



# SEGAL AV

New Media Studio

Founded with a vision to merge art  
and technology, **Where light speaks,**  
and every space tells a story

# Who We Are

## About Segal AV

- Segal AV is a Dubai-based creative technology studio specializing in projection mapping, 3D LED content, and interactive installations. We help institutions and brands turn spaces into unforgettable experiences that blend storytelling with immersive design. Our work spans globally across Europe, Asia, and the GCC.

## Our Vision and Mission

- Our vision is to become a leading creative technology provider in the region, setting global benchmarks for visual innovation and immersive storytelling. Our mission is to deliver world-class experiences that merge aesthetics with technology—engaging audiences, inspiring brands, and pushing creative boundaries.

## Reinforcement of the Tagline

- We don't just deliver AV services, we translate spaces into stories. At Segal AV, light becomes a medium, surfaces become canvases, and technology becomes emotion. Where light speaks, every space tells a story.



# What We Do



**Content Creation**



**Projection Mapping**



**Immersive Experiences**



**Interactive Installations**



**AV System Integration**





**Watch Our Show Reel**





# Why SEGAL AV

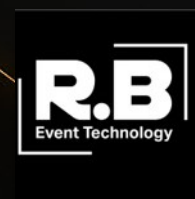
- We manage the entire workflow, from ideation and scenario writing to content production and flawless on-site execution.
- Our core strength lies in delivering immersive, high-end audiovisual experiences that are both visually stunning and technically robust..
- We are experienced in combining artistic vision with top-tier AV engineering for exhibitions, national celebrations, brand activations, and government events.
- Recognized for our innovative use of technology, including advanced media servers and real-time interactive systems.
- Trusted by leading international brands and cultural institutions.

# Our Clients

Worked with 30+ clients



blvdworld





# CORE SERVICES

# Projection Mapping

- Spectacular large-scale visuals
- Accentuate architectural features
- Create immersive illusions
- Meticulous content alignment
- Stunning shows on façades

Berlin Festival Of Lights

2023








# Waves of Freedom

Berlin, Germany | 2024



Created for the Berlin Festival of Lights , one of the world's most iconic light art events , Segal AV took the audience on a powerful journey through time .

From monochrome memories of struggle to a vibrant celebration of unity and hope. As cracks of light break through the darkness, a butterfly spreads its wings, symbolizing freedom. Waves of color flow across the building, African masks reflect cultural diversity, and blooming flowers represent growth.

watch video 

# Content Creation

- This is our flagship service
- 2D/3D Motion Graphics
- Sound Design
- Storytelling through Visuals
- Fully customized visual narratives
- Seamless integration with technology and media servers





# 1minute Projection Mapping

## Rain Of Life

Tokyo, Japan | 2022



Segal AV's Rain of Life was selected as a finalist in the world's premier projection mapping competition. Created around the 2022 theme "Life", the piece takes the audience on a visual journey through the four essential elements: fire, water, wind, and earth. Projected onto the historic Meiji Memorial Picture Gallery, the show reflects the balance and energy of nature in a poetic fusion of light, color, and rhythm



# Immersive Experiences

- Media Servers: Disguise, Watchout, Resolume
- 3D & FX Software: Cinema 4D, X-Particles, Octane, Houdini
- Motion & Real-time: After Effects, Unreal Engine, TouchDesigner
- Hardware: Panasonic, Barco, LED panels, Sensors





# Madinah Gate FOUNDATION DAY

Saudi, Arabia | 2024

To celebrate Saudi Foundation Day, Segal AV created a large-scale projection mapping at the main entrance of the Islamic University of Madinah, a symbolic architectural gateway.

The show featured traditional **Saudi motifs** and powerful scenes of unity and pride. Blending history with innovation, the experience guided the audience through an **emotional journey** of culture, identity, and immersive storytelling.



# Interactive Installations

- Interactivity is the heartbeat of modern storytelling.
- Our interactive installations invite participation, sparking curiosity and wonder.
- These are perfect for museums, public spaces, and corporate events, where engagement is key.
- We combine technology and creativity to craft installations that respond, adapt, and evolve with the audience's input.







# Interactive Installation

MCI – GITEX | 2023

At GITEX, Segal AV created an immersive interactive installation for the Ministry of Communications and IT, showcasing Iran's cultural diversity.

Visitors stepped onto illuminated floor sensors, triggering synchronized LED animations and region-specific video content on nearby screens. The smooth choreography between motion detection, lighting, and projection transformed the space into a multisensory experience—inviting users on a dynamic journey across Iran's landscapes and heritage.



# AV System Integration

- Immersive experiences backed by technical precision
- Future-proof AV solutions engineered to industry standards
- Cutting-edge technology from top tier manufacturers
- Customized integration to meet unique project requirements







# SLS Expo Riyadh ProLab Booth

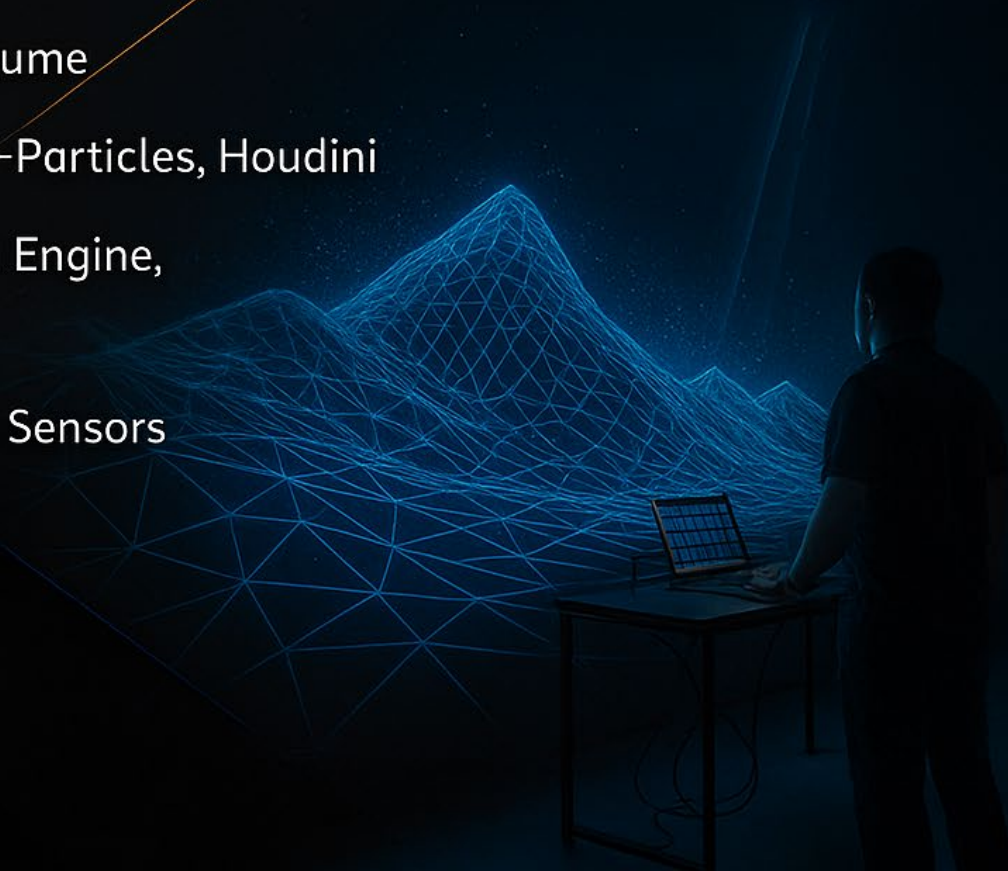
At SLS Expo Riyadh, Segal AV created a captivating projection mapping experience on a polygonal wall structure featuring the ProLab logo.

We designed bold, geometric animations with vibrant color transitions that echoed the polygonal design of the wall itself. Our team crafted the entire visual narrative, from concept to final content, ensuring smooth synchronization with the physical setup. This project reflects our ability to deliver stunning results across complex surfaces, merging artistic direction with advanced AV expertise

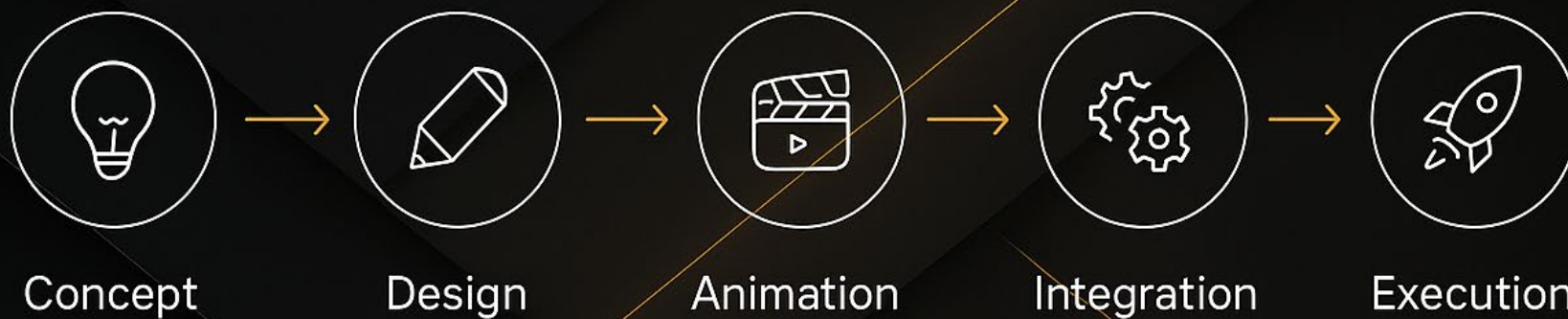


# Technologies We Use

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# Our Process



# Meet our Team



**Zahra Hosseinpour**  
VFX / Animation Supervisor



**Nima Eshghipour**  
CEO, Creative Director



**Nilofar Joshan**  
Production Manager





**Mohammad Hasanzadeh**

AI & 3D Artist



**Yasmeen Saadi**

3D Animation Supervisor



**Hossein Changalvae**

3D & 2D Motion Graphics designer



**Rashed Forootan**

Installation Expert



**Hossein Pezeshkian**

2D Motion Graphics designer



**Arshia Moradpour**

IT/Installation Expert

**We don't just design  
shows, We craft  
moments people  
remember.**

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