

UPDATE



Can Your Business Card Speak On Behalf Of You?

Build Customer Engagement Through Augmented Reality Business Cards

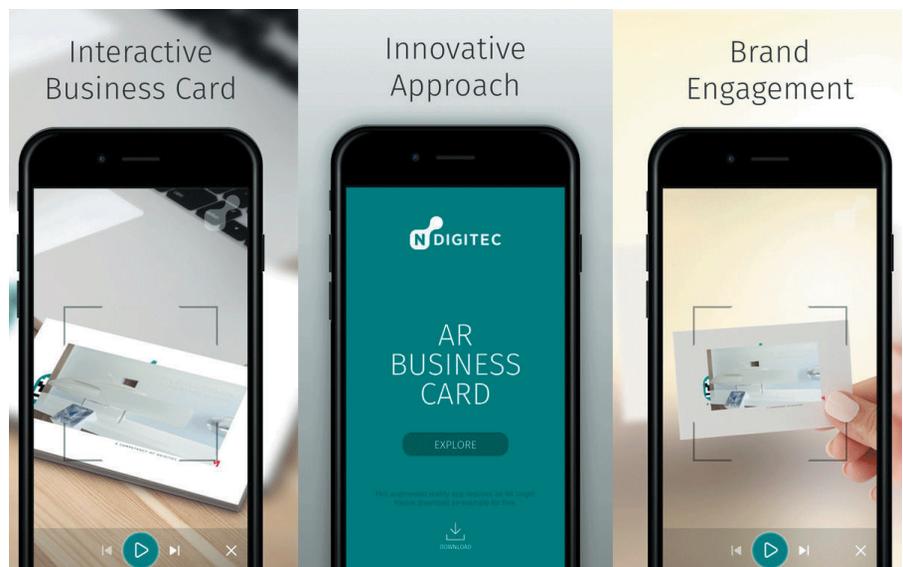
NDigitec, the leading UAE-based innovative, media, creative production company, launched their latest solution - Augmented Reality Business Card.

This innovative solution offers companies new opportunities for brand engagement like never before.

The solution allows companies to engage their target audience through its own Augmented Reality App published on the Google Play and Apple App store. The target customer can then download the App for free and scan the tracker (printed on the company's business card) with their smart phone or tablet devices and view media content of the company. The solution helps companies in driving profitability with consistent communications with customers.

This new age technology is not only a shot in the arm for businesses but also gives them a clear competitive edge.

The innovative concept of the AR Business Card can also be incorporated onto a wide range of marketing collateral such as business cards, brochures and custom-printed merchandise such as t-shirts, mugs, calendars, mousepads and more. The



content showcased on the App can be updated frequently to maximize customer interaction periodically. It underlines the futuristic business outlook that companies need to capitalize on interactive opportunities to engage with their customers through innovative solutions.

Companies can request for their customized AR Business Card by placing their order online at Dubaiprint.com.

Yeghig Bekerian, executive manager of Dubaiprint.com said: "Marketing materials need not be static; they can be completely dynamic in nature by incorporating the latest AR business

solutions. NDigitec adds value to the AR Business Card solution by offering to develop media content for companies specific to the App and in general as well".

As an example, Dubaiprint.com invites companies to explore the solution through the NDigitec AR Business Card App as a reference, which is currently available on the Google Play Store for Android devices and for iOS devices on the Apple App Store.



Order Your AR Business Card Online Now On Dubaiprint.com

NDIGITEC - The Creative Production Partner For The Egypt Property Show 2017

NDigitec Fabrication built all of the shell scheme stand structures at the show and some amazing custom built stands at the exhibition as showcased in the images. NDigitec Fabrication also executed the entire floor plan positioning along with the carpet, light and electrical layouts.



- Volkswagen launches pilot project for 3D printing spare parts.
- Apple launches ARKit, the world's largest augmented reality platform.
- Dubai Health Authority will begin using 3D printing technology to print teeth in 2017.
- Amazon buys Souq.com, the Middle East's biggest online retailer.
- Al-Futtaim launches its exhibition logistics arm in Dubai.

NDIGITEC Renews Ties With BOBST In The Middle East

Full HD Flexo Platemaking Expertise Complements BOBST CI Presses

NDigitec, the leading UAE-based creative production company, reinforced its ties with Bobst at the Gulf Print & Pack 2017 exhibition. “NDigitec’s prepress operation is one of the few in the Gulf region that can produce the high definition flexo plates that unlock the full potential of the advanced BOBST high speed flexographic presses,” says Hagop Tavitian, BOBST-Lyon export manager for Africa and the Middle East region.

NDigitec produces plates for customers working in the label, corrugated and flexible packaging markets and has over 50% market share in the UAE and Gulf region. NDigitec uses digital flexo platemaking equipment from leading global flexo pre-press software and digital platemaking equipment suppliers from across the world. NDigitec is the first trade house in the GCC (Gulf Cooperation Council) area to be awarded full HD Flexo Certification by Esko. This marks the highest quality standard for digital plate making.

Investment in technology and skill sets has enabled NDigitec to deliver the highest resolution digital flexo plates with unprecedented levels of quality for the region. It can make flexo plates up to 50 x 80 inches to suit wide format flexible packaging and corrugated printers.

Top Quality Presses Need The Best Plates

“BOBST works closely with NDigitec Prepress in the GCC region,” says Hagop Tavitian. “Our flexo-printing presses can make the best use of the Full HD Flexo plates that NDigitec produces.”

Shahe Kavlakian, executive manager of NDigitec Prepress, says: “Many of our customers who have Bobst flexo



In the photo: (From Left to Right) Mohannad Naqqasha, Vatche Kavlakian, Hagop Tavitian, Vincent Van Doorn

corrugated press or F&K CI flexo machine users ask for NDigitec Prepress plates for the best quality output. We produce high standard Full HD Digital Flexo plates with centralized quality control across all our branches. We combine our skills and expertise to add immense value to our customers all over the region. Our deep understanding in the technology of prepress ensures flawless results in the flexo presses.”

NDigitec Prepress solutions range from providing Digital Flexo plates for corrugated boxes, flexible packaging including retail and shopping bags, food and hygiene bags and sacks, milk and beverage cartons, flexible plastics, self-adhesive labels, disposable cups and containers.

NDigitec Prepress solutions also include online reprographics, PDF files ready to engrave, customized prepress consultancy services and more. NDigitec has integrated the latest products and services to drive profitability in the packaging and printing supply chain by reducing time-to-market and raising productivity.

Celebrity Engagement Services

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.

Lamitta Frangieh, famous celebrity and fashion designer has chosen NDigitec as her innovative, media, creative production partner to develop and execute fashion photography, App development, video content and more.

NDigitec is planning to collaborate with Bassem Youssef, he is named one of the “100 most influential people in the world” by Time magazine.



How does The AR Business Card App Work?

1. People will download and install the App on their Android / iOS devices for free.
2. They will download and print your AR business card from the application or request for a business card from you.
3. Run the App on their respective device.
4. Point the device camera to the AR marker on the business card.
5. When the AR marker is tracked, they can experience some amazing AR content. Simple & easy.

NDIGITEC In Strategic Partnership With Direct Influence

Alliance To Promote Synergies Of Both Companies Across UAE & Saudi Arabia

NDigitec, the leading UAE-based innovative, media, creative production company, has announced a strategic partnership with Direct Influence company – one of the top digital media solutions company based in Saudi Arabia focusing on customized solutions in Influencer marketing, social media enhancement and brand consultation.

As part of the strategic alliance, NDigitec will promote Direct Influence solutions across the UAE while Direct Influence will promote NDigitec solutions – mainly its 360 film and photography, CGI, AR and VR content as well as brand concepts and design across Saudi Arabia.

Through this alliance aimed at optimizing

the market leadership of both companies and improving their efficiencies, NDigitec and Direct Influence will share resources and strengthen their positions as leading developers of influencer marketing, social media enhancement, campaign management, as well as brand concepts, creative designs and digital printing solutions.

The partnership is a major step forward in the growth journey of NDigitec, which offers the entire value chain of prepress, premedia, digital printing, fabrication and online printing solutions for customers in over 25 countries. NDigitec has production facilities in Dubai, Riyadh and Yerevan.

Vatche Kavlakian, CEO of NDigitec, said: “NDigitec is a meeting point of technology and creativity. This partnership will reinforce our presence and competence in Saudi

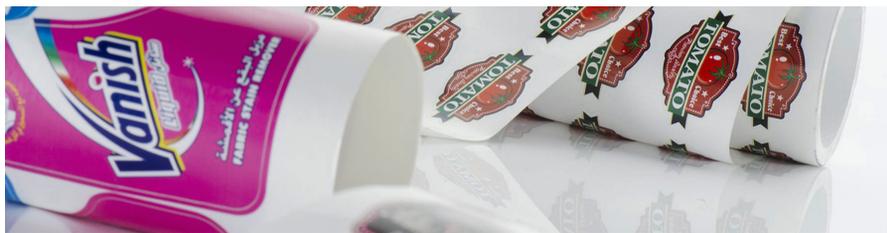


(From Left to Right) Waleed Al Qahtani, Adwa Al Dakheel, Vatche Kavlakian, Ayman Ellissy

Arabia and across the wider Gulf countries.”

Adwa Aldakheel, CEO of Direct Influence, said: “Direct Influence will be promoting NDigitec solutions to brand owners and businesses in Saudi Arabia as we believe that NDigitec’s innovative solutions will complement our service offerings perfectly in the UAE”.

How Digital Stickers / Labels Are Helping Companies Save Cost Across Industries?



In this day and age, digital labels offer more benefits to you than ever before. Short-run digital labels provide faster printing speeds followed by delivery. By adopting digital labels over conventional offset or flexo labels, one eliminates costs related to prepress plates, set-up, operations in terms of staff, ink and paper wastage; in turn making it an effective solution in your business model.

Digital labels make business sense due to shorter turnaround times with a choice of minimum outputs, enabling an efficient packaging management program for a wide range of industries. Digital labels can be printed on selected materials such as PP paper, metallic and transparent media.

Companies incorporating variable data and barcode in their range of packaging solutions can take benefit of digital labels especially in the sample testing process or for market validation of the end product. With digital sticker printing, it helps reduce your label packaging costs by purchasing exactly what you need and when you need it.

With digital sticker / label printing, customers have the highest level of control over the labels they produce, saving both their budget and resources. Additionally, by increasing the economic viability of short and medium print runs, helps clients to supplement their cost savings with a more sustainable printing process.



Arun Rajendran

Prepress Production Executive

I have been working in NDigitec for over 6 years and enjoy being a part of the prepress competency of the organization. Our managers have always pushed us to improve our skill sets and I am glad that I have been able to do the same and contribute to the growth and reputation of NDigitec Prepress.

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