

# UPDATE



## PREPRESS

“As NDigitec Prepress, we are extremely punctual in our service and take pride in our efficiency to deliver prepress solutions on the go”

Shahe Kavlakian  
NDigitec Prepress Executive Manager



## Flexographic Printing Always Close To The Heart

Prepress is one of the main cores in Flexo printing. Combining advanced plate technology with enhanced imaging (CtP) & exposure will improve reproduction and printing quality. This allows us to achieve a more dynamic range of colors, more detail, sharper images and high quality competitive printing result.

The most important trend at this time in the evolution of Flexo is the continuing development of Prepress, or pre-production stage. Quality is improving, while the time and cost of approving artwork and producing plates are reducing.

It is essential to have a deep understanding of available technology in Prepress to ensure a flawless transfer of quality from the

image to the plate.

We should aim to establish specifications and quality monitoring, as well as improve the performance and productivity of the process. Thanks to the developments in Flexo plate, the process has been greatly improved. In addition, screening has also shown some developments in order to improve highlight and shadow details along with excellent solid density, allowing valid comparisons with offset.

Modern Flexo Presses are capable of fast changeovers with waste management in per color printed. Here we have the opportunity to use fix color printing, for extended gamma. This new trend intends to help Flexo to compete with digital technology, particularly for short runs where digital is taking share.

Flexographic printing is continuing to improve as a result of various developments:

- Advancements in plate technology and exposure types
- Customize screening, stable surface screens structures
- Anilox rollers, inks and curing systems
- Improved machine design with excellent registration and smart pressure control
- Improved methods to mount plates

**High quality print, increased efficiency, higher productivity and improved sustainability are the desired results to boost the competitive position of flexography.**

NDIGITEC Launches A Unique App For Celebrities | Page 2

NDIGITEC Fabricates Stands For Dr. Majd Naji | Page 3

NDIGITEC At InfoComm MEA Summit | Page 4

# NDIGITEC Launches PEP - A Unique App And Platform For Celebrities To Share Exclusive Content With Fans

NDigitec, the leading UAE-based innovative creative media production company, has taken its competencies to a completely new level with the launch of Pep - a celebrity app which offers a unique platform for celebrities to share exclusive content with their fans.

A subscription-based private App, Pep can be downloaded on the Google Play Store and Apple App Store - giving a chance for fans to feel closer to celebrities. With over 5,000 downloads during the first month after the launching in November 2017, the Pep App is quickly becoming a raging sensation.

With exclusive content shared by celebrities through the App, fans now have the opportunity to receive exclusive updates with just a click of a button.

The list of Pep celebrities is wide-ranging across different fields - be it newsmakers who continue to inspire, or Role models who have carved a niche with their accomplishments and success. In the pilot phase, the list comprises of the who's who from various spectrums in life, including famous fitness trainers Sako Kouroumlian and Nour Khatab, multi-linguist and language teacher Ehab Ramzi, leading singer and actress Mai Selim, famous actor Hany Ramzy, business woman and fashion designer Lamitta Frangieh and famous actor Ahmed Zaher.

All in all, the App serves as a virtual treasure trove of celebrities willing to share their exclusive content and experiences with their fans.

Commenting on the launch of Pep, Ayman Ellissy, NDigitec Media &



Celebrity Solution Manager said: "Pep is a revolutionary platform which is developed to change the way celebrities interact with their fans. This is a cool way for celebrities to share a private and personalized bond - an app that plugs the gap between the two."

While Sali Mousli, the CRM said: "Thousands of fans are using the app, and now they have access to celebrities like never before. The increasing number of subscribers is proof enough that the popularity and the number of celebrity engagement is set to surge in weeks to come".

Each celebrity has his or her own Pep and users can get exclusive info and news through this one-of-a-kind private social application. This is what makes Pep different from other Celebrity applications, social pages or websites. In addition, they will have the chance to watch exclusive live streams of celebrity life. Fans can now be their own reporters! Pep is the only place

where the last ones can ask questions they always wanted to have the answers to, but never had the chance.

Recently Pep was one of the major sponsors of DIAFA 2018, at Atlantis, The Palm, Dubai. DIAFA 2018 is a prestigious and unique event that honors distinguished International and Arab personalities, selected by a qualified committee, for their annual achievements and contributions towards communities and societies betterment.

List of launched Pep applications:

1. PEP #MaiSelim
2. PEP #EhabRamzi
3. PEP #Sakok
4. PEP #LamittaFrangieh
5. PEP #HanyRamzy
6. PEP #AhmedZaher
7. PEP #NourKhatab

Search for Pep on Apple Store / Google Play market or visit [www.pep.media](http://www.pep.media).

**FYI**

- Virtual Reality movies are coming to Dubai as part of the Dubai International Film Festival.
- The UAE released a VR tour of the first city on Mars.
- Dubai to get the world's largest automated vehicle system, links the BlueWater Island and Metro Station.
- Dubai launches world's fastest airport WiFi called "WOW-Fi".
- Tesla takes dune bashing test in Dubai, wins hands down.



## Exhibition Booths For International Brands At AEEDC 2018 By NDIGITEC

**AEEDC 2018 took place from 06 to 08 February at the Dubai International Convention & Exhibition Centre in UAE.**

Exhibition stands fabricated by NDigitec took center stage at the 22nd UAE International Dental Conference & Arab Dental Exhibition. AEEDC Dubai 2018 is an annually organized conference, that collects more than 40.000 guests every year.

Global brands entrusted the creations of their exhibition booths for one of the largest field events, to the NDigitec Fabrication competency.

NDigitec Team: Creative designers in cooperation with CG artists and fabrication specialists have managed to create quality stands for each of our clients.



K Line Europe GmbH, Germany



Klockner Implant System, Andorra



BIOTEM Dental Implant, South Korea



Ultradent Products Inc., United States

## NDIGITEC Fabricates Stands For Dr. Majd Naji's "Smile Masters" Project Opening Ceremony

The opening ceremony was held at the Jumeirah's Emirates Towers Hall under the patronage of His Highness Sheikh Mansoor Bin Mohammed Bin Rashid Al Maktoum. More than 200 attendees were present at the ceremony including a number of recognized celebrities in the Arab world.

NDigitec was responsible for manufacturing seamlessly designed Pop-up stand that served as a perfect backdrop at the event. Our backdrop stand created an effectual branding, engaged the audience and enhanced the theme of the event.

Celebrities and guests were standing behind the backdrop snapping pictures

with Dr. Majd Naji and his team.

A stand specially tailored to Dr. Majd Naji and his team which added creative touch to the event. "The stand appeared realistic and resulted in giving a feeling of liveliness to the guests," said Dr. Majd Naji.

Dr. Majd Naji is recognized as one of the best cosmetic dentists worldwide.

Celebrities from all over the world travel to Dubai to restore their smiles at his Dubai based Liberty Clinic. Dr. Majd Naji is currently the most followed dentist in the world and received the title of "Social Doctor" by the Technological Gat Magazine.



## NDIGITEC Shares Expertise In Augmented Reality & Virtual Reality At InfoComm MEA Summit

NDigitec showcased its expertise in Augmented Reality and Virtual Reality and was in the epicenter of discussions at the InfoComm MEA 2017 Summit in Dubai organized on December 5. At the Summit, NDigitec was in the list of participants of the Immersive World organized by VR/AR Association (VRARA).

NDigitec’s Head of Content Creation- Eyad Arabi presented the company’s VR/AR technologies and how they are changing the face of the industry.

This participation added significance as the VR/AR industry is expected to be worth \$6 billion in the Middle East and North Africa region by 2020 and \$143.3 billion globally. Mr. Arabi also presented a keynote speech titled “Immersive Reality in Daily Lives” focusing on elements of virtual environments and the ways immersive reality can improve our day-to-day lives.

At the Summit, NDigitec also presented one of its upcoming products - VR Mall, which is one of the most innovative

ways of e-commerce available in the market.

Moreover, the company also presented its AR project for Feadship, one of the world leading producers of super yachts in the region, and the VR walkthrough for the Kempinski Hotel in Palm Jumeirah, Dubai.

Eyad Arabi, said: “ The VR/AR community is closely communicating with each other and NDigitec is one of the frontiers of that community in the UAE. The InfoComm Summit provided the company a unique platform to reinforce its knowledge and technologies in the VR/AR fields. The preview of the VR Mall, which is soon going to be launched for the broader audience, aimed to give the attendees a snapshot of the future.

The importance of valuing Immersive Reality technologies as an inseparable part of our daily lives cannot be understated. NDigitec VR/AR projects hold a huge significance in the ensuing development of this field in the UAE.”



### Alin Wartan

Production Manager – CCD

*A certified leadership specialist from the prestigious Chalhoub Retail Academy.*

*“I manage a team of graphic designers under the Content Creation Department at NDigitec. My primary goal is to always deliver on promised deadlines: Every day is challenging and rewarding for me”.*



Order online on [Dubaiprint.com](http://Dubaiprint.com)

### Banners & Mesh

- Water-resistant
- Perfect for outdoor use
- Customized sizes and finishing

High quality Digital Printing on the banners will capture potential client attention on your products and services.

## CAREERS

**We are always looking for great talent. Join Us!**  
**Please send your resume and covering letter to [careers@ndigitec.com](mailto:careers@ndigitec.com) or follow us on LinkedIn for the latest opportunities.**

PREFERRED SUPPLIER  
OF **500+**  
BUSINESS PARTNERS



Headquarters | Prepress | Premedia

Dubai Production City, (DPC), D65  
P.O.Box: 500779, Dubai, UAE  
Tel: +971 4 4355919  
Fax: +971 4 4355918  
E-Mail: [info@ndigitec.com](mailto:info@ndigitec.com)

Digiprint | Fabrication | Dubaiprint.com

Dubai Production City, (DPC), E69  
P.O.Box: 500779, Dubai, UAE  
Tel: +971 4 4514554  
Fax: +971 4 4228571

NDIGITEC Saudi

Second Industrial City,  
Road No. 231, Riyadh, KSA  
Tel: +966 11 2650633/44/55  
Fax: +966 11 2650544  
E-Mail: [riyadh@ndigitec.com](mailto:riyadh@ndigitec.com)

Follow us on



[www.ndigitec.com](http://www.ndigitec.com)