

Sidra TECHNOLOGIES

Complete Technology & Branding Solutions

for Modern Businesses

LED DISPLAY • DIGITAL SIGNAGE • PROFESSIONAL AV
ICT INTEGRATION • ADVERTISING • INSTALLATION & AMC

LED
Display

AV
& Collaboration

ICT
& Networking

Branding
& Signage

COMPANY PROFILE 2026

DUBAI | UAE & GCC

COMPANY OVERVIEW

About Sidra Technologies

A Dubai-based group combining audiovisual solutions, systems integration and advertising capability.

Sidra Group is a Dubai-based diversified business entity specialising in audiovisual solutions, systems integration and advertising services. Sidra Technologies and Sidra Advertising are the two specialist businesses under the Sidra Group umbrella.



Established in Dubai in 2005, Sidra Technologies (Sidratech) offers cost-effective solutions in audiovisual, information technology and security integration. As a digital infrastructure systems integrator, the company undertakes consultation, design and engineering to respond to client requirements.

In 2020, the group expanded into advertising under the Sidra Advertising brand. Its profile identifies digital printing, billboards, wall stickers, vehicle branding and logo design among its services.

Our strengths

Since 2005
Dubai foundation

End-to-end
Project coordination

Multi-discipline
Technology & branding

UAE & GCC
Regional focus



Our mission

To deliver innovative, reliable and cost-effective technology and branding solutions that help businesses communicate, operate effectively and grow.

OUR PORTFOLIO

Complete solutions under one roof

A coordinated service portfolio for organisations seeking display technology, communications, infrastructure and brand visibility.

LED display solutions

Indoor, outdoor, rental, flexible and custom-format LED display
public and event environments.



CONSULT • DESIGN
INTEGRATE • SUPPORT

Digital signage & smart displays

LED posters, LCD video walls, interactive kiosks, media players
rkflows.



CONSULT • DESIGN
INTEGRATE • SUPPORT

Professional AV

Video conferencing, meeting rooms, audio systems, presentation
ns.



CONSULT • DESIGN
INTEGRATE • SUPPORT

Control room integration

Video walls, display processing, operator consoles, ergonomics
vironments.



CONSULT • DESIGN
INTEGRATE • SUPPORT

ICT & security integration

IT infrastructure and security integration, with exact product
h project.



CONSULT • DESIGN
INTEGRATE • SUPPORT

Advertising & signage

Signboards, 3D letters, digital printing, billboards, wall graphics



CONSULT • DESIGN
INTEGRATE • SUPPORT



Project delivery

Consultation, design, engineering, supply, installation coordination, testing, commissioning and ongoing support are scoped around the needs of each project.

LED display solutions

High-impact visual communication for indoor, outdoor, rental and special-format applications.



Indoor LED displays

Fine-pitch displays for close viewing in malls, hotels, hospitals, reception areas and corporate interiors. Pixel pitch, cabinet format and service access are selected for the site.

Outdoor LED displays

High-brightness systems for commercial locations and public-facing applications. Selection considers ambient light, weather exposure, mounting, viewing distance and maintenance access.

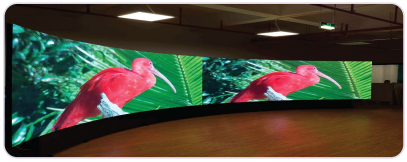
Rental LED displays

Modular cabinets for stage shows, exhibitions, launches and temporary events. Screen dimensions, rigging, signal routing and venue conditions are planned per event.

Flexible & special-format LED

Curved and custom-format displays, plus portable LED poster solutions, subject to selected product capability and installation requirements.







Illustrative product imagery. Final specifications depend on the selected model and project.

Digital signage & smart displays

Deliver dynamic promotions, information, wayfinding and brand content across retail, hospitality, corporate and public spaces.



Digital signage extends visual communication beyond a single screen. Displays can be configured for portrait or landscape use, freestanding or wall-mounted installation, interactive operation or networked playback.



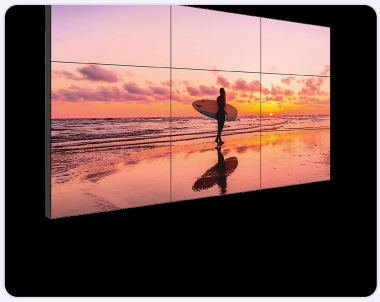
Digital posters

Portrait and landscape displays for retail promotions, reception areas, hospitality and public information.



Interactive kiosks

Touch-enabled information points for directories, visitor guidance and self-service applications.



LCD video walls

Multi-screen display combinations for corporate spaces, meeting rooms and control environments.

CMS, media players & content workflows

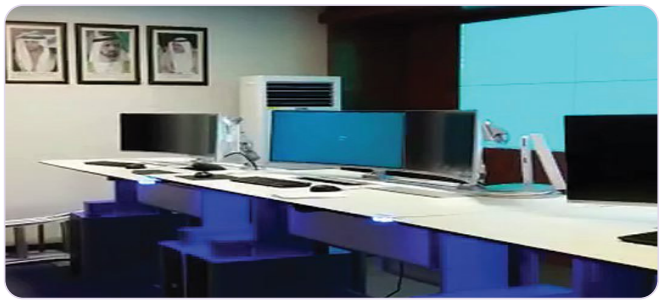
Centralised scheduling and content distribution can support multiple displays and locations. Playback options may include local storage, USB and network delivery, depending on the selected player and CMS. Deployment can be configured for synchronised groups or independent screens.

Control room & professional AV

Integrated display, audio and collaboration environments for monitoring, communication and decision-making.







Control room video walls

LCD rear-projection and direct-view LED display options, with backend processing and coordinated room fit-out.

Operator workspaces

Technical consoles and operator seating planned around visibility, ergonomics, power, data and cooling needs.

Video conferencing & meeting rooms

Camera, microphone, speaker and display integration for hybrid meetings, presentations and collaboration.

Professional audio systems

Microphones, amplifiers and loudspeakers selected for the room, audience and intended use.

APPLICATIONS

Corporate boardrooms • Conference facilities • Control rooms • Education • Healthcare • Public venues

ICT & system integration

Connected infrastructure for modern organisations, designed around operational requirements and future growth.



Sidra Technologies' company profile identifies Information Technology and Security Integration as part of its service offering. The business is positioned as a digital infrastructure systems integrator undertaking consultation, design and engineering. Exact products, supported brands and delivery scope are confirmed for each project.

Structured cabling

Data and communications cabling infrastructure for offices, equipment rooms and connected work areas.

Networking & Wi-Fi

Network connectivity and wireless coverage planning, subject to site survey and confirmed project scope.

Servers & storage

Infrastructure components for business applications, centralised services and data storage, selected to suit requirements.

CCTV & security integration

Security integration is identified in the company profile; exact systems, supported brands and interfaces are confirmed per project.

Access control

Door access and related security interfaces coordinated with the site's operational and security requirements.

IT support & infrastructure care

Technical support and maintenance options can be defined through a service agreement and agreed response scope.

Project note: ICT products, certifications, cybersecurity scope, supported brands and service-level commitments should be confirmed before use in a tender or technical submission.

Advertising & signage solutions

Complete brand visibility — from concept and fabrication to printing, installation and site-wide wayfinding.



LED NEON & ILLUMINATED SIGNAGE





FABRIC LIGHT BOXES / SEG



Architectural & commercial signboards

Shopfront fascia, building identification, reception, directory and projecting signs, planned around visibility, dimensions and mounting conditions.

3D built-up letters & logos

Acrylic, aluminium and stainless-steel letters with face-lit, halo-lit or non-illuminated finishes and integrated LED options.

ACP cladding & illuminated fascia

Aluminium composite panel sign backgrounds, fascia cladding, trims and illuminated sign structures coordinated with the façade.

Large-format printing & graphics

Banners, stickers, posters, wall and glass graphics, promotional panels and event/exhibition branding.

Vehicle & fleet branding

Printed vehicle graphics and fleet identification, with artwork adapted to vehicle panels and suitable vinyl finishes.

Indoor branding & wayfinding

Wall graphics, glass frosting, directories, directional signs, safety signs and branded interior environments.

PROJECT DELIVERY

Brief & site survey → Artwork & material selection → Production → Installation → Final inspection

Installation, maintenance & support

Professional project delivery and ongoing technical care — structured around system criticality, operating hours and customer budget.



Why choose an AMC / SLA?

Reduced operational risk

Scheduled inspections can identify wear, loose connections, ventilation issues and developing faults before they interrupt operations.

Predictable maintenance cost

Agreed service scope and visit schedules help customers plan maintenance budgets and reduce unexpected expenditure.

Clear service accountability

A written SLA defines support hours, priority levels, response targets, exclusions and escalation routes.

Equipment life & performance

Cleaning, health checks, configuration review and timely corrective work help protect equipment investment.

INSTALLATION & SUPPORT WORKFLOW

01	02	03	04	05	06
Site survey	Plan & prepare	Install	Configure	Test & handover	Maintain

SERVICE LEVELS THAT FIT YOUR BUDGET

ESSENTIAL

BUSINESS-HOUR COVERAGE

Scheduled preventive visits
Standard support queue
Remote troubleshooting

For non-critical displays and smaller sites

BUSINESS

EXTENDED SUPPORT

Priority helpdesk
Planned preventive visits
Remote diagnosis and escalation

For retail, hospitality and corporate sites

CRITICAL / PREMIUM

24/7 SUPPORT OPTION

Priority escalation
Remote triage
On-site response target agreed

For critical screens and operations

24/7 CRITICAL SUPPORT FOR INSTALLATIONS ACROSS THE COUNTRY

Premium contracted option, subject to agreed service geography, response targets, exclusions, access conditions and a

Major projects & client references

A selection of organisations and customer brands represented in the client-reference artwork supplied for this company profile.



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