

PROCOM

middle east

Company Profile



Audio
Video
Lighting
Rigging
Stage effects
Stage technology



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About Us

Procom Middle East was founded in 2009 and operates a showroom, warehouses, service center and a training center in Dubai, UAE



✓ **SUPPLIER OF**
PROFESSIONAL AUDIO,
LIGHTING, VIDEO,
RIGGING STAGE
EFFECTS & TECHNOLOGY
EQUIPMENT

✓ **PROVIDER OF PROJECT
SUPPORT SERVICES IN**
THE ENTERTAINMENT
TECHNOLOGY IN THE
MIDDLE EAST



What we do

Founded as an entertainment technology one-stop-stop for the events industry and venues, procom has since expanded its portfolio of exclusive brands and of product support services with its 100+ team members and extensive reseller network.

It supports its portfolio with an array of added-value services that include:

- Product representation across the Middle East region with account and product managers
- Stock keeping, warehousing, logistics, and door-to-door shipment across the region, including through e-commerce
- Maintenance and repair services in its best-in-class service center in Dubai
- Technical support services including on-site support
- An end-to-end project support services department that works hand in hand with customers on their projects from design to commissioning
- A permanent training center on the products and brands represented as well as for related disciplines

Procom operates from its head office in Dubai from a facility of over 10,000sqm of warehousing, service center, sales and corporate offices and a state-of-the-art showroom, live demo area and a training center.

Areas of expertise



Lighting



Lighting Control



Truss & Stage



Audio



Video



Effects



Signal Distribution



Power Distribution

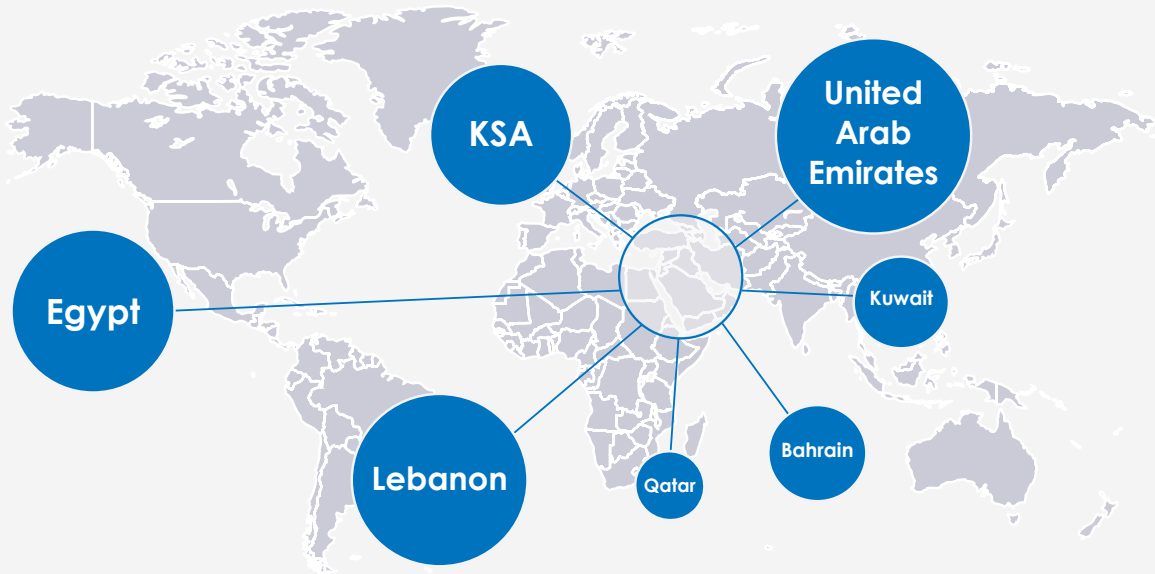


Hoists & Lifters



Rigging Material

International Reach



Skulpt
Art fitness studio

📍 Riyadh, Saudi Arabia

Billionaire
Restaurant

📍 Riyadh, Saudi Arabia



Downtown Beirut
New Year with Eurotruss

📍 Nejme Square, Lebanon

Clay
Restaurant and lounge

📍 Manama, Bahrain



Brands & equipment

As the official Middle East distributor of top industry Brands, we support our products with training, maintenance and stock keeping in the UAE. We also partner with professionals and a network of re-sellers across the region to best deploy our products in projects



ADAMSON

Pro-audio
loudspeaker
equipment



ANTARI

Smoke, fog and
haze effects
machines.



AVOLITES

Lighting consoles,
dimmers and
media servers.



AYRTON

LED moving
lights.





BLUSTREAM

Advanced HDMI distribution & video transmitters



CAPTURE VISUALISATION

lighting design, documentation, and visualisation software.



CHAIN MASTER

Made in Germany lifting equipment and rigging hoists.



CONTRIK

Power distribution systems and cables.



CYCLOPS LIGHTING

Entertainment lighting, moving heads, pars, profiles, fresnels & gobo projectors.



DAS AUDIO

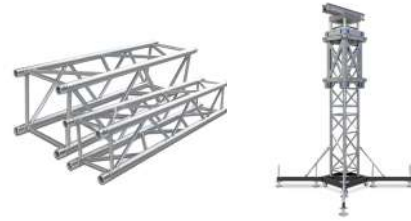
Professional speakers and sound processing devices.





EUROTRUSS

European-made, lightweight robust aluminum trusses.



K-ARRAY

Professional slim array technology audio systems.



KGEAR

Pro audio amplifiers, subwoofers, speakers & column systems.



LUMENRADIO

Wireless lighting control technology.



MADRIX

LED lighting control software and hardware.



NETGEAR AV

Managed AV-Line switches.





NOVASTAR

LED display control solutions.



NST AUDIO

High-quality audio solutions.



OPTOMA

Visual display solutions & projectors.



PANGOLIN

Laser control hardware & software.



POWER DISTROS

Power and signal distribution equipments.



SEETRONIC

Audio and video connectors.





STRAND

Stage lighting,
dimmers &
control.



SYMETRIX

Audio hardware,
software and AV
control systems.



TRUSS TECH

Heavy-duty
clamps for
the stage.



UNITY LASERS

Diode-based
laser projection
systems.



VARI-LITE

Automated lighting
technology.



VISIOTEKK

Indoor & outdoor
LED screens.





WAVES SYSTEM

Multimedia players,
sensors & speakers.



WIRELESS SOLUTION

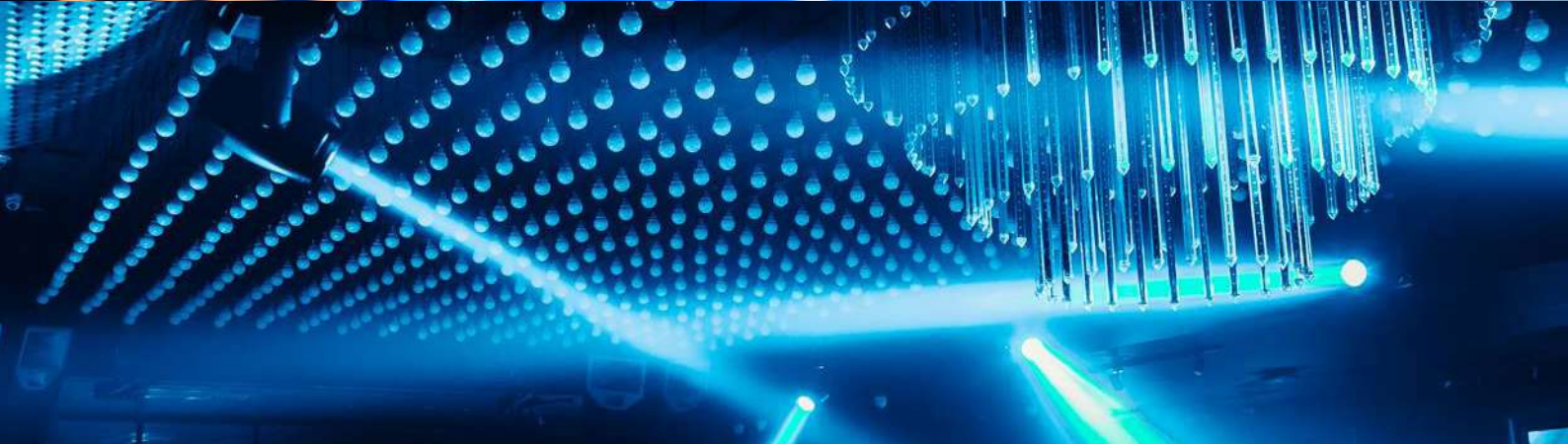
Wireless lighting
control signals
equipment.



ZERO88

Lighting control
equipment.





Project support

We provide project support services from concept design to commissioning.

We design audio, lighting and rigging solutions and support in the installation.

Stages & Theatres
Clubs & Restaurants
Conference & Exhibition Halls
Schools & Universities
Auditoriums

Malls & Retail Outlets
Stages
Broadcast / TV Studios
House of Worship
Theme Parks



“ The Project Support division handles every aspect of a project from conception to execution and after sales support ”

References



**YAS Waterworld
Abu Dhabi**



**White Club - Addmind
Dubai**



**Museum of the Future
Dubai**



**La Perle by Dragone
Dubai**



**Dubai WorldTrade Center
Dubai**



**VII Club
Dubai**



**Sony Flagship Store
Dubai Mall**



**Hub Zero - Meraas
City Walk - Dubai**



**Atelier M - Pier 7
Dubai**



**Dubai Ice Rink - Emaar
Dubai Mall**



**Chateau Rweiss
Lebanon**



**IMG Worlds of Adventure
Dubai**



**Qasr Sultan - Meraas
Dubai**



**Ferrari World
Abu Dhabi**



**MBC Studios
Lebanon**



**Gravity Indoor Skydiving
Bahrain**



**University of Sharjah
Sharjah**



**Cranleigh
Abu Dhabi**



**Dibba Culture Center
Fujairah**



**Casino Du Liban
Lebanon**



**Bollywood Raj Mahal
Dubai Parks**



**Indie - Addmind
Dubai**



**SÂN Beach
Dubai**



**New York University
Abu Dhabi**



**The Garten
Lebanon**



**Legoland Stunt Show
Dubai Parks**



**GEMS World Academy
Dubai**

Training Center

Procom's Training Center offers regular courses in entertainment technologies disciplines: Lighting, Audio, Video, Rigging, and Effects. Currently, the courses are hosted regularly in Dubai and Beirut.

A typical class is small, hands-on, and follows a rigorous pre-defined program with specific learning targets. Participation certificates are always provided to participants. In some cases, official certificates are provided and tests are required to be taken. We charge a minimal fee in order to maintain the quality of the courses.



***“ Elevate your learning with individualized instruction.
Master skills at your pace. ”***



Thank You

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