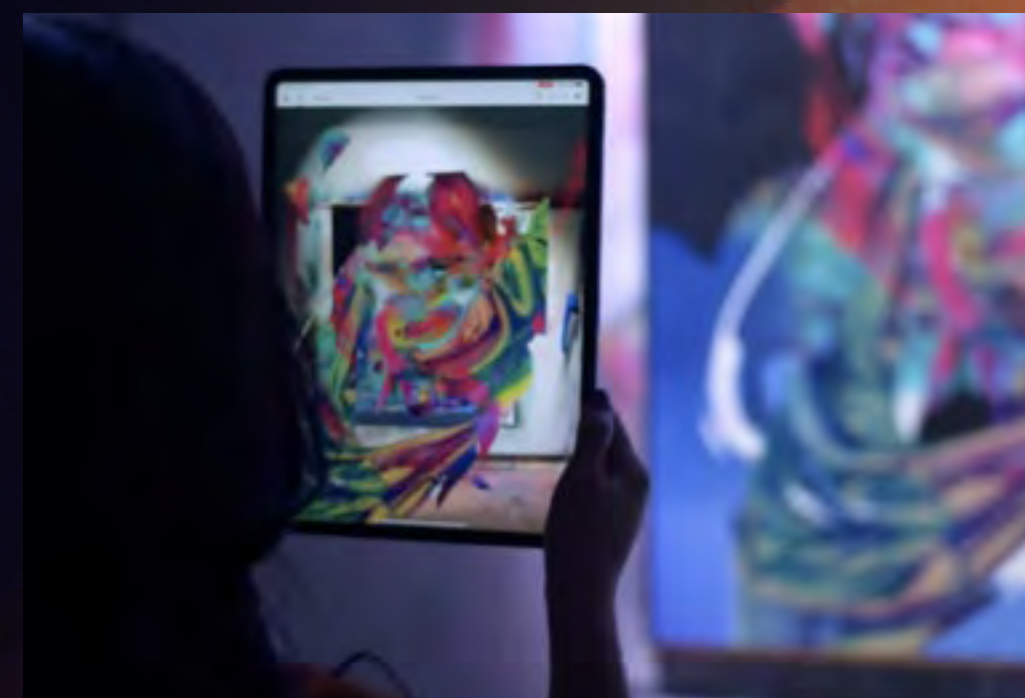
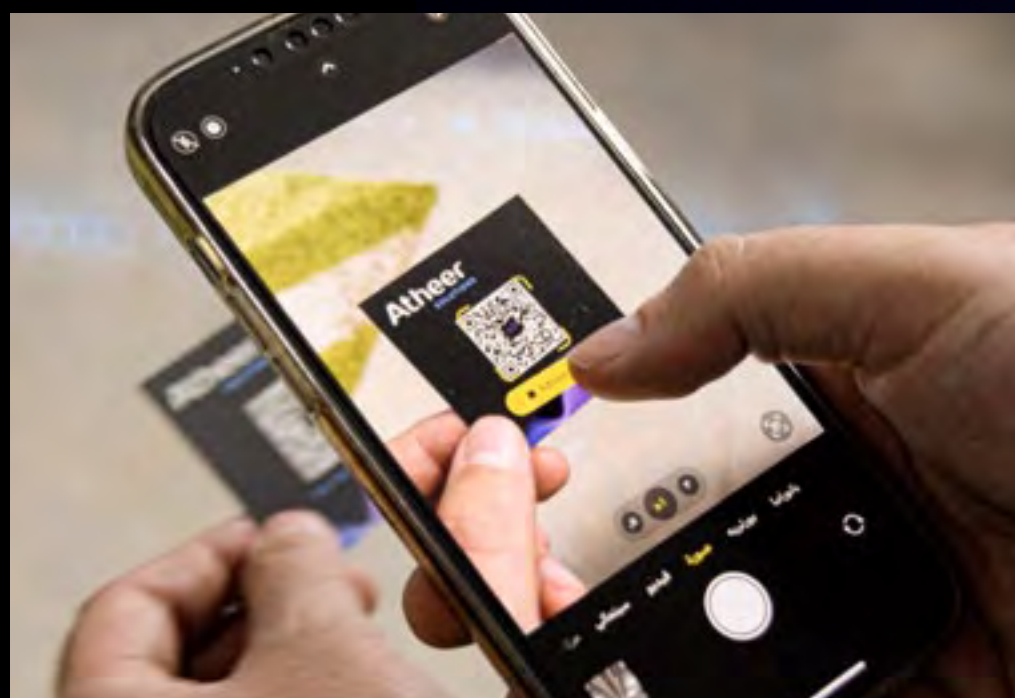
Experience **AR Technology** with your  
business card  
Gallery exhibits  
Gift Items  
Stationaries  
Roadshows  
Events  
Etc.



**AR Technology**



Business Card w/ AR



Gift Items w/ AR





# Creativity Powered by AR



**Snapchat**  
**LENS**

Let's add **MAGIC** to your business...

Unparalleled Engagement  
Unlimited Customization  
Build Your Experience  
Import Your Creations  
Publish & Promote

## A Whole New Dimension

Seamlessly bring the physical and digital worlds closer together by applying your AR creations to the next generation of Spectacles content, so you can share your world—the way you see it.



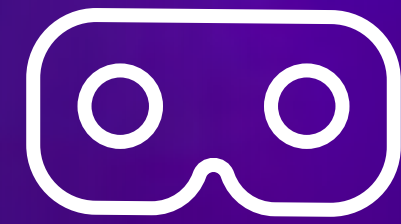


## VR- (VIRTUAL REALITY)

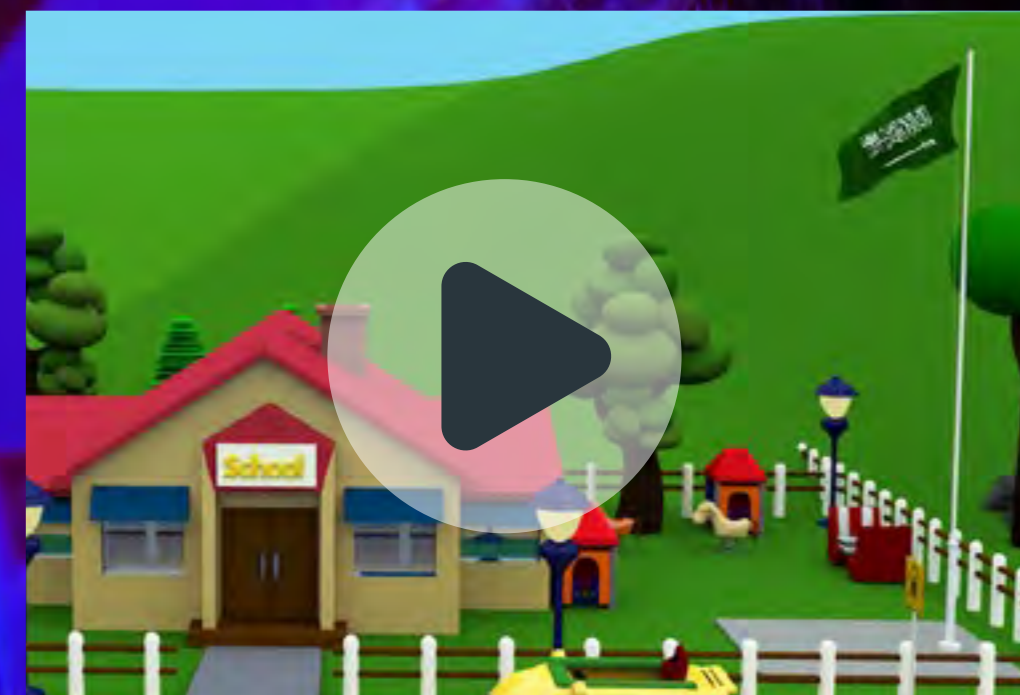
Experience a completely new worlds...  
Experience our VISUAL REALITY Technology.

We create VR Technology that gives people the opportunity experience Virtual Reality VR in their homes or the office.

Try this completely immersive experience to remember. Moreover, VR Technology can motivate people to buy products and services (in our example below) This is the power of VR Technology.



VR  
Technology





# MEDIA PRODUCTION



## Media Consulting

Expert Collaboration, Smart Solutions, Strategic Innovation and Successful Launch.



## Production

Complete Solutions, Experienced Professionals, International Network, and Top-Tier Resources.



## Studies and Research

Tailored Business Plans, Data-Driven Analysis, and Collaborative Guidance.

“Whoever controls the **media**, controls the mind.”

**Jim Morrison**





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**Trusted and Safe  
Destination in Media  
Industry**

COLOGNE  
LONDON  
Riyadh  
ABU DHABI  
ISTANBUL





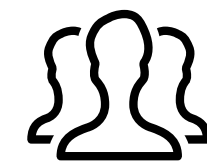
# SERVICES



## Studying and Budgeting

Safety and Transparency

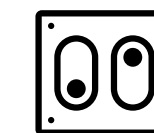
Evaluate project viability, optimize financial resources, and streamline budgets for effective and safe outcomes.



## Planning and Sourcing

Expertise and Globality

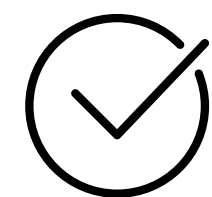
3P's included: crew and talent source, equipment, logistics and locations



## Managing and Implementing

Effective and Comprehensive

Oversee project execution, coordinate resources, and ensure timely, high-quality deliverables.



## Q.C. and Supervising

Stability in Every Frame

Maintain quality control, supervise production processes, and ensure adherence to industry standards.



## Cashback Rebate

Incentivizing Media Projects.

Refund up to 35% of budget for production and post-production in GCC and Europe



## Live Broadcasting

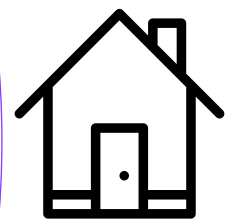
Convenient with Short Notice

Real-time content delivery, expert technical support, and seamless streaming for engaging urgent news experiences.



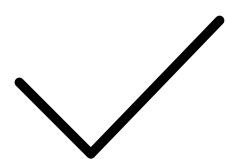
## SERVICES

# Consulting and Solutions



### Preparation Pack

Guiding producers from concept to funding until execution, ensuring feasibility, planning, and implementation with transparency.



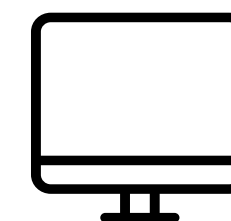
### Modelling and Forming

Developing creative models and structured frameworks for efficient, high-quality media production execution.



### Policies and Standardising

Establishing industry-compliant policies and standardization, promoting efficiency and consistency in media production processes.



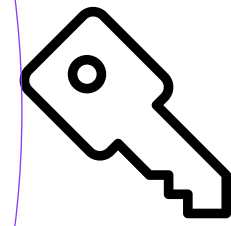
### Training and Developing

Enhancing skills through tailored training programs, fostering professional growth and media production expertise.



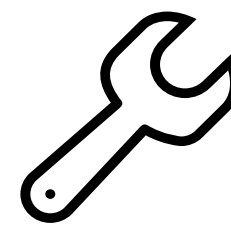
## SERVICES

# Studies and Research



### Strategic Consulting

M7 main B2B service that helps organizations improve their performance, expand their business, or enhance their operations. The service can be performed in the form of one-on-one meetings or written documents based on the client's needs.



### Business Plans

M7 creates business plans that help companies achieve their vision and strategic goals in the form of a document containing the goals of a business, the methods for attaining those goals, and the timeframe for achieving these goals.



### Market Research

M7 gathers comprehensive information about target markets and customers, which in turn helps companies capture the full picture of their targeted market including customer profile, market size, competitors, and market pricing.



### Feasibility Studies

M7 conducts an analysis to ascertain the likelihood of completing a project successfully, taking all of the project's relevant factors into account.



## Key Beneficiaries



01

### Broadcasting Entities

Television Networks  
TV Channel  
OTT

02

### Film and Entertainment

Production Studios  
Independent Filmmakers

03

### Advertising and Marketing

Advertising Agencies  
Public Relations Firms  
Talent Agencies

04

### Media Education and Training

Universities and Colleges  
Media Training Institutes  
Film Schools

05

### Regulatory Bodies and Associations

Government Regulators  
Industry Associations  
NGO Organizations



# Production Formats



**01**

**Feature &  
Short Films**

**02**

**Documentaries**

**03**

**TV Series**

**04**

**Web Series**

**05**

**Reality &  
Talk Shows**

**06**

**News Programs**

**07**

**Commercials and  
Advertisements**

**08**

**Music Videos**

**09**

**Live Events and  
Performances**

**10**

**Podcasts**





# “Discover the Future of Cruising” Campaign

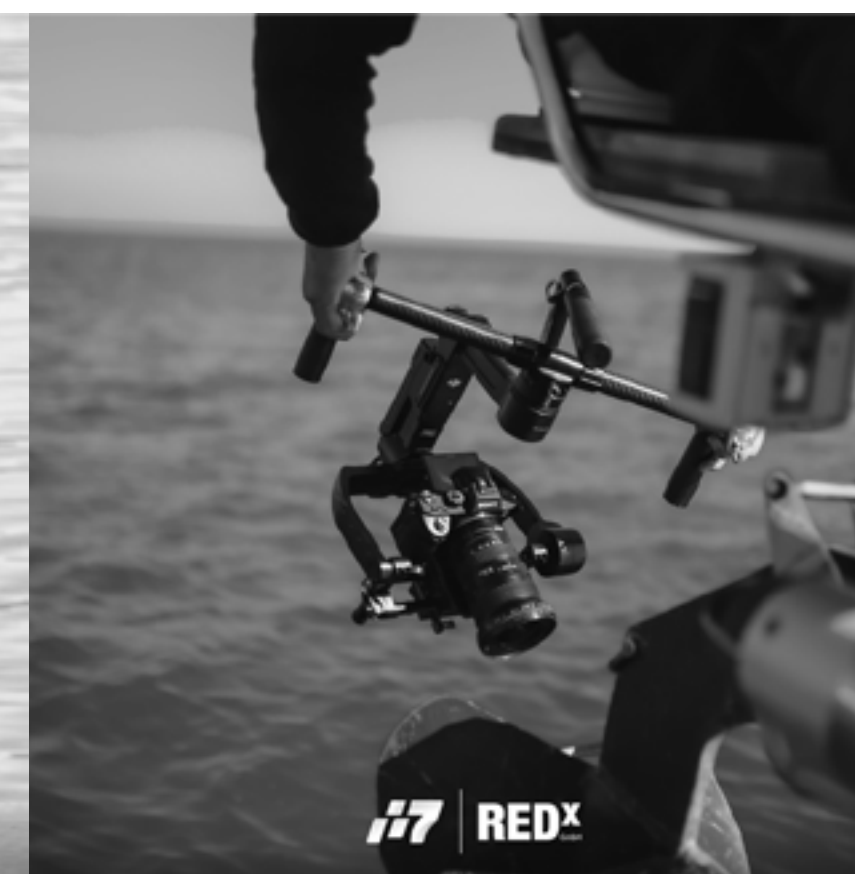
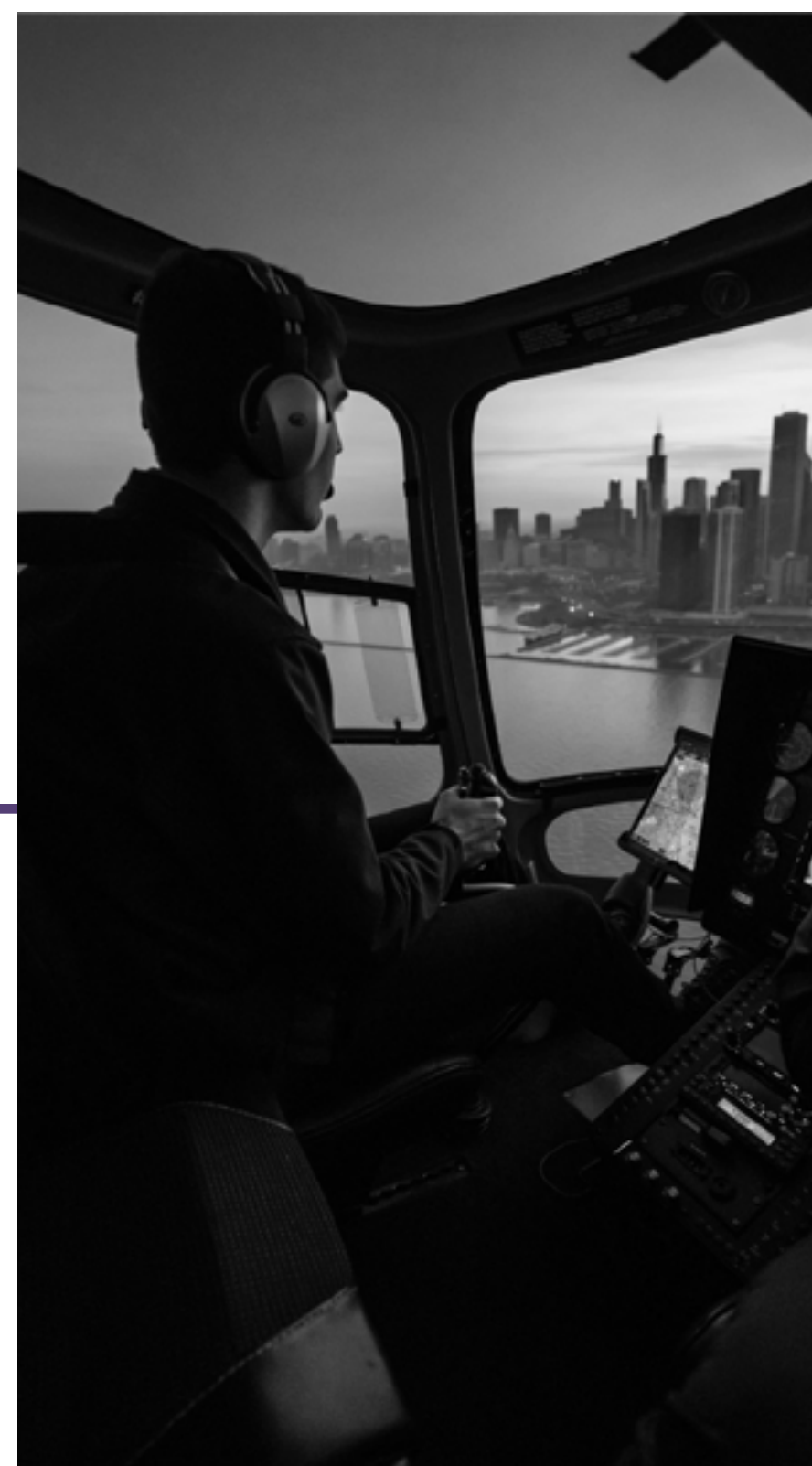
In collaboration with UPT House on executed a 15-day advertising campaign, 'Discover the Future of Cruising,' aboard an MSC KSA Cruises in Italy. The campaign highlighted the brand's commitment to sustainability and innovative possibilities at sea. Showcasing the ship's facilities, the integrated storytelling approach invited audiences to explore unique onboard experiences. The project demonstrated UPT's expertise in producing captivating visuals and marketing strategies while positioning MSC Cruises as an industry leader investing in cutting-edge environmental technologies and solutions.

Upt



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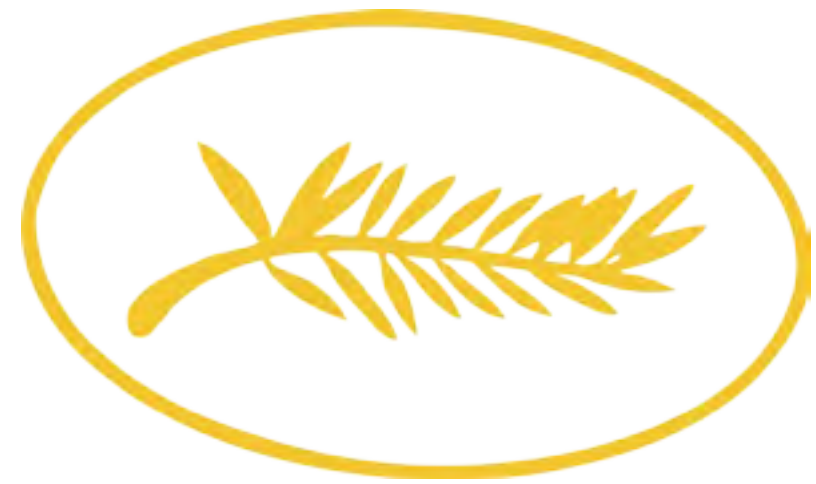


# 75th Cannes Film Festival with Film AlUla

In 2022, M7 provided exceptional, exclusive media coverage for Film AlUla at the prestigious 75th Cannes Film Festival. Our services included daily video production across various formats such as documentaries and short films, as well as conducting high-profile interviews with A-list stars. This collaboration showcased M7's commitment to delivering top-quality content and reinforced our position as a leader in the global media production industry, adept at thriving in diverse, high-stakes environments.





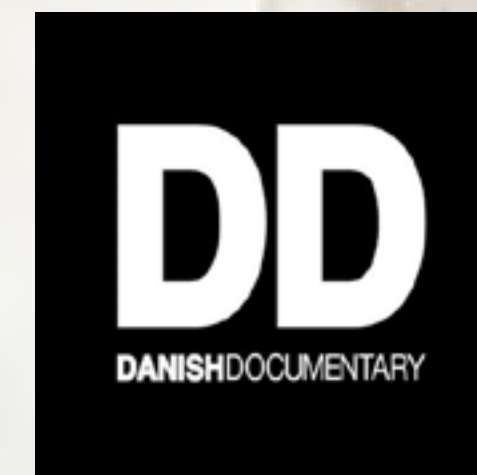
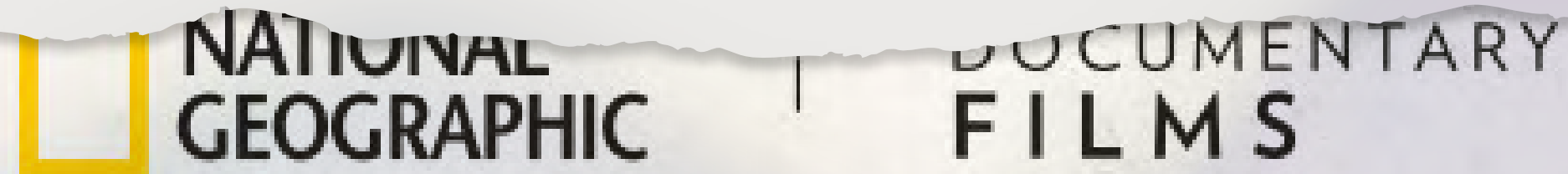






# The Cave Film

M7 Media collaborated with the Danish Documentary Foundation and National Geographic on the critically acclaimed film, The Cave. Providing "first-class production services" including underwater photography, unique locations, and skilled crew, M7 ensured seamless operations in Turkey and Europe. Our partnership demonstrates our commitment to delivering exceptional services for prestigious projects, contributing to The Cave's success and bolstering our industry reputation.



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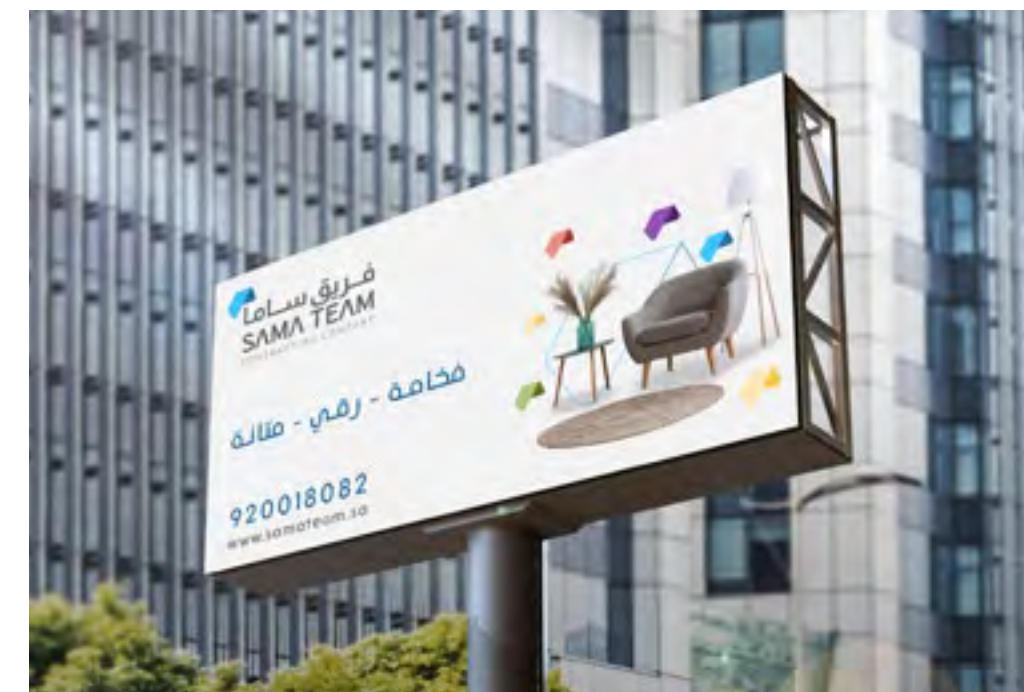
# BRANDING

- ▶ ASSESSMENT
- ▶ POSITIONING / VALUE PROPOSITION
- ▶ BRAND ARCHITECTURE AND RATIONALIZATION
- ▶ NAMING
- ▶ CORPORATE IDENTITY
- ▶ VISUAL SYSTEMS
- ▶ TAGLINE / MESSAGING
- ▶ BRAND MANAGEMENT AND TOOLS
- ▶ TRAINING

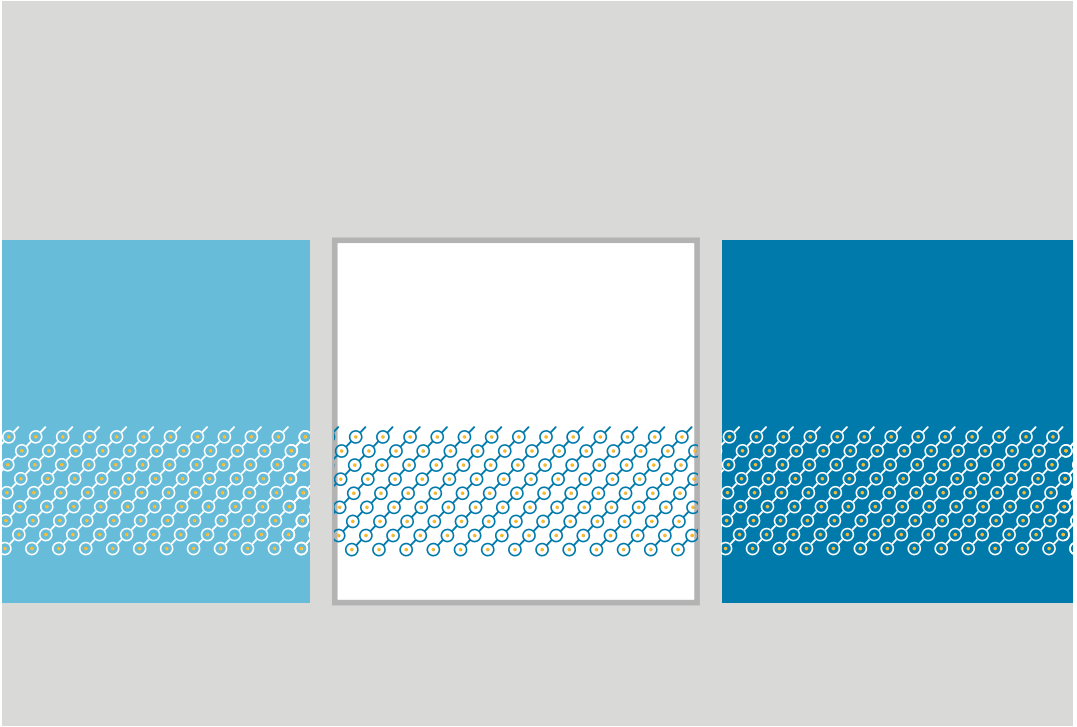
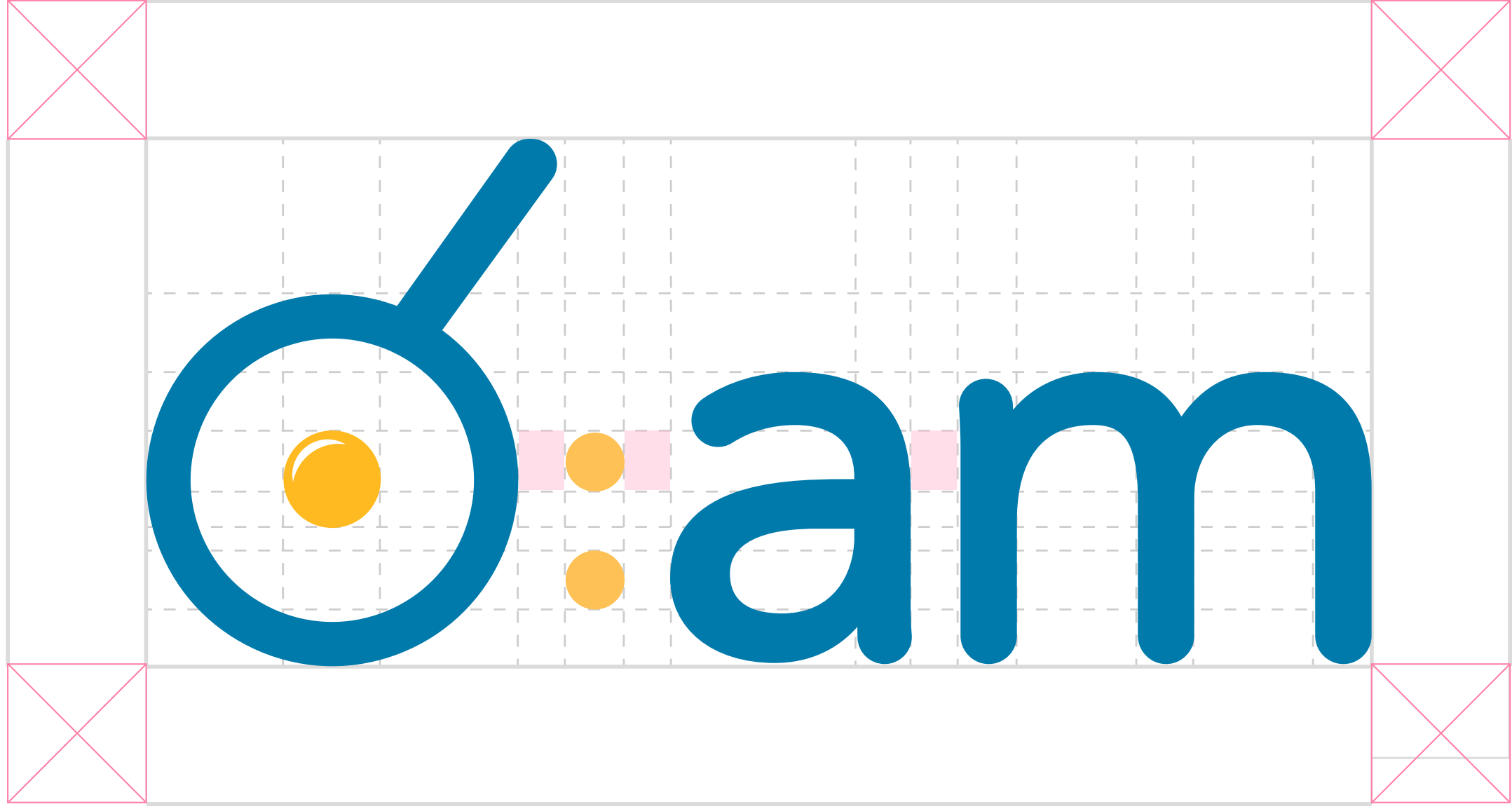
“A **brand** for a company is like a reputation for a person. You earn reputation by trying to do hard things well.”

**Jeff Bezos**











# HALAL - OFFICE BRANDING

BRANDING

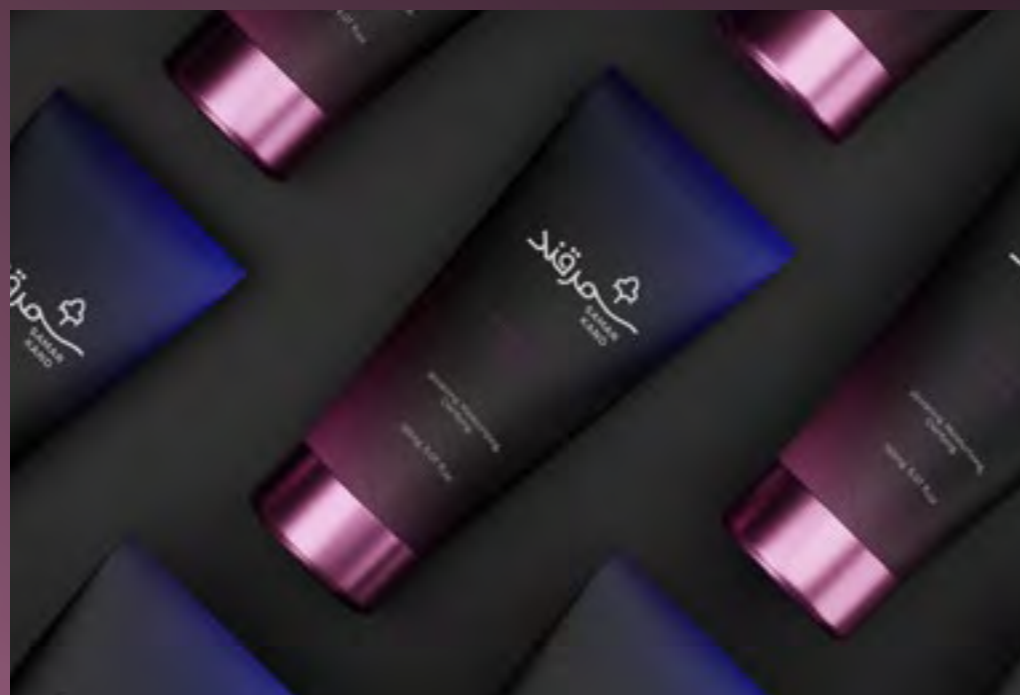
2023





# مرقند

SAMAR  
KAND





## Strategic Allies in Achieving Success



**Trend  
Solutions**  
Simplify Process, Amplify Results



**ERCAN**  
FOR GENERAL CONTRACTING



## OUR CLIENTS



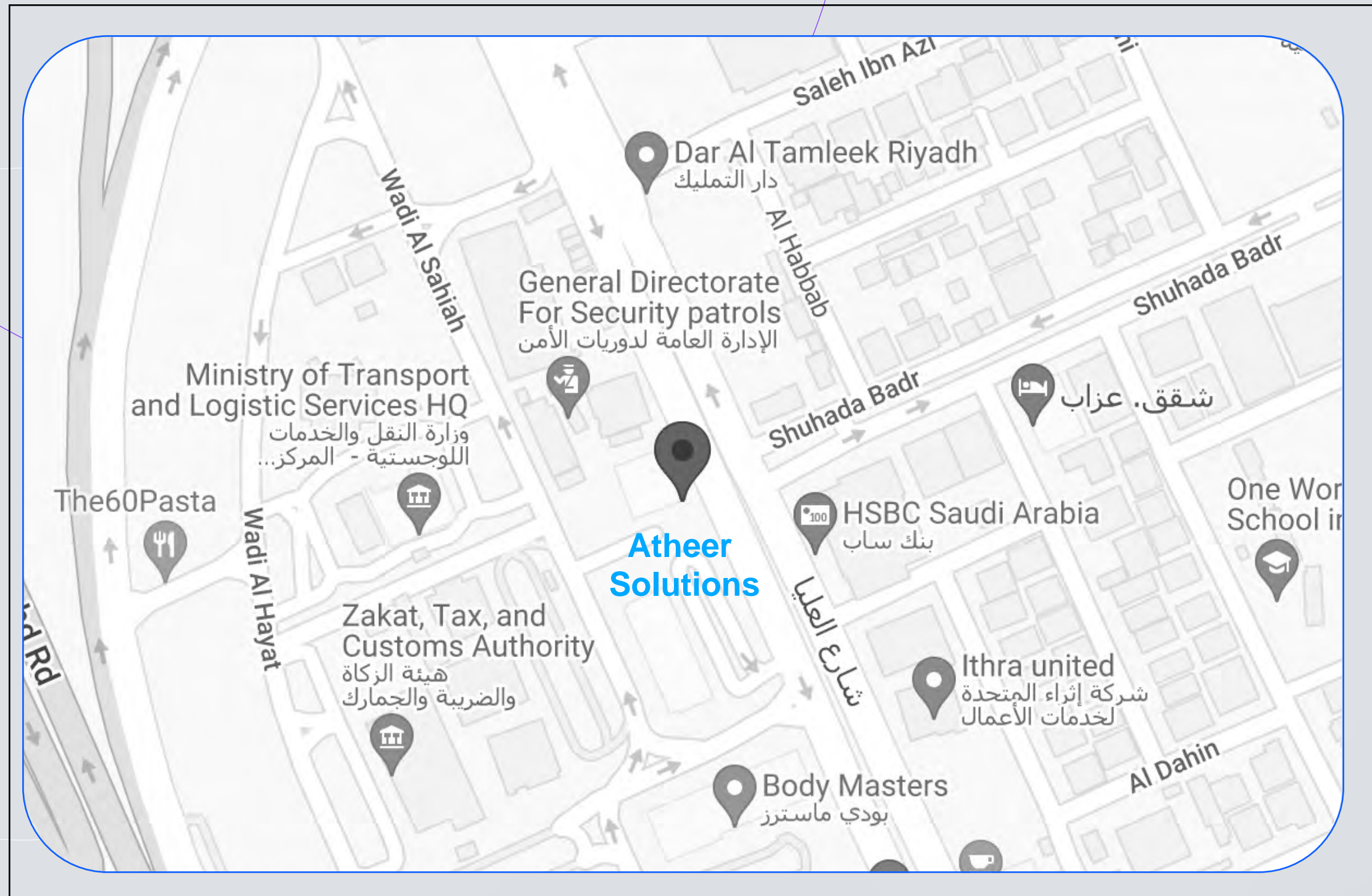
“It takes good **clients** to make a good advertising agency.”

**Morris Hite**



## WHO ARE WE?

Atheer Solutions is a 100% Saudi Agency managed by highly experienced and qualified talents.



## “ Localization

is not just the process of adapting a language for a region. There is much more to it.”

**Sudheen M L**

## WHERE DO WE OPERATE?

Atheer Solutions operate from its head office in Riyadh as it serves its clients in most of Saudi Arabia cities.





“Interested in  
how we could  
help your  
business grow?  
We’d love to  
**talk** to you.”

**Atheer Solutions**

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

## CONTACT

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