THE VIRTUAL EVOLUTION

COMPANY PROFILE 2026

XR Studio from Saudi Arabia to the world.

OUR APPROACH

Where Physical Space Meets Digital Intelligence

We design the room, the screen and the software as one experience.

Spaces people stop for

Stands, LED and stages that carry a brand through the hall.

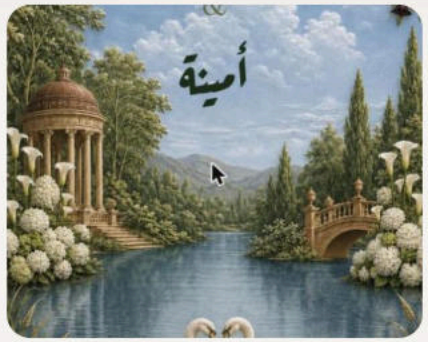
Software that keeps working

Maps, apps and platforms that visitors use on their own phones.

Data that explains it

Analytics that show what people searched, tapped and walked to.





CAPABILITIES

What We Do

Eight disciplines under one roof, so nothing gets lost between the idea and the opening day.

Stands and expo execution

Design, build and on-site running.

LED and media

Indoor, outdoor and custom screens.

Wayfinding and digital twins

Venues you can explore in 3D.

VR, AR and 360

Headsets, livestreams and AR apps.

Software and SaaS

Apps, platforms and dashboards.

Games and animation

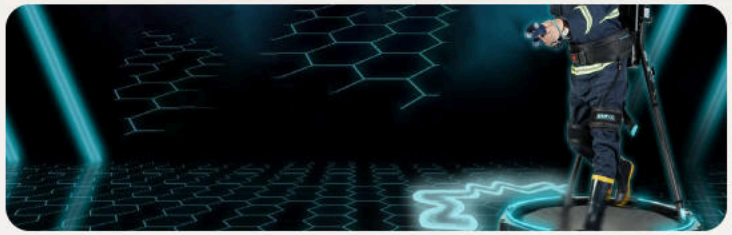
Playable and animated content.

XR studio and projection

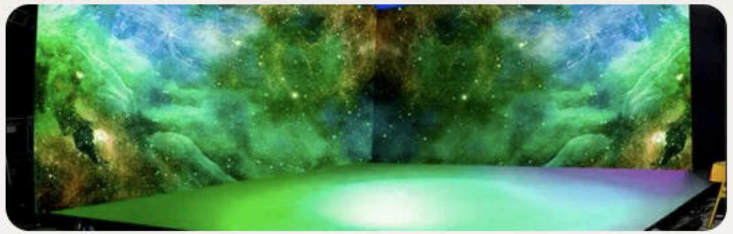
Virtual production and mapping.

Analytics and insight

Reports on what visitors did.







PROJECTS

Recent Work

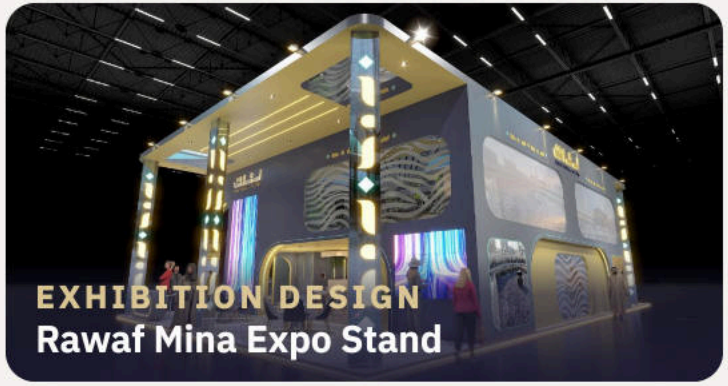
Experiences we designed, built and ran, from a venue-wide map to a wedding invitation.













EXPO TECHNOLOGY

Hajj Expo Wayfinder

An interactive 3D map of the Jeddah Superdome for the Hajj Conference & Exhibition 2026, organised by Sela. One map for visitors' phones, kiosks and the web.

CLIENT
Sela

VENUE
Jeddah Superdome

DATES
8 to 11 November 2026

OUR ROLE
3D map, UI, search, routing, QR and analytics



One Map for Every Screen

No app to install: scan a QR code and the route opens in the browser.



Same map, every channel

Kiosks, web and mobile share one look and one set of content.

3D venue map

Halls, stands and facilities, with 360 rotation and pinch to zoom.

Intelligent search

Suggests as you type, forgives misspellings and filters by category.

Smart routing

Shortest path, accessible routes and walking time in minutes.

Six languages

English, Arabic, Finnish, Swedish, Italian and Indonesian.

Live analytics

What visitors search, tap and navigate to, in one dashboard.

Visitors Used It Far More Than in 2025

Every expo day of 2026 was above the busiest day of 2025.

33,956
map sessions
expo days: 32,031 (+130%)

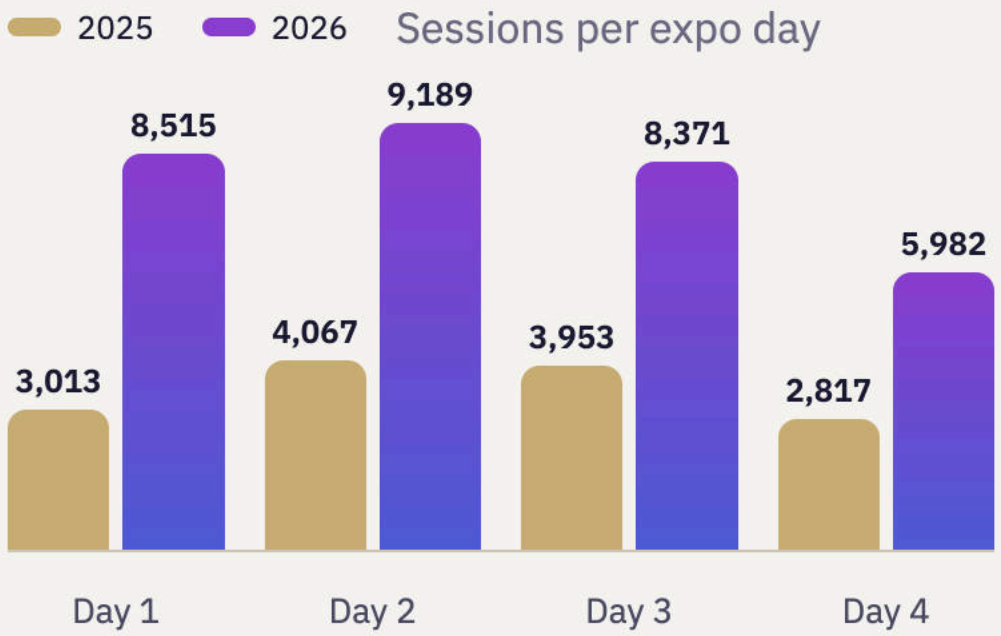
96,598
map interactions
expo days: 81,764 (+249%)

97.1%
of searches found a place
841 of 28,775 had no result

2.55
interactions per session
2025: 1.69

99.0%
of interactions on mobile

94.8%
in Arabic



Expo days 8 to 11 November 2026 against the same four-day span in 2025, same method, Jeddah time. Sessions and interactions include map use before opening.

EXPO TECHNOLOGY · ON THE FLOOR

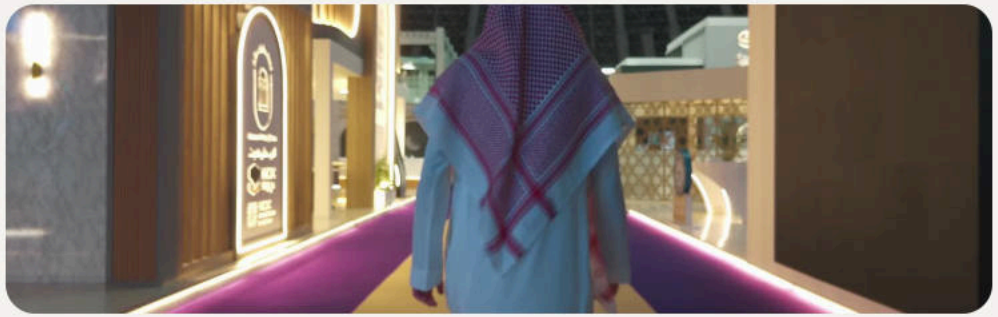
The Wayfinder in the Hall

Visitors scanned, searched and walked the routes across the Jeddah Superdome.



Scan the kiosk QR code, take the route on your phone





Stands, aisles and gates, mapped in 3D

A 39-second film of the wayfinder in use at the Hajj Expo accompanies this profile.

DIGITAL PRODUCT

Mar7ba
E-Invitations

A wedding invitation people open like an envelope. Every guest gets a personal link, and the host sees every reply live.

- Opens like a sealed envelope
- A QR code and a reply for every guest
- One link, shared to every channel

invite.mar7ba.me



From Sealed Envelope to Celebration



1 · Receive

A sealed envelope arrives as a link.



2 · Open

The invitation unfolds on screen.



3 · Read

A personal blessing for each guest.



4 · Count down

A live countdown to the day.



5 · Follow the night

The programme, hour by hour.

DIGITAL PRODUCT · FOR HOSTS

Everything a Host Needs, in One Link



دعوة تُفتح كالظرف

يفتح ضيفك الظرف على هاتفه، فتبدأ الموسيقى ويظهر العدّ التنازلي وموقع القاعة على الخريطة. اختر من قوالبنا، وعدّل فيها كل شيء.

السعودية

رابط الدعوة

رسالة نصية | Instagram | Facebook | WhatsApp

رابط واحد يصل إلى كل مكان

رابط أنيق جاهز للإرسال على واتساب وفايسبوك وإنستغرام أو برسالة نصية.

صالح لدخول واحد

باركود لكل ضيف

لكل ضيف رمز خاص به. تمسحه من هاتفك عند الباب بلا تطبيق ولا جهاز، فتعرف من دخل، ولا يدخل اثنان برمز واحد.

سيحضر

اعتذر

بانتظار الرد

الردود أولاً بأول

ترى كل رد ساعة وصوله: من يحضر، وبكم فرداً، ومن اعتذر. وزّع الطاولات وصدّر القائمة حين تحتاجها.



القاعة على الخريطة

Every guest has a QR

A personal code at the door.

Replies tracked live

Yes, no and pending at a glance.

One link, every channel

Share it anywhere guests are.

Venue on the map

Directions are one tap away.

EXHIBITION DESIGN

Rawaf Mina Expo Stand

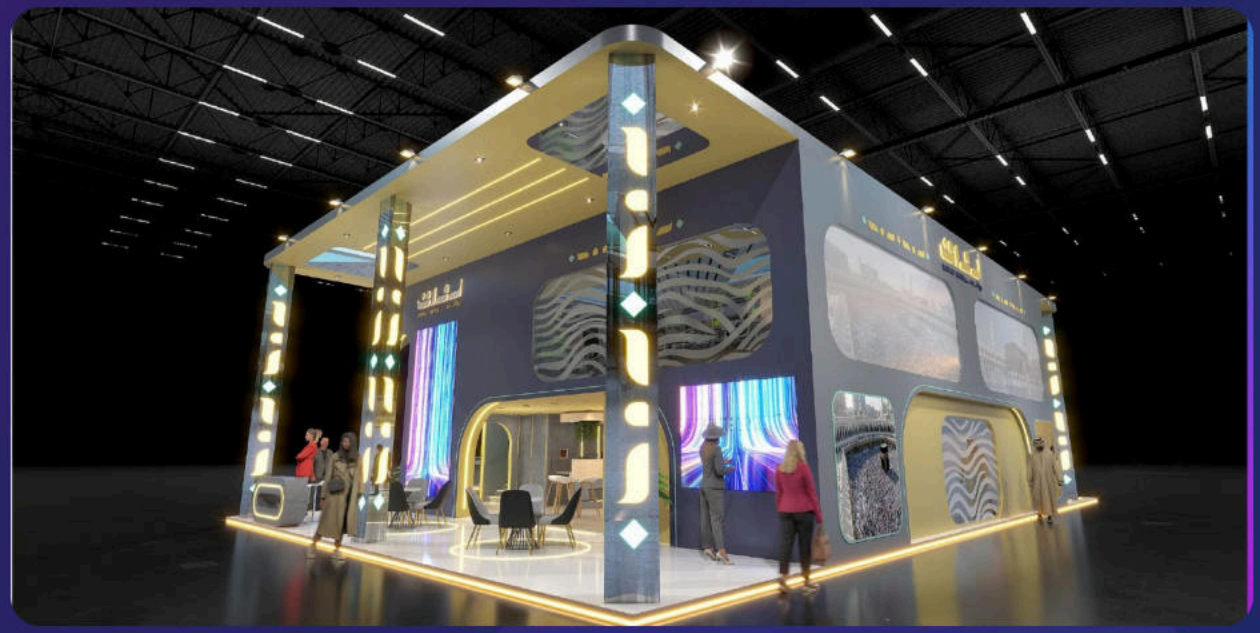
A luxurious, technology-driven and minimalistic stand for Rawaf Mina at the Hajj and Umrah Exhibition and Conference 2025. Two design concepts, from the screens to the giveaways.

CLIENT
Rawaf Mina for Hajj Service

EVENT
Hajj and Umrah Expo 2025

SCOPE
Stand design, technology, activation

ALSO
Catering and giveaways



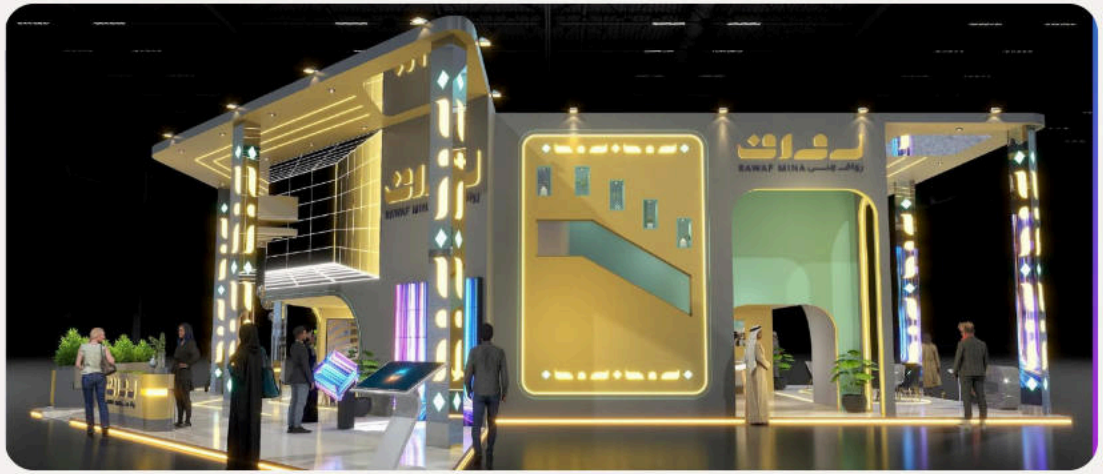




EXHIBITION DESIGN · CONCEPT 1

A Stand Built Around Light and Screens

Gold lighting, mirror finishes and large-format media draw visitors in from the aisle.



Front view: backlit logo, neon and mirror-finish pillars



Side view: living wall, stair to the first floor

10 × 3 m
anamorphic screen

2.5 × 2.5 m
interactive LED cube

2 floors
lounge, bar and meeting rooms

VIP
meeting room and photo booth

EXHIBITION DESIGN · INSIDE AND BEYOND

From Meeting Rooms to Giveaways

The brief covered the whole stand experience, not only the structure.



Meeting lounge



VIP meeting room



Concept 2: navy, white and gold

TECHNOLOGY

3D logo billboard, LED information box and a digital-twin tour of their control room.

GIVEAWAYS

VVIP gifts, enamel pins, notepads and eco tote bags, on brand.

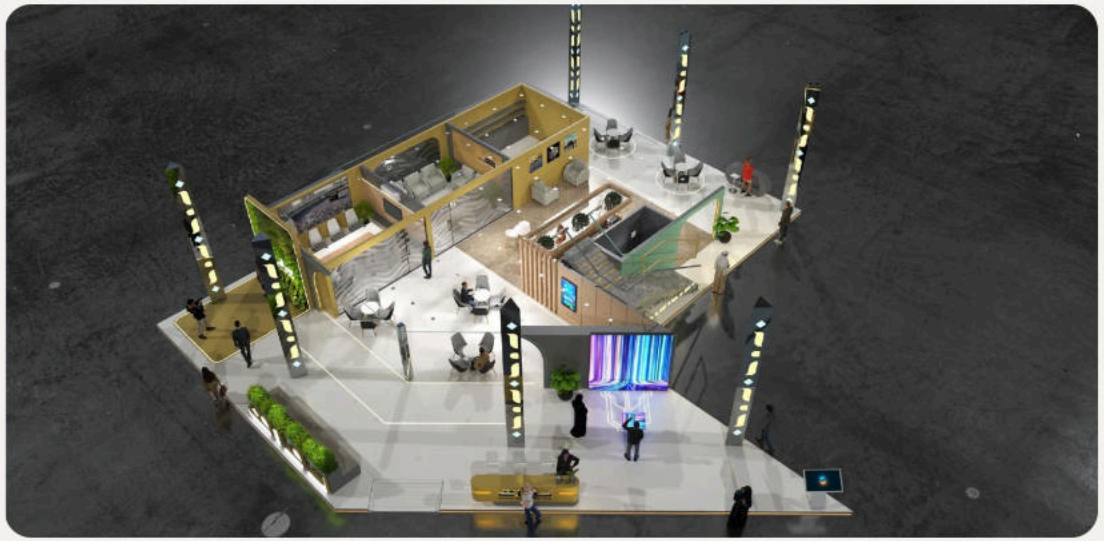
CATERING

Silver and Golden packages for 100 guests over four days.

ON SITE

A project manager from build-up to close.

Every Angle Designed







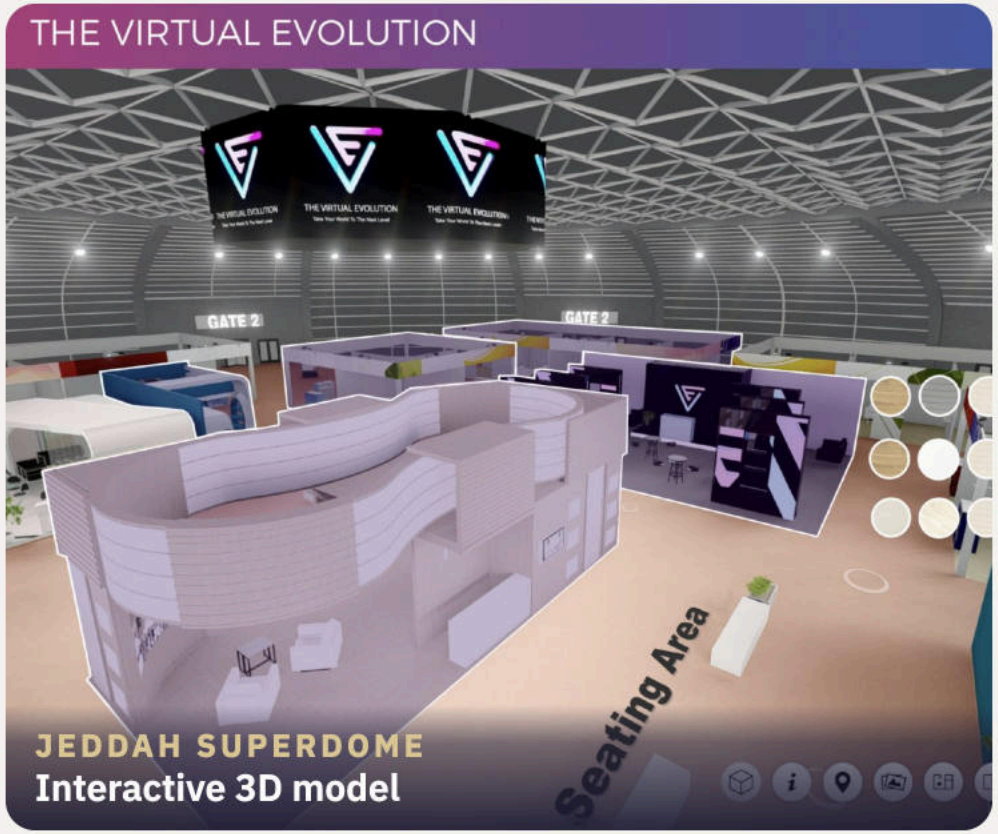




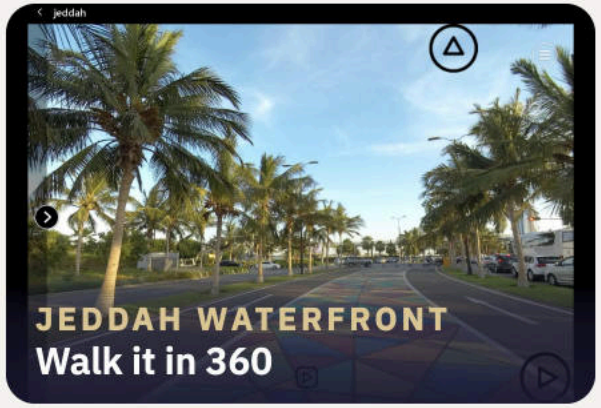
DIGITAL TWINS AND 3D

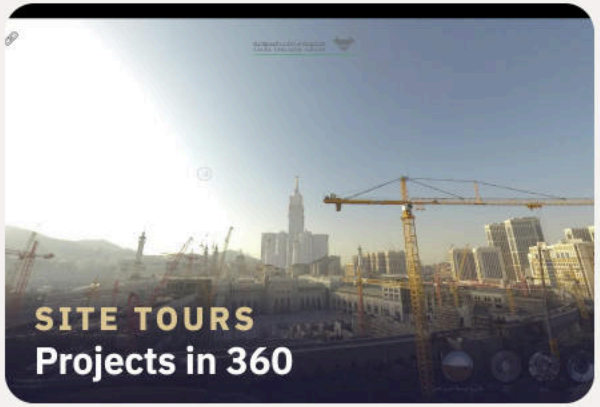
Venues You Can Explore Before You Arrive

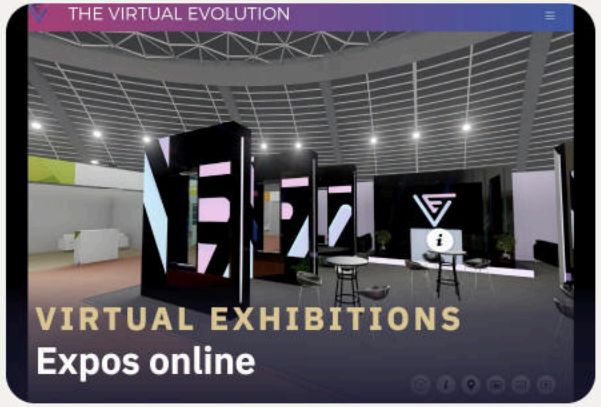
The 3D work that led to the Hajj Expo wayfinder.











SOFTWARE · AR MUSEUM APP

AR Museum App

A customised AR app that makes a museum visit immersive and playful, so every part of the museum gets discovered.

80%
Enhanced visitor flow

70%
User real-life engagement

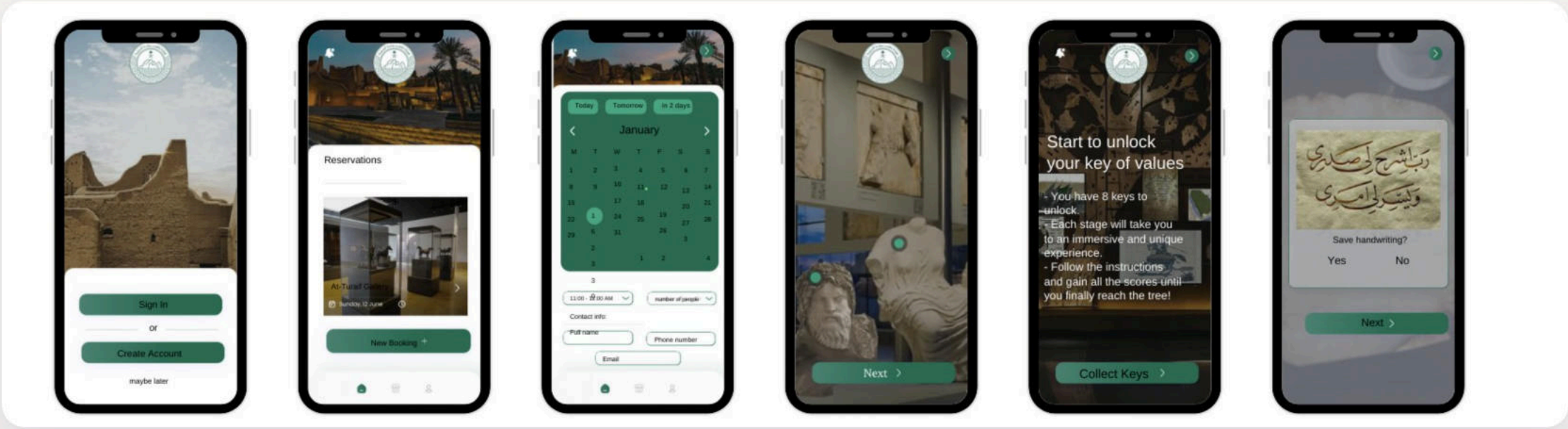
- AR wayfinding and indoor navigation
- AR gamification of the visit
- Customised merchandise, bought in the app



SOFTWARE · AR MUSEUM APP

A Visit That Plays Like a Game

Sign in, book a slot, scan the objects and collect eight keys of values, one stage at a time.



Navigation

QR triggered interaction

Collecting keys

Scanning

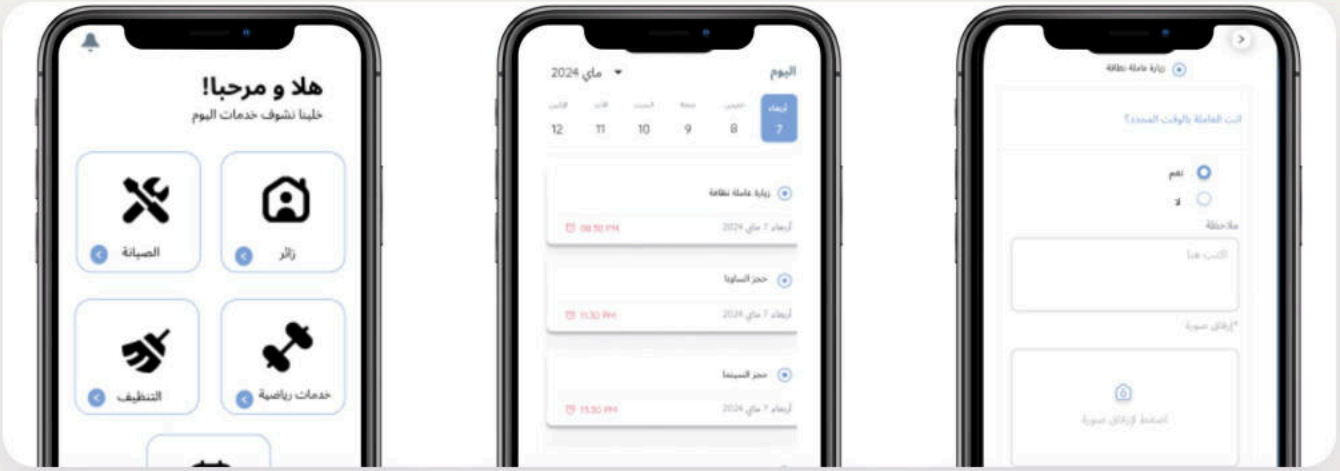
Data collection

Personalised experience

SOFTWARE · RESIDENT MANAGEMENT APP

Aljawharah Resident App

One app for the whole building: entry and guests, amenity bookings, events and maintenance.





Entry and services

Entry control

Service requests

Amenities

Maintenance

Complaints service

24-hour help desk

Event bookings

Community

Rating services

Signing in guests

Use of facilities

What the admin panel runs

Customers, staff and services, events, in-app notifications, and reports and statistics.

SOFTWARE · PRODUCTS

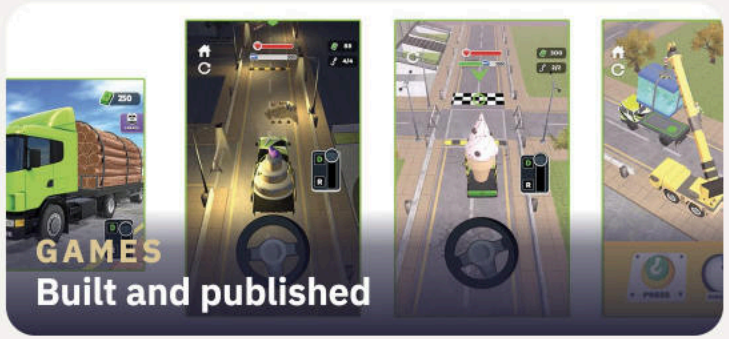
Configurators, Command Centres and Games



A classic MG Roadster as a configurable 3D model, with colour and spec options. It shows how any product can be presented in 3D.



A dashboard to control, track and supply camps running short of meals, water, technicians and carts. It kept emergency supply within 30 minutes in Mina and Arafa.



Shipping Wars, made with a partner, passed 100k downloads. Car Spider Robot passed 20k downloads.

IMMERSIVE ACTIVATIONS

VR That Draws a Crowd

Our team runs VR, AR and 360 experiences on the floor, not just on screen.

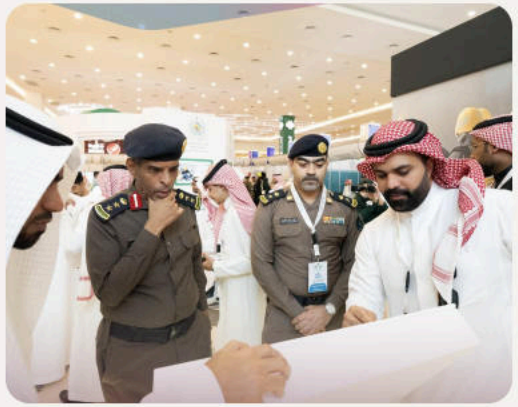
- Walk-in, first-person VR
- AR apps for museums and retail
- 360 livestream, no viewer limit
- Video, 360 photos and timelapse

From the headset to the stream, the same team designs, brands and operates the experience.











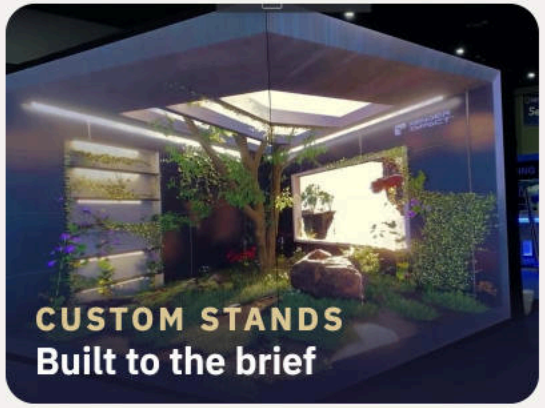


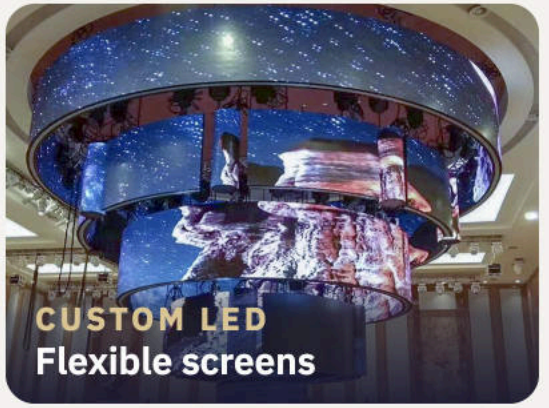
SPACES AND SCREENS

Stands, LED and XR Studio

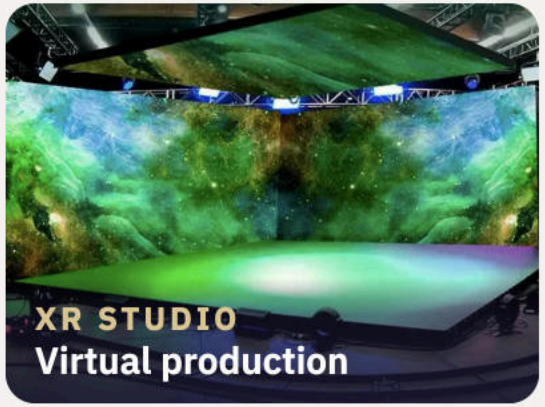
Built environments and media that carry a brand from the hall to the street.

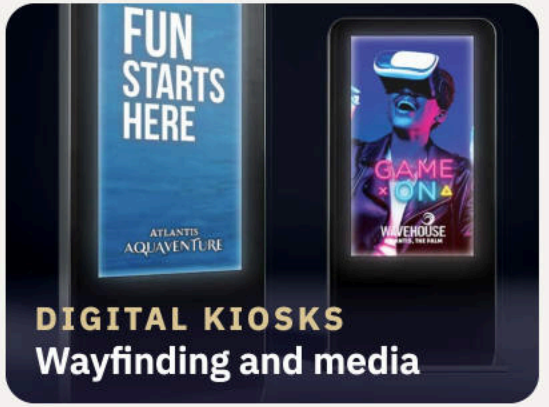












TRUSTED BY

Organisations We Have Worked With

From government and heritage bodies to clubs, developers and expo organisers.

Government and heritage



Expos and events



Sport and clubs



Business and services



INTERNATIONAL PRESENCE

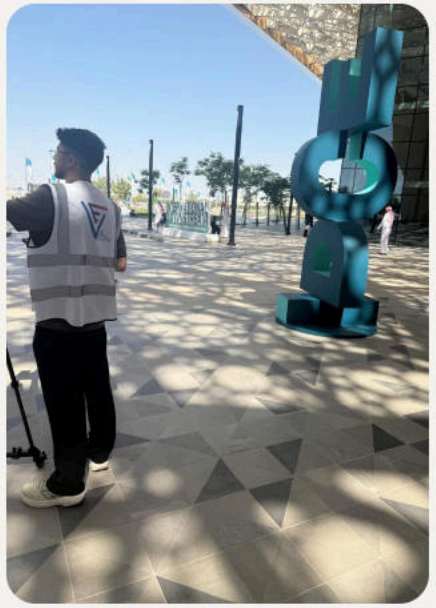
On Site, Across Borders

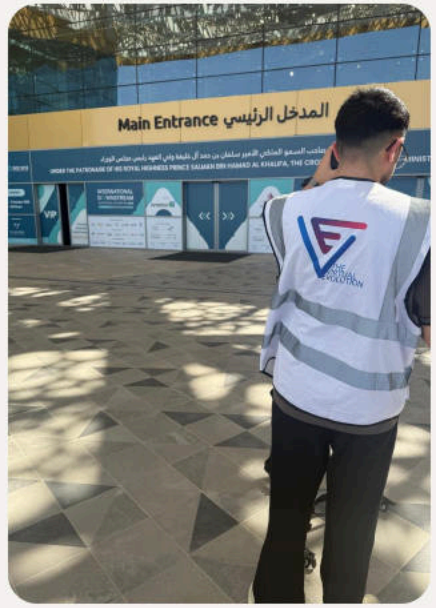
Our team shows up in person, at international conferences and with international partners.



With international partners







VE team at work on site, International Downstream Conference & Exhibition 2025

Arabic-first, multilingual and used to working on the floor with organisers and exhibitors.

WHY VE

Built to Work Anywhere

Six reasons organisers and brands choose one studio for both the physical and the digital.

01

One studio, end to end

Concept, design, build, run and measure, with one team accountable.

02

Arabic first, multilingual

Our wayfinder runs in six languages, and Arabic led 94.8% of use at the Hajj Expo.

03

Proven at scale

33,956 map sessions and 96,598 interactions across the Hajj Expo 2026.

04

Measured, not guessed

Analytics show what visitors search for, tap and navigate to.

05

Physical meets digital

Stands, LED, XR and software come from the same hands.

06

Light to deploy

Web based, no app to install, and the same map on kiosks, web and phones.

HOW WE WORK

From First Idea to Opening Day

Idea, content and creativity run through every stage.

01

Brief

Goals, audience, venue and the metrics that matter.

02

Concept

The idea, the story and the first visuals.

03

Design

3D, UI and content, reviewed with you.

04

Build

Fabrication, software and integration.

05

Run

On-site support, then analytics and a report.

Our wayfinder follows the same path: floor plans in, a live map within weeks, and a data report when the doors close.

Let’s build what’s next.

The Virtual Evolution · From Saudi Arabia to the world



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