



**SMART** CHOICE  
A D V E R T I S I N G



# Who Are We?

Smart Choice is an Advertising Company which has been worked on introducing integrated advertising services that participated in the development of advertising industry, where we adopt working methodology based on advance planning , good preparation , hard work to provide , implement innovative ideas and advanced solutions to build a constructive strategic relationship with our clients to ensure continuity .

# What We Do:

We are customer service at every level of their organization levels, in whatever capacity we can be very helpful, both in design or marketing, by a team of expertise and experience .





Smart Choice is a business development company which delivers both **business intelligent and operation management** solutions along with the security systems to the customers whose their volume of business is big enough to be managed through the data analysis that can be gathered and controlled remotely.

Smart Choice is having TWO lines of business to cater for all needs of Smart and Security Systems:

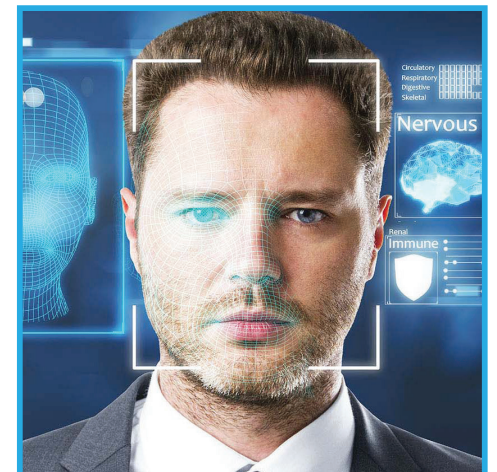
#### Smart Systems:

- ✓ Transparent LED Screens
- ✓ Touch panels
- ✓ Interactive boards
- ✓ Interactive projectors
- ✓ Language Lab systems
- ✓ Video wall
- ✓ Digital Signage



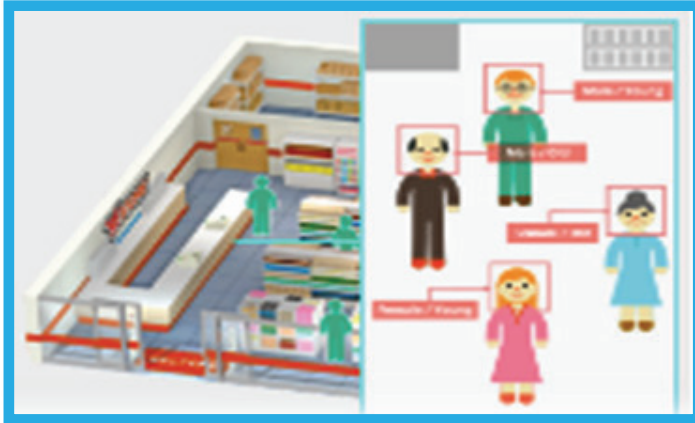
#### Security Solutions:

- ✓ Business Intelligence
- ✓ People Counting
- ✓ Face Recognition
- ✓ License Plate Recognition
- ✓ Under-vehicle Surveillance
- ✓ Parking Management
- ✓ Intelligence RFID Security Systems



## Market Application Suite (MAS)

is a cloud-ready solution that uses video analytics to optimize business intelligence and operation management through comprehensive reports and real-time event handling.



### Age & Gender Detection

- Know your customer
- Identify VIPs



### POS Analysis

Comprehensive analysis of the sales – bestsellers, sale patterns, etc..







### People Counting

Customer traffic analysis



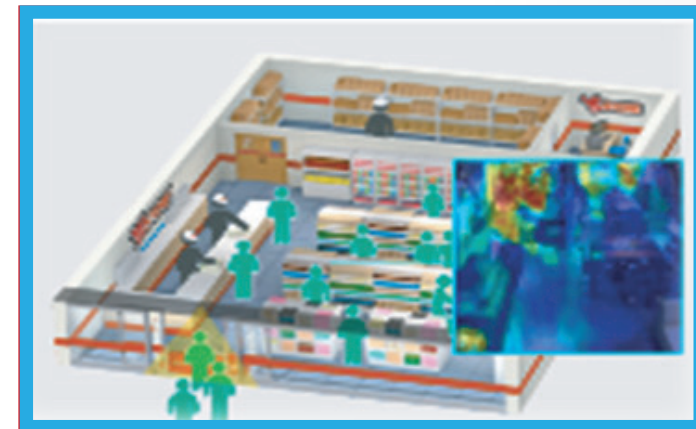
### Display Attractiveness

Measure the interest rate of digital signage and merchandise display.



### Employee Management

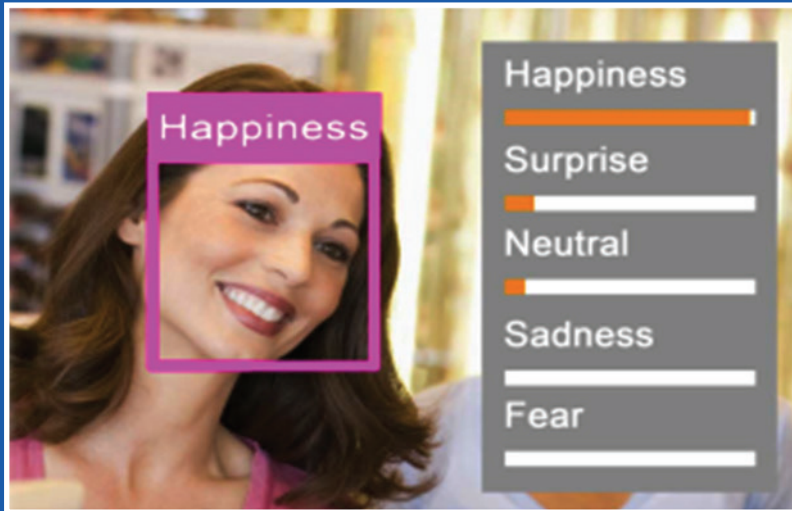
Optimization of employee's schedules and service performance



### Store Layout Efficiency

Identify popular areas in the store and understand customer's traffic pattern





## Emotion Detection

Know your customers' emotions to automatically display the right advertisements, evaluate marketing campaigns and enhance the shopping experience.



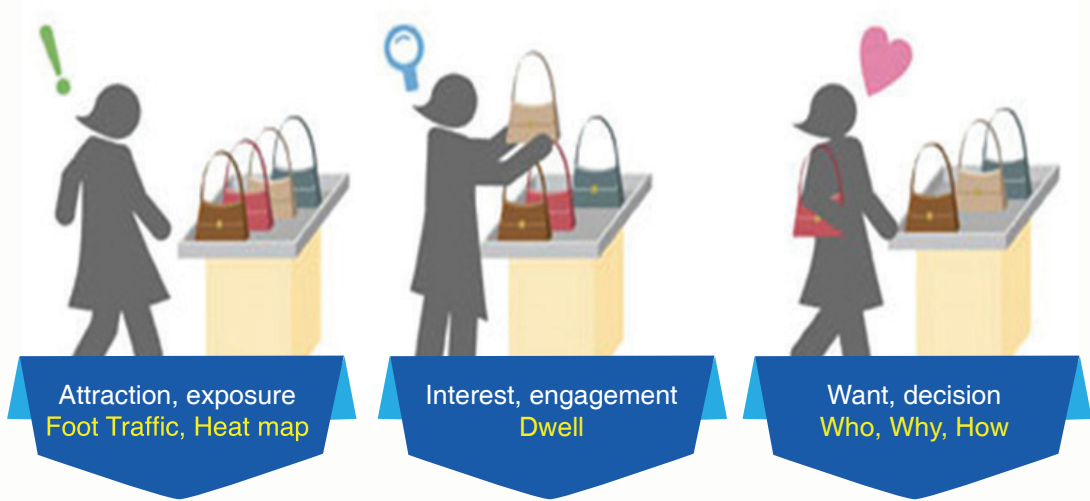
## VIP Customer Identifications

Face recognition technology instantly identifies your VIP customers and provides their personal information such as Name or Online/Offline purchase history.



## Understanding customer behavior

- ✓ Combining intelligent video analytic results and product sales records for sales trend analysis
- ✓ Identify and classify your visitors and products
- ✓ Compare Foot Traffic and Sales performance across multiple stores
- ✓ Fully customized web-based service for retail business intelligence
- ✓ Multiple site management for company owner and single site management for store managers
- ✓ Email notification of daily/monthly reports



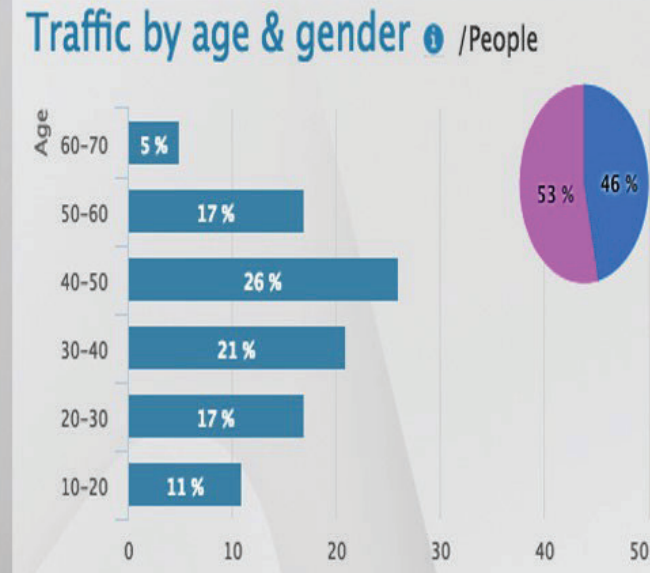
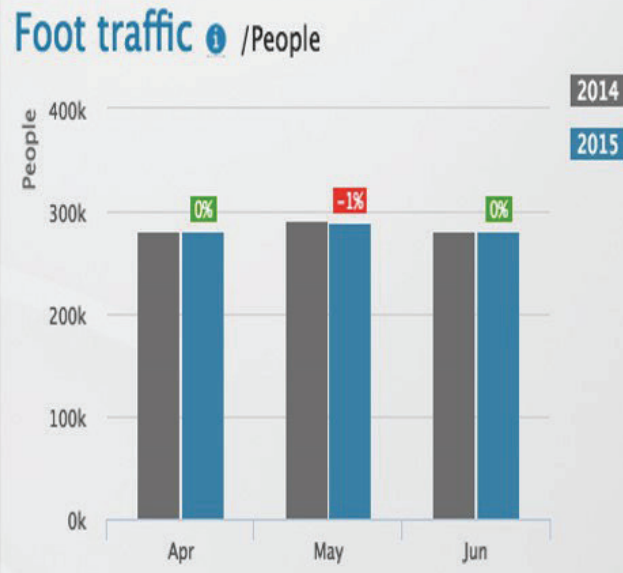
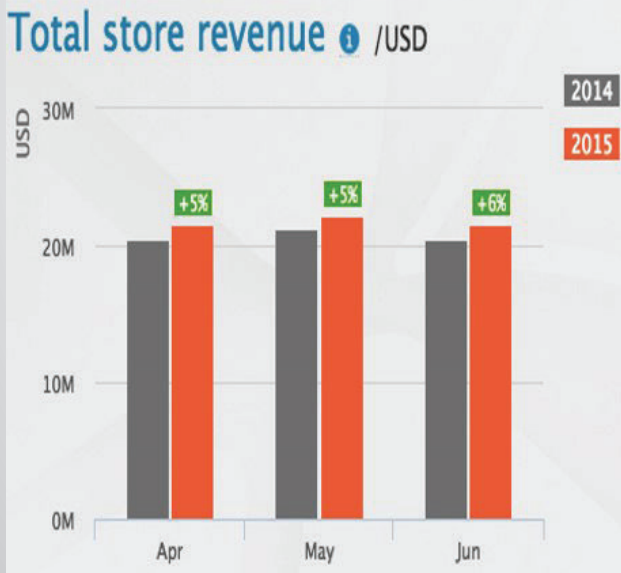
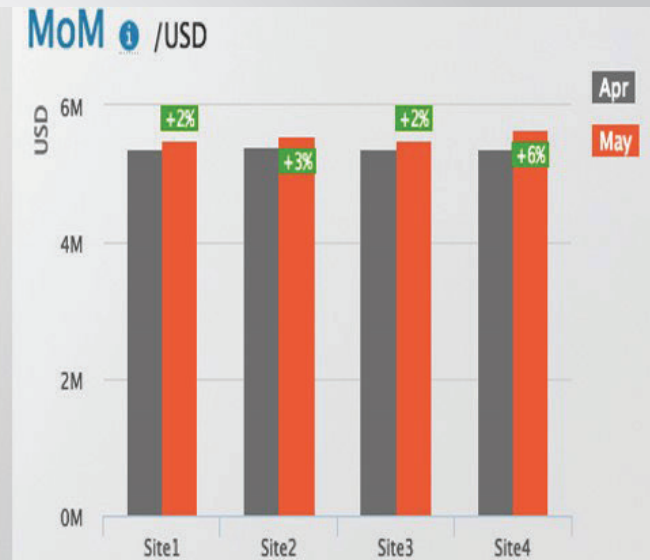
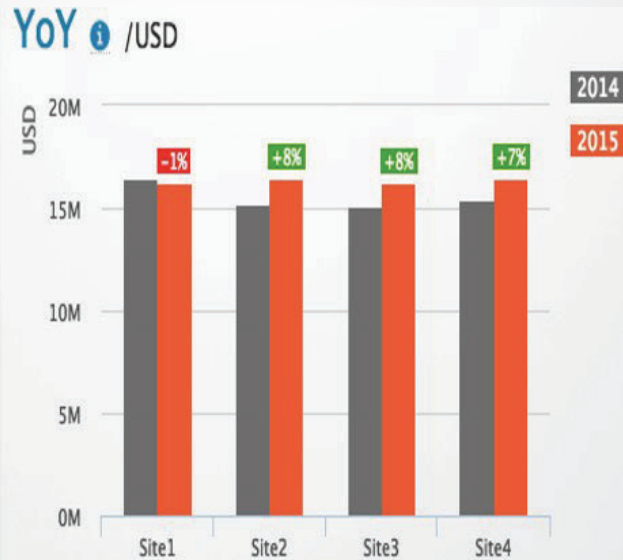


**DOUBLE THE VALUE  
OF YOUR BUSINESS**



**SMART CHOICE**  
ADVERTISING

# Retail Application Suite (POS Integration)





Be Secure, Be Smart, That's Smart Choice



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## Our Smart Service:

- ✓ Augmented Reality Development
- ✓ Virtual Reality Development
- ✓ Chatbot Development
- ✓ Mobile Application Development





## Augmented reality (AR)

Augmented reality is the technology that expands our physical world, adding layers of digital information onto it. Unlike Virtual Reality (VR), AR does not create the whole artificial environments to replace real with a virtual one. AR appears in direct view of an existing environment and adds sounds, videos, graphics to it.

A view of the physical real-world environment with superimposed computer-generated images, thus changing the perception of reality, is the AR.

AR apps typically connect digital animation to a special 'marker', or with the help of GPS in phones pinpoint the location. Augmentation is happening in real time and within the context of the environment, for example, overlaying scores to a live feed sport events.



## Virtual reality (VR)

is an experience taking place within simulated and immersive environments that can be similar to or completely different from the real world. Applications of virtual reality can include entertainment (i.e. gaming) and educational purposes (i.e. medical or military training). Other, distinct types of VR style technology include augmented reality and mixed reality.

Currently standard virtual reality systems use either virtual reality headsets or multi-projected environments to generate realistic images, sounds and other sensations that simulate a user's physical presence in a virtual environment.







# Video Wall



Visual Cloud

Retailer Application

Professional Services

Hardware Integrations









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# Retail Screens



RETAIL SIGNAGE SCREEN



KIOSK SCREEN



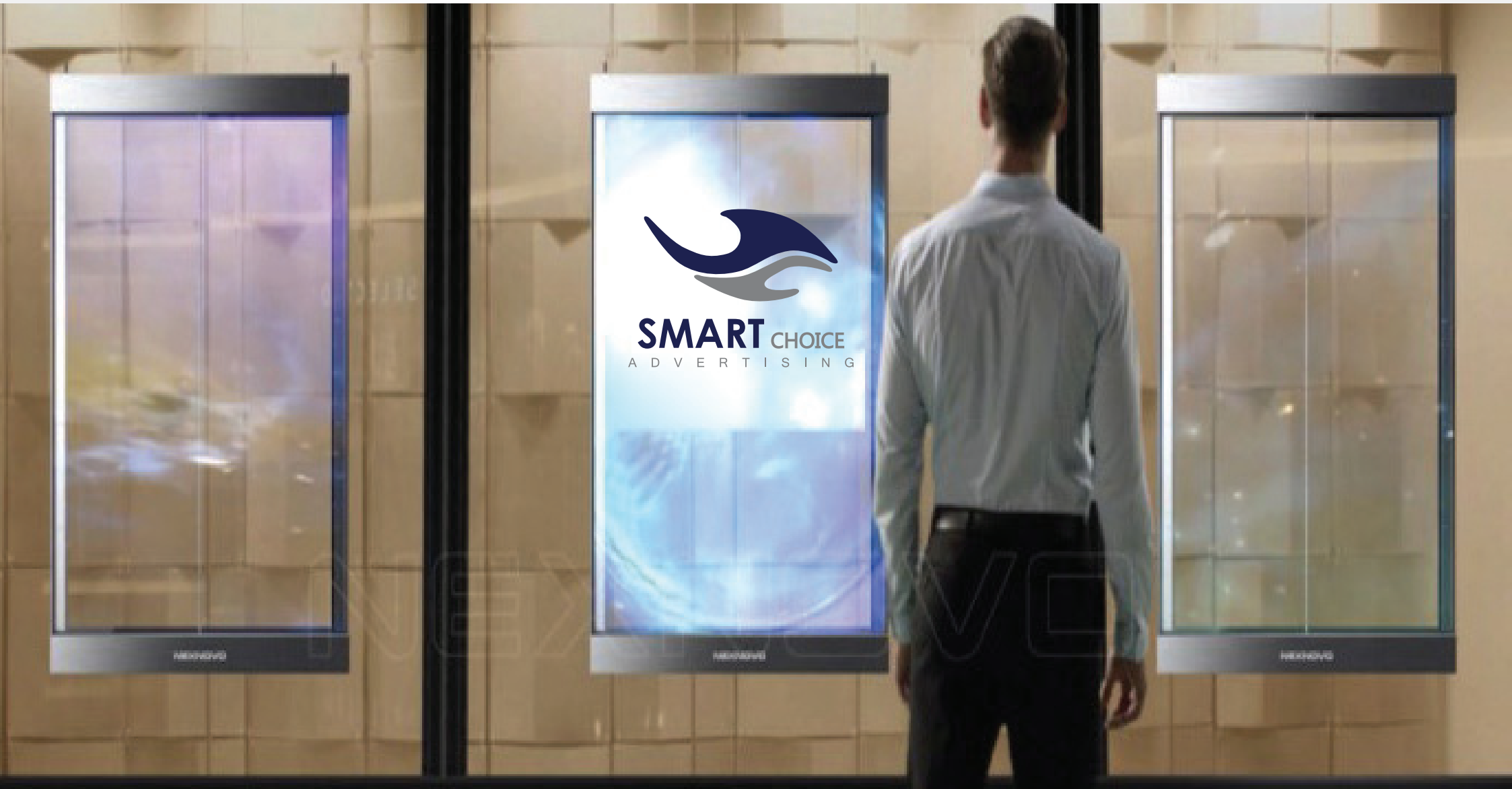
TOUCH TABLE SCREEN



DIGITAL SIGNAGE SCREEN



# Transparent Screens







# Transparent LED Screens Building walls

Contemporary glass wall is a new wall, which gives the building the biggest feature is the architectural aesthetics, architectural features, building energy efficiency and structural factors such as an organic unity.

Transparent LED screens make the building walls become a «media architecture»

The building can show different colors from different angles, along with the change of sunlight, moonlight, lighting gives person with dynamic beauty.



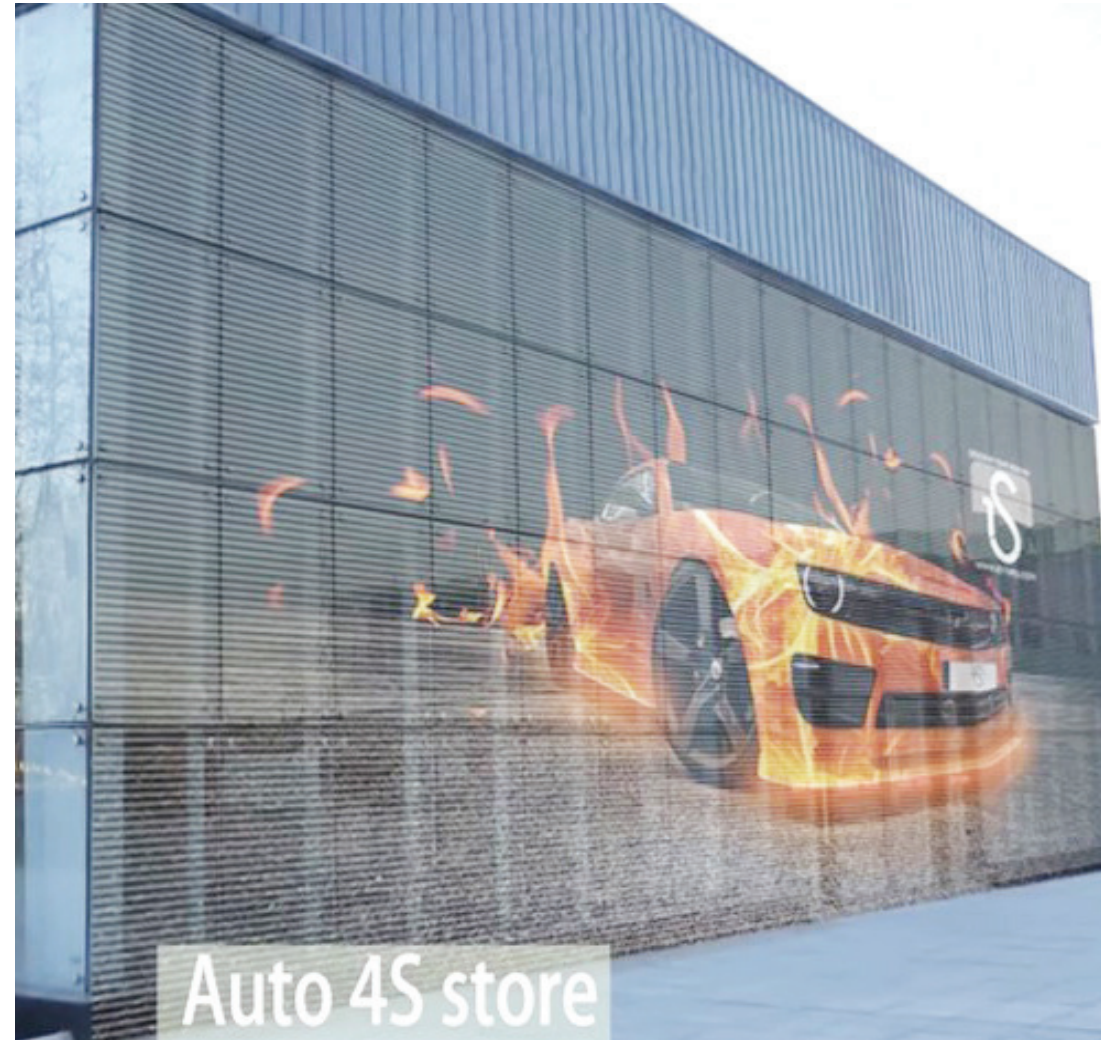


# Transparent LED Screens

## AUTO SHOWROOMS

Transparent LED display into the showrooms, general requirements for the owners to think out of the box for approaching models, brands. It gives the flexibility to address new designs occasionally

Auto showrooms decoration and style which are generally more fashion, people feel very comfortable.



In such a tall upper-grade environment If you add full sense of transparent LED display, but also highlight its full personality, to focus the eyesight.



# Transparent LED Screens The Retail Window

Retail shop window is an important place to promote its merchandise display, to show retail business categories, focusing on selling goods to attract consumers to buy significant. So that a change in the

static display windows, flexible up; let shops in the whole can be more vivid, and consumer groups to produce information and interact with deeper advertising window design is one of the future development trend







## It is Transparency

Transparent Screens are an alternative solution for all traditional stickers, easy-to-use, remote data shooting, and absolutely attractive and fantastic displays



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## Reception Robot

The Future is

**NOW!**





### PadBot T1

PadBot T1 is a tiny portable telepresence robot, which can bring lots of fun to your family members and friends. Having your own PadBot means you can be free to roam around anywhere.



### PadBot U1

PadBot U1 serves as another copy of you, greatly enhances the experience of human communications. It brings monitoring to a whole new level, and becomes your remote home monitor.



### PadBot P1

PadBot P1 is a professional telepresence robot for business use. Thanks to the eye-catching look and smooth movements, it can not only be your stand-in but also guide customers to your mall.



### PadBot P2

PadBot P2 is a professional telepresence robot for business use. Thanks to the eye-catching look and smooth movements, it can not only be your stand-in but also guide customers to your mall.



### PadBot P3

PadBot P3 is a professional reception robot for business use. It has a human like appearance. It can not only chat with customers, but also sing and dance in front of customers.



### PadBot X1

PadBot X1 is a top-level reception robot for business use. It can move autonomously and guide customers to where they want to go.





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# For Your Business



Shopping  
Guide



Exhibition  
Product  
Introduction



Store  
Activitie  
Introduction



Front  
Desk  
Reception



Lobby  
Customer  
Reception



Business  
Process  
Introduction



Hospital  
Patient  
Escoet

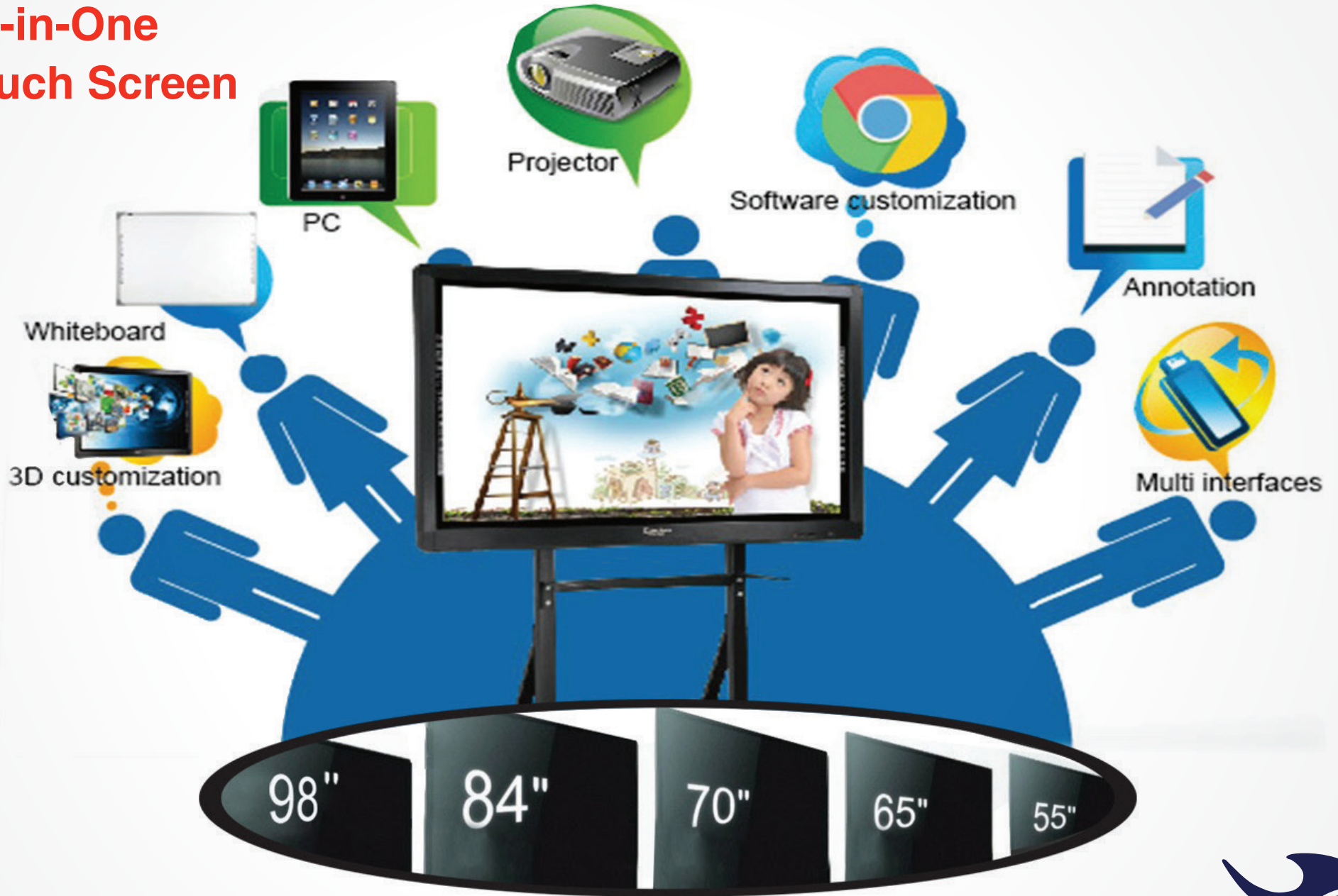


Business  
Teleconferencing



Booking  
Advance  
Visit

# All-in-One Touch Screen





## All-in-One Touch Screen

All-in-one Series is an integrated solution, which is designed to improve multimedia teaching and learning, enable you to realize interactive teaching, integrate the features of writing, annotation, capturing and displaying image of objects, text recognition, external VGA, playing audio and video into Interactive Multimedia System in one, greatly improved the problems as follows within the solution of multi devices: scatter of multimedia equipment, disarray of wires and cables, complex operation, the compatibility among different components.

Aluminum frame design, integrally formed metal cover make the panel strong enough to resist some unexpected knock.

High viewing angel with 178 degree, makes sure that everyone can enjoy the clear picture in any position!

Anti glare toughened glass effectively protect the eyesight.

Meeting editing real-time labeling, digital writing, and simultaneously recording high-definition version help the demonstration presented in various ways.



# Our Main Customers



شرطة دبي  
DUBAI POLICE



هيئة الصحة بدبي  
DUBAI HEALTH AUTHORITY



اقتصادية دبي  
DUBAI ECONOMY



ورشة حكومة دبي  
Dubai-Government W/Shop



هيئة الطرق والمواصلات  
ROADS & TRANSPORT AUTHORITY



المصير  
almumayaz  
Vehicle Testing  
لفحص المركبات

Neusoft® Medical Systems



مجلس سيدات أعمال عجمان  
Ajman Businesswomen Council

MARCOMS  
EXHIBITIONS . EVENTS . TV.DECOR

بلدية دبي  
DUBAI MUNICIPALITY



Al-Futtaim engineering & technologies

دكتور نيوترسن  
NTP

Where the world comes to shop  
Lulu

مركز اوركيد الطبي  
ORCHID MEDICAL CENTER

DUNES  
Delights  
Multi - Cuisine Restaurant

مؤسسة تاكسي دبي  
Dubai Taxi Corporation







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# Our Main Projects







الجامعة الأمريكية في الإمارات  
American University in the Emirates







الجامعة الأمريكية في الإمارات  
American University in the Emirates





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وزارة الصحة  
MINISTRY OF HEALTH







وزارة الصحة  
MINISTRY OF HEALTH







جامعة الإمارات العربية المتحدة  
United Arab Emirates University



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# LOUIS FÉRAUD

PARIS



VERSACE

VERSACE



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