CREATIVE TECHNOLOGY
YOUR SYSTEM INTEGRATION PARTNER
WELCOME TO THE WORLD OF

CREATIVE TECHNOLOGY

QUICK FACTS:
• Industry standard installation software and tools
• Dedicated project managers and designers
• Industry standard training
• National presence
• Local knowledge with global delivery
• Custom designs
• Extensive knowledge and relationship with manufacturers

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PEOPLE WE’VE WORKED WITH:
• Miral
• Action Impact
• Imagination
• Jack Morton
• Mamemo
• Expo 2020
• BBC
• ITV
• Bloomberg
• Sky News
• Sky News Arabia
• Sky Studios
ABOUT US

Making the sum of the parts work together as one in a single, fully-functioning, complete system.

Creative Technology (CT) is one of the world’s leading suppliers of specialist audiovisual solutions to the live events industry and permanent installation markets. Providing cutting edge, turn-key audiovisual services to a diverse clientele both locally and globally. Our experience includes everything from installing visual spectaculars on Royal Palaces to creative retail installations.

We are committed to providing excellence to our clients with cost-effective solutions that use the latest yet proven technology. Delivering Theatres, Performing Art Venues, TV Studios and Playout facilities, Conference Centres, Command and Control, Corporate Headquarters, Museums and Visitor Experience Centres.

Creative Technology System Integration (CT-SI) is a global operation within the CT Group; our SI division has offices in the Middle East, USA, Europe, and Asia.

In the Middle East, we have full-service operations located in the UAE and Qatar. With our unique mix of rental, sales and installation experience across broadcast, live event and entertainment technologies, we are uniquely qualified to deploy robust and reliable systems and services for you.

Creative Technology has been in operation since 1986 and is a subsidiary of NEP Group, an international media services group based in Pittsburgh, Pennsylvania. As part of NEP, Creative Technology is a mature and financially sound organisation. Our financial strength assures our clients that we will always be there for them, now and in the future.

Why Choose CT for Your Installation?

CT provides innovation, technology, project management and operational support to the system integration market. We lead the industry by exceeding customer expectations and delivering creative technological solutions globally, engineered by the world’s leading minds.

CT’s long-term experience, management and planning expertise, and global network of suppliers allows major projects to be delivered with local knowledge in a cost-effective manner irrespective of location. For CT, it is simple: what drives us is our desire to create inspiring and memorable installations.
Installations with Creative Technology bring together components and sub-systems and ensure that they all function together properly. From design, and pre-production to installation and servicing/support services, CT is with you every step of the way.

With over 30 years’ experience in delivering AV technology, CT has the relationships and buying power to help deliver your installation on-time and on-budget. Our dedicated team of programmers and developers can customise and write bespoke programs to seamlessly integrate all physical and virtual components of your project, resulting in a well-organised, seamless delivery, bringing your project to life.

WE CAN PROVIDE EXPERTISE AND EXPERIENCE IN:

- Display Technology
- Production Intercom
- Production Audio
- Production Lighting
- Stage Engineering
- Specialist Production Wireless
- Specialist RF over fibre
- Video Mapping Solutions
- LED Screens from stadiums to ballrooms
- Equipment specification and resourcing
- Data, Intercom, Video and Audio Infrastructure design
- Studio Systems
- Digital out of home

WORKING ACROSS VARIOUS MARKET SECTORS SUCH AS:

- Auditoriums & Theatres
- TV Studios
- Retail Installations
- Conventions & Expos
- Experiential Activations
- Arenas & Stadiums
- Command & Control Rooms
- Corporate & Commercial Solutions
- Managed Services
MARKETS
CT can help you bring your performing arts and world-class entertainment productions to life with innovative technology to create immersive theatrical experiences that your audiences will never forget.

Our highly skilled qualified professional engineers are on hand every step of the way to design and install bespoke solutions tailored to your needs. Everything from stage lighting, audio and video solutions to stage engineering, electrical and mechanical installations.

KEY FEATURES:

- Flexible design to suit the performance
- Scalability to adapt to the venue size
- Modern Infrastructure
Studio producers and broadcasters are at the forefront of innovative technology, and it takes highly skilled professionals to understand the design differences that are required between various studios such as newsrooms, live audience studios and formal TV studios. At CT, we understand that not all studios are the same. We work alongside our clients to design, install and service an audiovisual solution that works for them from refurbishment projects to new build studios.

Our extensive knowledge of audiovisual technology coupled with the knowledge and experience of our broadcast partners at NEP ensures we can deliver a variety of solutions from bespoke lighting and suspension systems, high quality in-studio video screens and displays, projection mapping, xR solutions, command and control rooms, hoist/truss and TV suspensions as well as maintenance and update services.

KEY FEATURES:

- Design Suspension Systems
- Augmented Virtual Studios
- Broadcast Chain
- NEP – OB Trucks
- Broadcast Technology Specialist
Large scale retail and showrooms now enjoy some of the highest quality installations to help engage their customers and sell their products and services.

CT can integrate the latest visual technology into your project, working closely with you, your designers or architects every step of the way to provide support and expertise.

From spectacular retail installations, background audio systems and digital signage systems, CT can help you communicate and connect with your customers through immersive, memorable and interactive experiences using the latest installation technology.

**KEY FEATURES:**

- Brand Visibility
- Bespoke Displays
- Interactive Technology
No matter where your next convention or expo takes place, CT can be on hand to deliver flawless technology solutions.

CT can integrate the latest audiovisual technology into your project, working closely with you every step of the way to provide unrivalled support and expertise. Our audiovisual support for conventions and expos is unparalleled in the industry.

KEY FEATURES:

- Design Semi-permanent Installs
- Immersive Experiences
- Collaborative Designs
In this digital age, AV technology helps brands to increase customer interaction; this has driven demand for experimental designs and creative exhibitions.

We are at the forefront of AV technology, and with our cutting edge focus, we will find custom solutions tailored to your requirements and budget, including visually stunning displays, interactive exhibits, Virtual Reality experiences, and more.

KEY FEATURES:

• Bespoke Designs
• Interactive Technology
• Content Design Services
Stadiums are using audiovisual technology to enhance the spectator’s experience within the venue, bringing new and exciting dynamics to their events. CT has been at the forefront of many of these technical innovations in stadiums from both live events and permanent installations.

We can help you enhance the overall experience of your stadium through high definition LED spectator and perimeter screens and digital leaderboards, entertainment and architectural lighting, crisp audio sound systems, stadium-wide digital signage, 4k video, camera and recording systems and stadium control galleries.

KEY FEATURES:

- Interfacing with live safety systems (PAVA/PAVE)
- Broadcast Chain
- NEP - OB trucks
- Network Systems
- People Counting
CT-SI specialise in the delivery of control rooms to meet the exact requirements of the end-users. Our focus is to deliver technology to best suit the environment and the operational needs. We deliver powerful, scalable technology solutions that are ergonomically engineered and intuitive to use.

Our Process:
- Establishing the brief
- Design Environment – Acoustics, Ergonomics, Lighting, Technical Capacity
- Technical Integration – Control – Flexibility & Intuitive

KEY FEATURES:

- Network Operation Centre (NOC)
- Security Operations Centre (SOCKS)
- Network Security
From meeting rooms and boardrooms to complete office building installations, CT-SI has the technology to help you communicate and engage your audience through immersive audio visual technology. When it comes to the finest components of your Audio Video system, CT utilises the best manufacturers in the industry to deliver ergonomic and friendly to use systems.

**KEY FEATURES:**

- IPTV
- Digital Signage
- Conference Room Integration
- Display Solutions
- Control Systems & Integration
- Video Conferencing Solutions
From technical advice to fully designed systems and everything in between, CT will help manage and deliver your project to the highest standards.

From end-user training, comprehensive aftersales, and user guides to regular servicing and optimisation through our yearly maintenance programme. Our highly skilled team will be on hand to offer specialised support and technical expertise before, during and after the project has taken place.

KEY FEATURES:

- SLAs
- Training Services
- Specialised Support
- Dedicated on-site technicians
SERVICES
Creative Technology are leading providers of LED technology, with installations across a wide range of industries. We've got an unrivalled range and volume of indoor/outdoor LED, and the technical ability to make it all work seamlessly.

With our expertise in mechanical kit and knowledge of practical solutions, we can help you create and build one-off, boundary-pushing installations. From a quick sketch to a full-blown concept, we’ll turn your ideas into vivid reality.

**KEY FEATURES:**

- Flexibility - can operate outdoors in daylight / high ambient
- Can be installed where projectors can’t
- High-end image processing
- Any size and shape - strips, dots, meshes - for flexibility and creativity
- Lightweight and mobile options
- Huge choice and scalability
- HDR capable products
Digital Signage has become ubiquitous throughout the world, for its ability to display dynamic, engaging content to your target audience. CT provides a platform that can manage the deployed screens in a cohesive and reliable manner, whether within a single location, or distributed across a country, or indeed, worldwide.

With over a decade of experience with Digital Signage platforms, Creative Technology has the unique knowledge and experience to guide you through the myriad of possibilities this dynamic medium presents, to get the most effective outcome.

**KEY FEATURES:**

- Corporate Streaming
- Interfacing Social Media
- Content Management
- Demographics Analysis
- Dynamic Ad Insertion
Creative Technology has mastered the art of applying content to unusual structures and shapes, no matter what size or scale.

We’ve projected content onto a huge range of surfaces, from Qasr Al Watan Palace to Diriyah Gate, the UNESCO World Heritage site and original home of the Saudi Royal family. What gives us the ability to do this is our breadth of experience and our team’s incredible technical creativity.

**KEY FEATURES:**

- Projection Mapping
- Projection Study
- Synchronised Content Delivery
- Integrated Engineering
Creative lighting can reinvent and enhance any space. From moving lights that energise a live performance and dance floor to LED strips that add texture to interior walls and beams that enhance architectural features, CT has a wide range of the latest well-known lighting brands and fixtures on hand to suit any lighting requirement.

At CT we believe that lighting is the perfect blend of art and technology successfully delivered with a surgical precision that can only be crafted from a highly experienced and dedicated team of technical experts. Our lighting systems are engineered to install and perform flawlessly under the most demanding conditions.

KEY FEATURES:

- Production Lighting
- Production Infrastructure
- Network Infrastructure
Delivering cohesive, consistent audio in a venue needs careful and knowledgeable planning. We understand how sound performs in every different environment, so we can deliver the best audio quality with rock-solid reliability across any venue. We create bespoke modelling schematics for every job – taking into account environmental, external and architectural consideration.

CT is an authorised L-Acoustics Calibration Certified Provider and one of only three companies to have this privilege. This allows us to provide a greater level of service, knowledge and support to our clients, both from within our technical engineering teams and having direct access to L-Acoustics development and support management. We pride ourselves in delivering solutions based on engineering and from the ground up.

KEY FEATURES:

- Production Audio
- Audio Infrastructure
- Immersive Audio
If you have any questions, you’d like to discuss a potential project, or if you want to know more about what else we can do for you, get in touch.

Creative Technology is one of the world’s leading suppliers of specialist Audio Visual equipment to the sports, corporate, exhibition, entertainment and permanent installation industries. Our bespoke events staging services bring together advice, support and equipment of the highest quality, providing everything from large screen displays to content delivery systems.

Our global reputation for unparalleled levels of customer service results from our innovative application of the latest technology alongside the very best technical and operational personnel. With inventoried offices in Europe, the USA, the Middle East and Asia Pacific regions, Creative Technology has established itself as a market leader utilising the strong relationship between the international offices.

Our long-term experience, management and planning expertise, and global network of suppliers allows major projects to be delivered with local knowledge in a cost-effective manner irrespective of location.

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