

UPDATE



Dubaiprint.com Is The Fastest Growing Print E-commerce In The Region

Dubaiprint.com, competency of NDigitec and the first professionally integrated web-to-print with a customized unique platform for professional and personal users in the Middle East, has announced the launch of an updated array of products and services, coupled with easier navigation and a user-friendly interface, thus reinforcing its

reputation as the preferred and exclusive web-to-print platform in the Middle East. Dubaiprint.com offers convenience and access to over 120 custom printed products on its platform at highly competitive prices.

With its revamped features, Dubaiprint.com has made it easier for B2B and B2C customers in the region and beyond

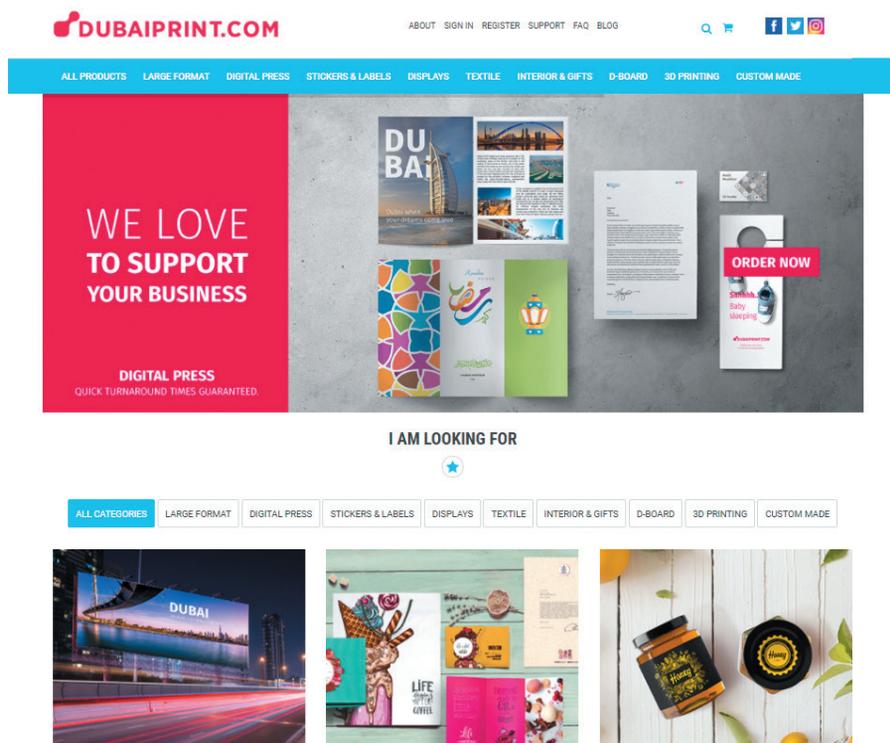
and offered them the opportunity to select from the catalogue of cutting-edge products and services, and then place high resolution print orders online from any corner of the world and have the prints delivered to anywhere in the region and the UAE in particular.

Headquartered in Dubai Production City, Dubaiprint.com offers round-the-clock service to customers. The new products and interface provide a seamless integration and accentuate the company's strategy to become the region's most preferred web-to-print company for conducting business.

"Dubaiprint.com has always strived to offer improved services to benefit its customers and allow easy access and interface. Dubaiprint.com has taken its customized service offering to a completely new level," said Yeghig Bekerian, executive manager of Dubaiprint.com.

"Following NDigitec's philosophy of 'A Promise is A Promise', Dubaiprint.com executes its customers printing needs by redefining service standards with every order placed on the platform." said Vatche Kavlakian, CEO of NDigitec.

The company through its lounge at Dubai Design District [d3] – the region's most prestigious creative design hub, extends the entire gamut of print production processes, including the plugins and capabilities to deliver world-class print quality and customizable order production within deadlines; with an option to collect the prints with zero delivery charges.



NDIGITEC Prepress Debuts 3D Product Visualization Service

NDigitec has announced that it is now offering design and display of 3D product visualization as PDF files, targeted at brand owners. With this service, PDFs can be distributed to customers as an electronic file generally without the need for a physical mock-up or structure.

Shahe Kavlakian, executive manager of NDigitec Prepress, said that the service was replacing “simple 2D visualization with paper proof for approval”.

“The new technology enables for complete visualization of the final product even before investing in any samples, mockups, or the final printing in itself,” he said.

“It also gives a complete insight into the finishing visualization in terms of

metallic embossing and hologram effects to name a few.”

Customers’ benefits from the new service include cost savings, reduced production waste, fast turnaround, improved lead time, and better planning across the entire production cycle, he said.

“NDigitec Prepress has always strived to go beyond the ordinary and give customers solutions that are unprecedented in the market especially from a packaging perspective,” Kavlakian said.

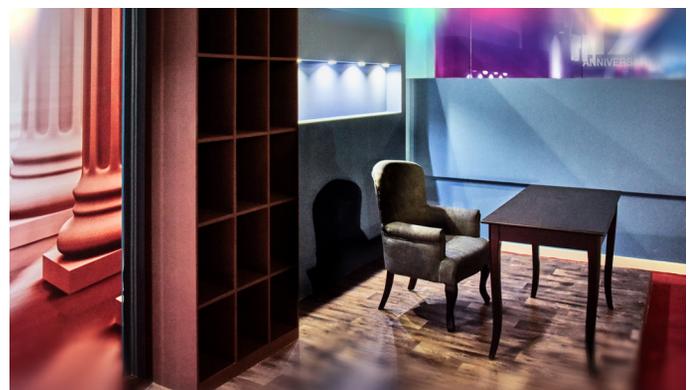
“One such feature is visualization of shrink sleeve packaging both individually and also as a number of products together as a whole for the retail sector before the bulk breaking



process. We offer visualization of a packaged product in real time, in a retail store environment to help brand owners understand the complete cycle of product visualization from prepress, production and at purchase points at a retail store.”

Source: Packaging MEA Magazine August 2017 issue.

NDigitec was one of the key print and fabrication partners for QNET’s 19th anniversary celebrations held at Sheikh Hamdan Sports Complex in Dubai. Check out some of the work here.



- Dubai’s Roads and Transport Authority signs contract with Siemens to 3D print its metro parts.
- Sales of VR and (AR)headsets are expected to show triple-digit growth for 2017.
- Neurable has built the first brain-computer interface that allows VR users to use their thoughts as a controller in virtual environments.

NDIGITEC Is Taking Quality To Unprecedented Levels In The Market

NDigitec, the leading UAE-based innovative, media, creative production company has always updated itself with the best quality practices across its competencies. NDigitec through its process integrated quality platform – NDHD (NDigitec High Definition) delivers prepress, premedia, digital printing and fabrication solutions to the graphic arts industry and brand owners across segments.



NDHD is an unprecedented custom built process driven quality platform by NDigitec, which integrates all high

definition solutions to give customers results which are unseen in the marketplace. Any file which comes into NDigitec for production from any of the competencies is managed on a dedicated media asset management platform and stored on the latest VMware servers. NDigitec have servers dedicated solely for customer files to ensure a high level of security including multiple firewall protection for multiple user level authentication for ultimate confidentiality. All media assets of the client comes together on our centralized project management platform – Webcenter, which is a part of NDHD.

NDigitec is the first company in the Middle East to incorporate Esko Webcenter.

NDigitec has an in-house quality control department to supervise every job executed by any of its competencies. Ardo Hampartsoumian, quality control manager at NDigitec adds “We engage in trainings for all our human resource to adhere to the quality processes laid out in line with international practices. More and more brand owners in Europe are involving themselves with ideas and expertise from creative production partners in improving quality output.

Dubai standards are very similar to European standards and we believe that this mentality will come very soon to Dubai as well.”

Vatche Kavlakian, CEO of NDigitec says “NDHD is a process oriented quality system which was created by our hands on experience of over 20 years. It is a superior platform with extraordinary quality processes, especially in handling color management and brand identity requests from customers which require consistent quality results across mediums and this is where we add tremendous value to the customer.”

While implementing the system has added to NDigitec’s costs, Kavlakian



expects to benefit from enhanced customer loyalty. “The value addition has created a constant and stable relationship with the customer. This is a long-term investment for us. We believe that this investment will help us with the competitive edge in the years ahead. NDHD is now a business lifestyle for us,” he said.

Through the platform; NDigitec is changing quality standards in the industry and resetting the benchmark across industries in content creation and delivery. NDHD as a flexible approach is best suited to continuous quality improvements, which is the hallmark of NDigitec.

Celebrity Engagements

NDigitec has entered into strategic business partnership agreements with top celebrities and stars across the world.

Through its portfolio, NDigitec can introduce their contracted celebrities to represent brand owners across platforms.



With Sako Kouroumlian



With Ehab Ramzi



Mai Selim

Convert Your Business Card Into Smart Card Via Augmented Reality



Current cards seem like an outdated way of communicating in today's digital age. Business cards have been the accepted form of introduction for generations. But today, things are beginning to change with augmented reality (AR) cards. Your cards can now be turned into more creative and interactive notes to differentiate them from other cards. The same system can be used to give customers pre-defined information about a product or service.

Using an App that scans the card, you can share a wealth of information including text, images and even videos, just by holding the card up to a smartphone camera. It's a fancy technology which a Dubai company is pushing that level up ordinary business introductions and the way businesses interact with customers.

"Now you can give your customers more with (AI) by digitally interacting with others through media. The solution offers companies new opportunities for brand engagement and experiences like never before," Vatche Kavlakian, CEO of Dubai-based

NDigitec, told Gulf News.

The company creates a code, similar to a QR code, and an app for the code.

When a target customer downloads the customized (AR) app from the Google Play or iOS App Store and scans the code, the app will be activated and shows predefined content.

Kavlakian said the code doesn't have to be on the card itself, it can be on any product, walls, mugs, calendars, letterhead, brochures or signboard.

"It is a simple concept but a huge transformation in the media content transforming to the customer. Instead of using huge resources to transform the content or marketing tools to the customer, it is a simple idea and no need to go to the company's website," he said.

The company charges a fee for creating a customized app for a company and the content of the app has to be decided by the company. If not, Kavlakian said that their content creation team can develop the content but for a fee.

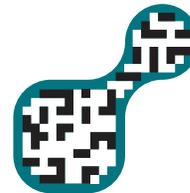
He said the (AR) business card gives the user a more personalized method of explaining in further details about your product, company, or yourself right out of your card.

"Only a few people will manually take the effort of checking a company's website while a lot of people will happily just hover their phone over your card and see the augmented reality app," he said.

Moreover, he said the Middle East region loves videos and visuals when compared to the West.

The company has already signed 20 companies for the new technology.

"Our next venture will be a mixture of augmented reality and virtual reality where an image will pop up from the phone or tablet and talk to you about the company. It will be launched soon," he said.



Source: As published in Gulf News newspaper on 21st July 2017.



Saidul Islam

Printer Operator

NDigitec has always given me an opportunity to learn and grow so that I can best tap my potential.

I have been working in NDigitec Digiprint competency close to 9 years now and have the opportunity of operating the best large format printers in the world which gives me immense satisfaction.

I always promise to help my colleagues and perform to the best of my ability each day.

CAREERS

We are always looking for great talent. Join Us!
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