



INNOVATIONS Unlimited ME is a newly established company headquartered in Doha, Qatar. The name was chosen to self-describe the company's core business — Innovations!! Unlimited!! With a strong management team, a deep understanding of the local and regional markets, and a drive towards a greener and more innovative world, the company has been established to bring the latest innovations while offering world-class services.

Today, representing over 18 companies, we have grouped the offerings into three categories:

- Green Portfolio
- Event Portfolio
- Advertising Portfolio

The company's aim is to constantly evolve these portfolios to maintain leadership in the marketplace, in order to offer clients unique advantages. Earning the client's trust and becoming their partner is all that the company aims for. In addition to bringing leading Green technologies, IU-ME also brings and delivers the most advanced lighting technologies for architectural lighting and large-scale events.

QUALIFICATION AND EXPERIENCE

IU-ME provides the unique value proposition of delivering cutting edge solutions while operating in the ME. This allows IU-ME to engage with its clients in long term relationships, offering turn-key solutions and ongoing support. By being present in the region, IU-ME has the advantage of obtaining a deeper understanding of the market dynamics and cultural aspects. "Such insight not only allows us to be well prepared to respond to your demands, but also allows IU to be your creative partner in sharing new ideas based on the global trends identified through its research" said Markus Jordan (Managing Partner, IU-ME)

IU-ME has recently successfully executed the Qatar National Day Lighting Displays 2009 – the largest light display in the world – and has proven its capability to delivering new standards and ideas in the region. In summary, the project involved 250 tonnes of lighting equipment; 2,000 man-days for installation work; projections on over 50 skyscrapers and a specially-designed lighting concept for the Corniche (about 6km in length). "Even though our company started only a year ago, we can already name leading local companies such as The SNDCOC, Qtel, Qatar Foundation/Carnegie Mellon University of Qatar, Q.media, Qatar Petroleum, and RasGas as our valuable clients," said Ulf Six (Managing Partner, IU-ME)

THE PORTFOLIO

At IU-ME, we have a network of the strongest light technologies, designers and collaborators in the world.

Lighting specialists



In combination with our regional experience, we pick & choose for each project and requirement the most appropriate partner/technologies in order to provide unique solutions to our valuable clients.

We would like to underline, that besides the technical components, the creative team and technical skills are certainly the main success factors for any lighting project. "If you are looking for large scale image projections, architectural lighting, video mapping, LED lighting, laser shows, unique performance shows, sound engineering, special effects, massive fireworks, stage design or any technical support, we have the top teams available to implement your special project. Our mission is clear: Think out of the box and come up with creative ideas; combine it with the latest technologies and deliver something never seen before," said Amr Belal (Managing Partner, IU-ME) IU-ME has access to the largest pool of top light designers all around the world.

Our partners have extensive experience in implementing unique light projects and include for instance Jerry Appelt, Julia Starsky or Casa Magica amongst many others.

PARTNERSHIPS

IU-ME has established a unique partnership portfolio and represents exclusively several of world leading technology and design companies. For example, PRG is the largest full service provider of technical equipment for events and TV productions. With PRG, we can offer the complete set of lighting, sound, video and LED technology as well as stage and set construction. Partnering with PRG gives us access to a rental inventory of more than \$500m of equipment. "Hence, we offer the largest equipment pool in the industry, to ensure that clients always get the latest technology and all the options," says Jordan.

Pani can certainly be described as the world leader in large scale image (i.e. DIA) projections with a market share of 80 percent. "During the Qatar National Day, we have installed over 50 Pani Projectors and developed about 1,200 images to change the look of the Corniche. For one week, we transformed the skyline of Doha into



"Desert and Sea" and have projected all the images on 16 prestigious buildings (Emiri Diwan, The Museum of Islamic Art, CBQ etc). "From our point of view, the Pani equipment provides the perfect technology for large scale image projections in high quality. Basically, there are no limitations in size – we have already projected on buildings with a total height of 200 metres," Jordan said.

Other partnerships include, for instance, VMS – an internationally renowned company with special focus on creative video productions and technology. LM Productions – the leader in 360 Dome Projections. The dome can be used for hosting your exclusive event and allows seeing the projections not only from inside, but as well from a far distance – functioning as the perfect "video screen". As well as Lobo Electronics – the only full-range manufacturer of laser and multimedia equipment. Blachere Illuminations provides a full range of LED lighting products. Key references include Disney Land castle, The Eiffel Tower lighting, the Champs Elysees and has as well designed the street lighting of the Qatar National Day 2009.

PARTNERING WITH LOCAL EVENT FIRMS



IU-ME's strategy is to become the local supplier of event technologies and design. Qatar is a booming market and certainly one of the best places to be. This year alone, several hundred events are scheduled

and the future looks bright. Mega events like the Asian Football Cup or the Qatar Bid 2022 are just some examples proving the rapid growth and vision of the country. "We are currently establishing partnerships with local event companies for which we will supply the technology and especially provide the creative design and implementation skills. We do not intend to compete with existing event companies but are looking for strong and reliable partnerships to provide our services," Markus Jordan added.

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