

Projects

PORTFOLIO



FRACTAL SYSTEMS
INNOVATIVE TECHNOLOGIES

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JETEX

Fractal specializes in structural engineering design and continues to deliver high value, complex and sophisticated engineering projects successfully.

Our team successfully designed fabricated and installed a massive **10m x 10m LED Cube**, in just **7 days** to welcome the delegates visiting COP 28 at the JETEX VIP Terminal in Dubai.



We are veterans of undertaking complex projects and delivering in tight deadlines.



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We offer Long-term Maintenance Contracts ensuring our customers enjoy a seamless and hassle-free experience with our technology installations.



The four sides of the cube are split into two **Anamorphic Corner Displays** each welcoming the visitors with a stunning display of Anamorphic content.



We are dedicated to providing innovative, hassle-free engineering solutions to our customers that go beyond expectations and leave a lasting impression.

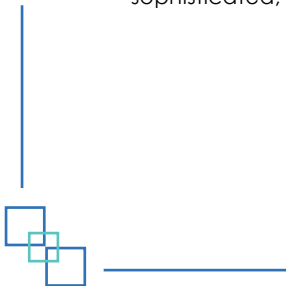
PURE HEALTH



Fractal provided a show stopping center piece for the PureHealth stand at Arab Health 2024. The stand featured a large 10m diameter circular LED screen, with a striking LED Globe suspended from the center and LED Tubes connecting the Globe to the ceiling.



The pulsating content flowing through the expertly design visual master piece breathed live into the stand as it represented the sophisticated, bold and high tech ecosystem that the brand envisions.





The central master piece was surrounded by **27m x 2.5m curved LED screens** all around, displaying captivating graphics and content, offering an immersive experience to visitors.



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The stand was elegantly closed up from outside and covered with **400m² of P1.8 flexible and corner LED** which displayed custom made content all around.



TII - GITEX 2023



Fractal installed two **10m x 2.5m Anamorphic displays** that played multiple **3D content** loops with exceptional results.

The anamorphic content was also done in-house and offered a glasses-free 3D display to the visitors.

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Fractal created a stunning **laser show** for the launch of the Abu Dhabi Autonomous Racing League.



The laser show marked the sharp edges of the vehicle and design during the unveiling of the car.





We installed two hanging LED displays each **12m x 1.5m**, seamlessly integrated into the stand aesthetics and playing synchronized content across all displays.



The overall stand aesthetics was elevated with a **120m²** circular **LED Floor** running through the crowd of visitors and adding on to the ambience of the stand.



We developed an **AI-powered interactive system**, capable of maintaining real-time conversations.



Our team of experts developed an elegant **custom display solution** that reinforced the clients branding and messaging.



WORLD DEFENSE SHOW - 2024



At Fractal, we craft unique and one-of-a-kind solutions that go beyond the ordinary. Tailored to your vision and objectives, our displays not only reinforce your brand message but also captivate audiences and drive results. Shown here is our latest masterpiece from the World Defense Show.



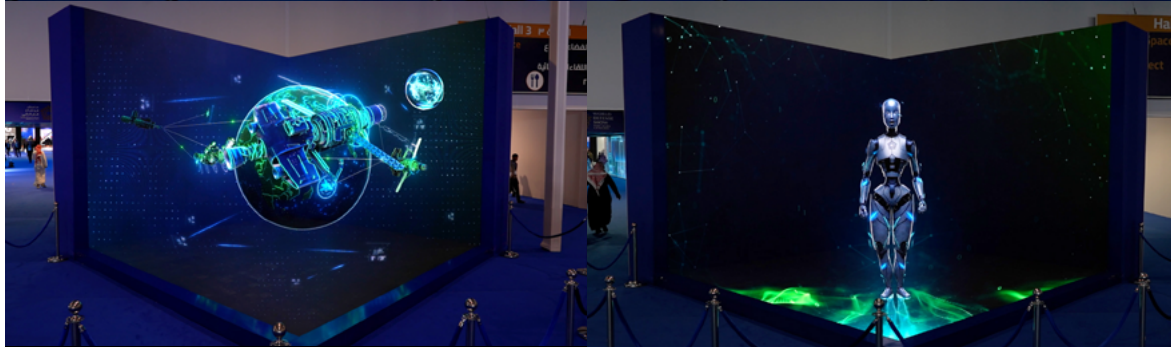
[WATCH NOW](#) 

The visitors at the World Defense Show were welcomed in our **LED Tunnel**. The **16m** long and **7m** wide tunnel consisted of all around LED and turned the entrance into a thematic story telling walkway.





Our **Anamorphic Corner Display** was indeed a show stopper at the World Defense Show. Crafted with meticulous attention to details, Anamorphic Displays offer visitors a glasses-free **3D experience**.



Lastly, we also provided **Interactive Applications** with Curved LED Displays and Custom Applications for way-finding throughout the event.



ROYAL COMMISSION FOR JUBAIL AND YANBU

Fractal was commissioned to **design, build and implement the complete stand** for the Royal Commission for Jubail & Yanbu. The stand was expertly designed with a cozy mezzanine meeting lounge and a technology studded ground floor.



The stand featured curved LED screens embedded into structural pillars, numerous LED monitors and a bunch of interactive experiences as well.



The stand featured an interactive VR experience where visitors could immerse themselves into an engaging journey with VR headsets, controllers and a curved LED screen showing the live feed.



The **12m x 3m multi-curve LED wall** integrated with motion sensors displayed relevant content in different sections of the screen when triggered. This LED wall was complimented with an **LED floor** extending through out the stand bringing harmony and coherence in the stand ambiance and design



SAUDI PAYMENTS - SEAMLESS 2023

Fractal provided a combination of interactive and custom display solutions for Saudi Payments at the Seamless 2023 event.



A **5m x 3m Curved LED display**, paired with a touch screen podium. Users can engage with the technology effortlessly through the intuitive touch screen interface.



Fractal installed an **LED walkway** which was **10m** long and **2.5m** tall. The LED displays lit the walkway in a symphony of colors, patterns and information.





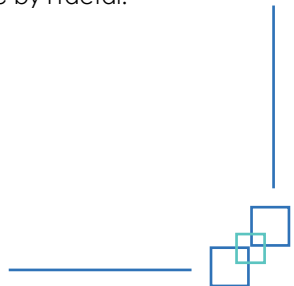
We are experts in creating one-off **custom display solutions** that perfectly match your vision and objectives

These not only strengthens your brand's message but also serves as an eye-catching centerpiece.

WATCH NOW 



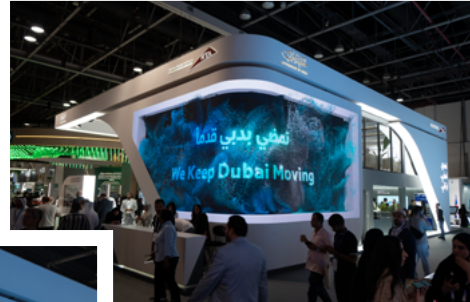
We engineered **interactive LED totems** where users can interact with touch screens integrated with our custom applications, all developed in-house by Fractal.



RTA - GITEX 2023



Anamorphic display merges creativity and technology like never before, delivering a unique and captivating visual experience.



From the hardware installation to the anamorphic content creation, everything was done in-house.



TONOMOUS - GITEX 2023

Our **transparent LED** sliding door in Tonomous stand blends technology and creativity into eye-catching entrances.



This is an ideal solution to turn traditional entrances into doors of opportunities.



CISCO - GITEX 2023

The first of its kind, our **interactive LED portal** is equipped with sensors, interactive options and live feed cameras so you can teleport your visitors between different portals and ensure that they have a flawlessly engaging interactive experience.

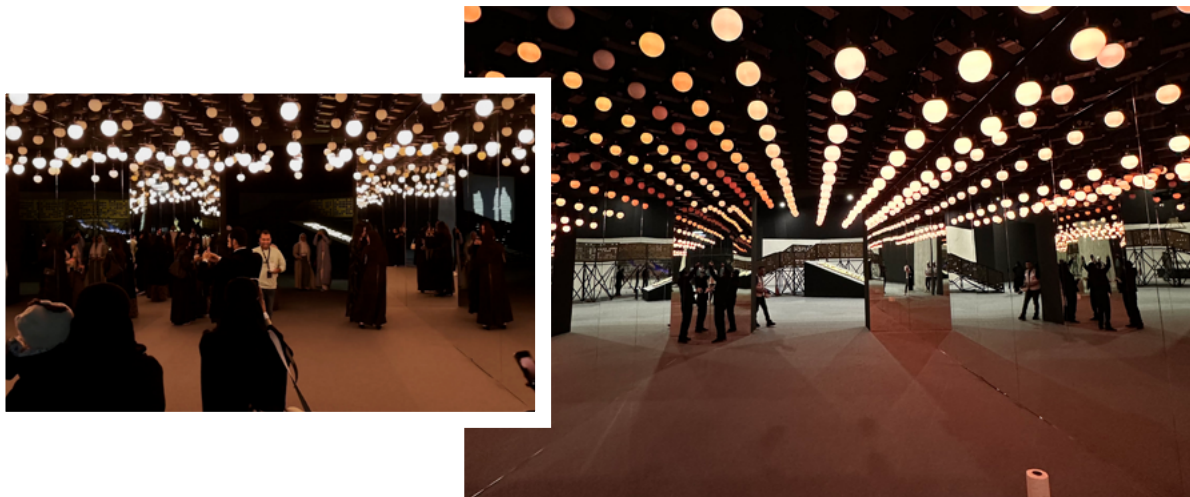


WATCH NOW 

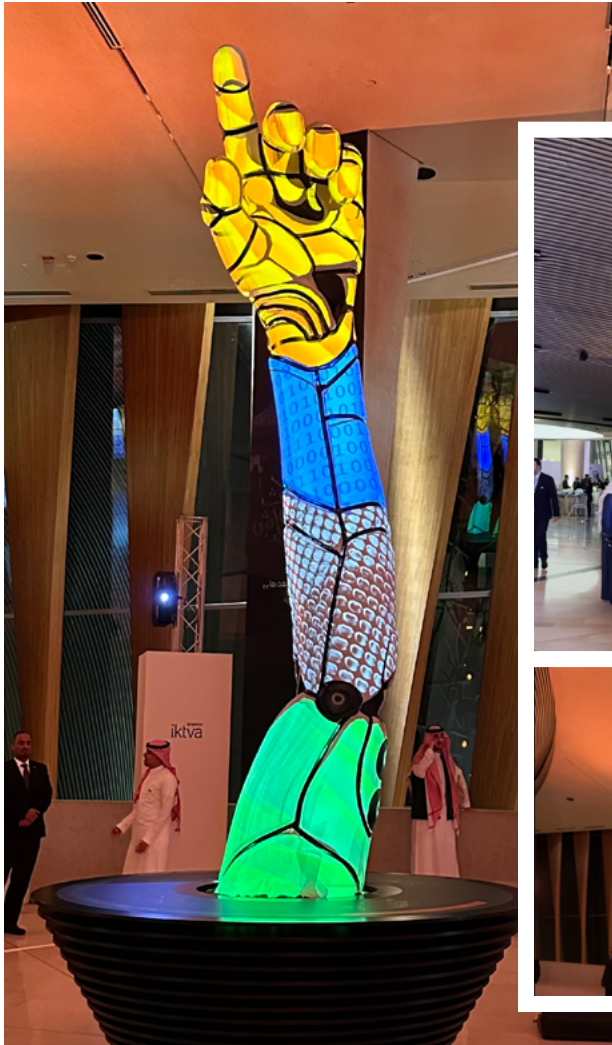


INTERNATIONAL ART EXHIBITION

Fractal designed and installed a mesmerizing ceiling installation for the International Art Exhibition, featuring arrays of **128 individually programmable Kinetic Spheres**. Each sphere moves in perfect harmony, creating elegant patterns and a delicate flow of light.



IKTVA - ARAMCO

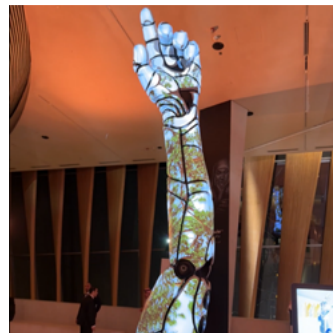


The massive arm sculpture (**4m high**) at the IKTVA Gala Dinner was brought to life with **360° Projection Mapping**.



The structure acted as a canvas for our creative team and the projection showed a mesmerizing visual spectacle.

[WATCH NOW](#) 



The eye-catching visuals projected onto the arm showcased a seamless fusion of creativity and technology.

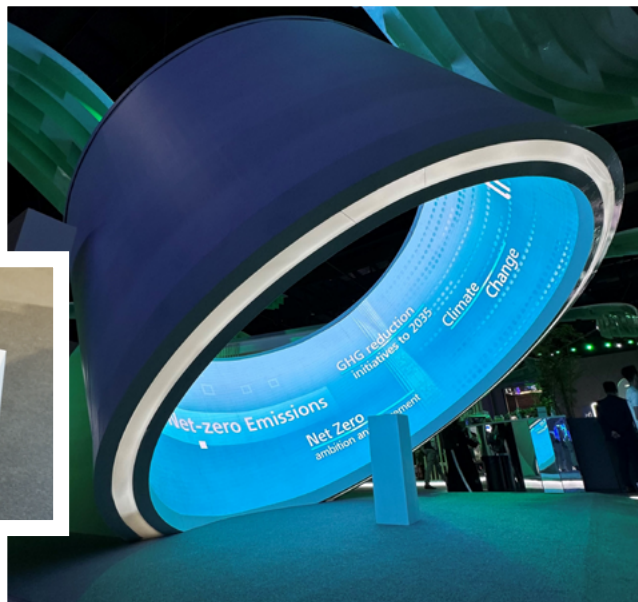


The **15mx3m LED Sensor Wall** at IKTVA Gala Dinner. The sensors at each stop detect the visitors and relevant information starts playing on that section of the LED screen. The eye-catching visuals and **Custom Content Creation** was all done in-house by Fractal.



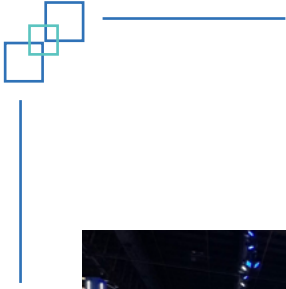
With its massive **2.6m height** and a **circumference of 9.2m** tilted at a **30° angle**, the **LED Ring Display** stood tall at the center of IKTV by Aramco as it welcomed visitors for a one of a kind **360 viewing experience**.

The **Interactive Podium** is provided with a circular dial to scroll and click, giving the overall experience a composed and elegant feel.



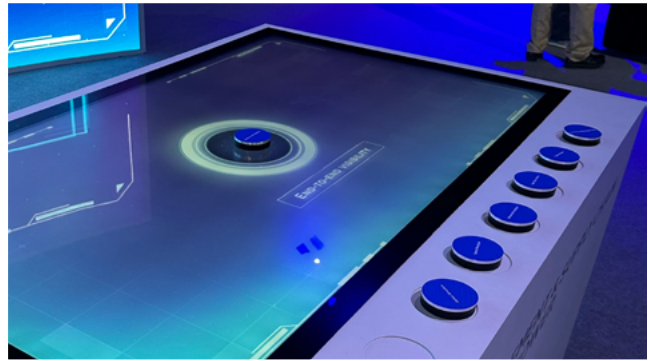
Our DNA XS is always a favorite with its **individual totems, 12 rotating screens** and **customizable motion**. We paired this eye-catching technology with LED screens on the sides for an innovative launch ceremony for IKTV by Aramco.





We paired our **Tangible Table** with a **5mx3m** stand alone **Curved LED Display**. Visitors place the **Interactive Pucks** of their choice on the LED table top and information is displayed with infographics and animations done by our in-house **Content Creation Team**.

Our Tangible Table provides a unique interactive experience to your visitors. Choose to go with the table display for a single user experience or pair it with a Custom LED Display for a group oriented set up.



We added onto the technology inspired theme of IKTVA with our **Robotic Hospitality Stations** where Robotic Arms dispensed Coffee, Tea and other refreshments to the visitors.

We transformed the ordinary walkway between two exhibition halls into an indulging experience with a **9.5m long, 4m wide and 4m high LED Tunnel** which had an **Interactive LED floor** and a mirror ceiling to completely immerse the visitors.



NATIONAL NEWS AGENCY

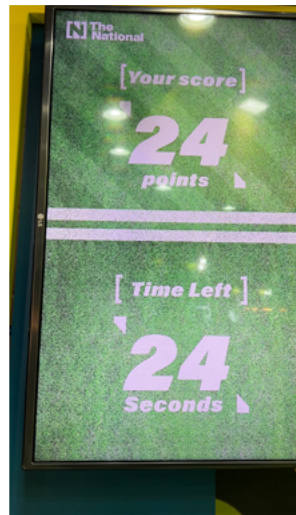
Bring excitement to your event with our **Interactive Speed Reaction Game**.
Ideal installation for engaging kids, teenagers and adults.



The player needs to quickly tap on the correct lighted bulb within a time limit, aiming for the highest number of successful taps.



Our talented team has fully developed and programmed the application, ensuring a seamless and captivating user experience.



ARABIAN TRAVEL MARKET 2023



Fractal developed and installed an industry leading **Immersive Room**, enveloped by a wrap-around LED display on the outside.

The immersive room takes the user input with an interactive tablet while the **External Curved Display** shows promotional videos for the visitors.



As you interact with the podium, the wrap-around LED display immerses you in a world of dynamic visuals, creating an unforgettable sensory journey.



The wrap-around **5mx3m LED** showcases a symphony of visuals, bringing stories to life and creating an unforgettable atmosphere.

WATCH NOW



ARABIAN TRAVEL MARKET 2022

The **Kinetic Blades** are the latest addition to Fractal's arsenal of show-stopping Techno-Art Pieces.



Completely designed and developed in-house, the Kinetic Blades are guaranteed to make you stand out from your competition.



[WATCH NOW](#)



Fractal also provided an **Immersive Experience** with a Tangible Table at its center. The interactive pucks when placed on the LED table top display different options and the visitor can enjoy the presented content on a curved LED screen with reflective mirrors all around to complete the immersion.

BUILDING FACADE LIGHTING

We deliver **Turnkey Lighting Solutions** as a result of numerous partnerships with industry leading brands which saves the customer from all the hassle. We specialize in LED Lighting Solutions custom made to fit our customer needs with upto **10 years warranty** on the hardware installation.

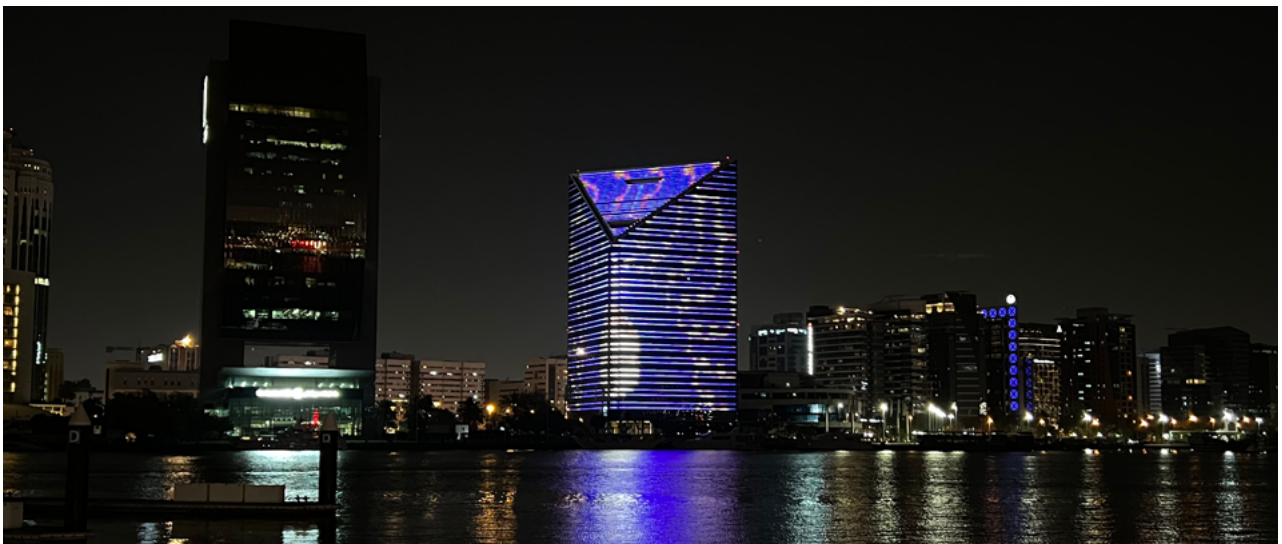


Fractal Systems designed and manufactured **Custom LED** Mounting Profiles, Structures and Cable Trays to have the lights and cables expertly concealed into the building's existing facade.

Over **10 kms** of cabling was completed with more than **700** different **Waterproof Connections**, custom cable management and data routing infrastructure was developed.



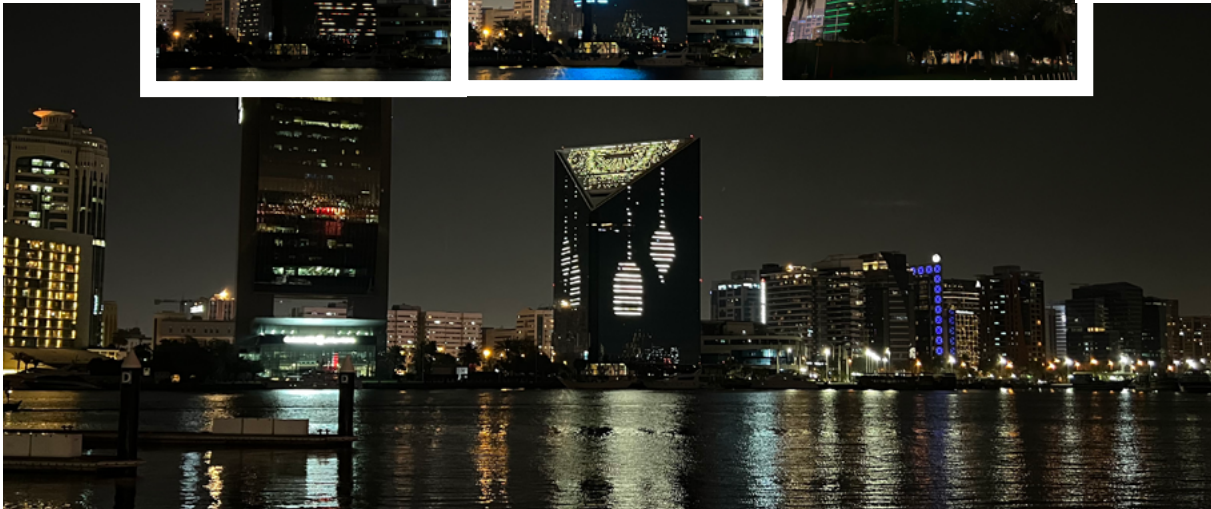
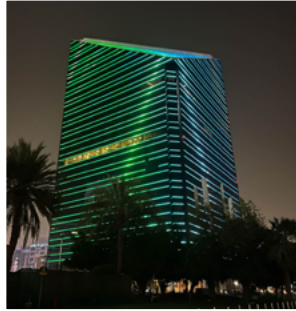
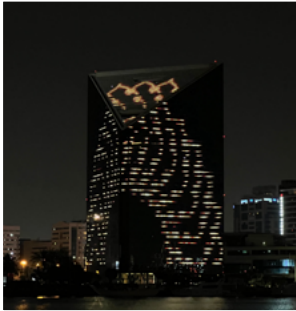
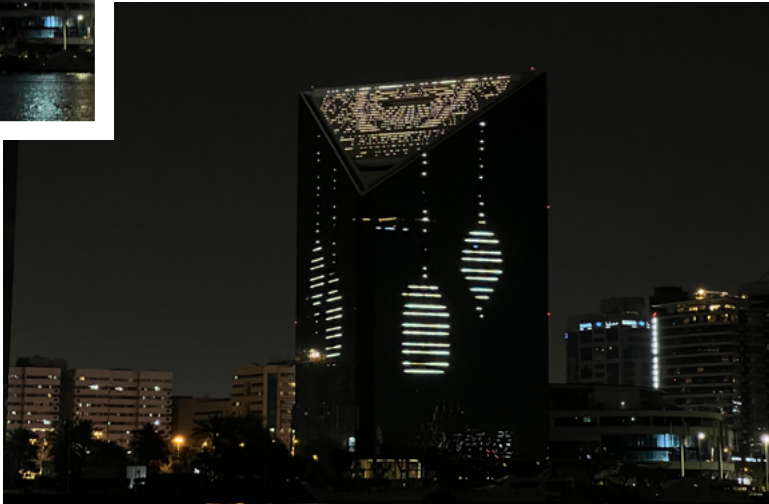
We also offers Long-Term **Maintenance Contracts** to make sure our customers enjoy a seamless experience with our technology installations.



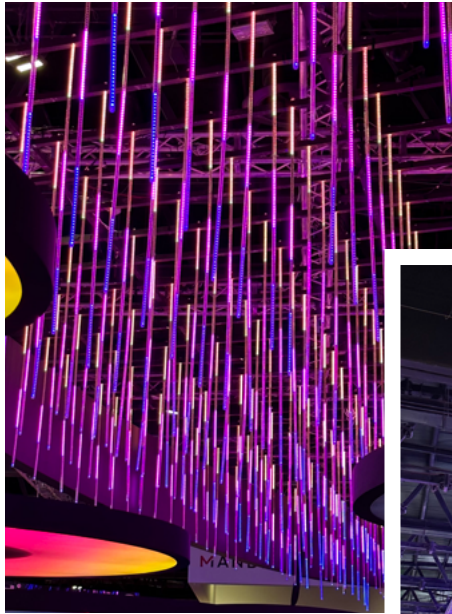


WATCH NOW 

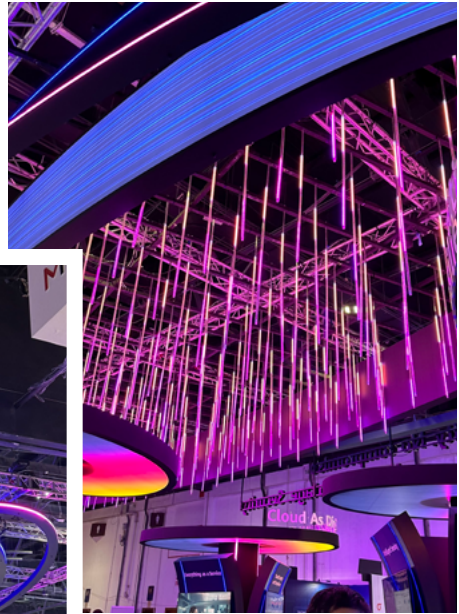
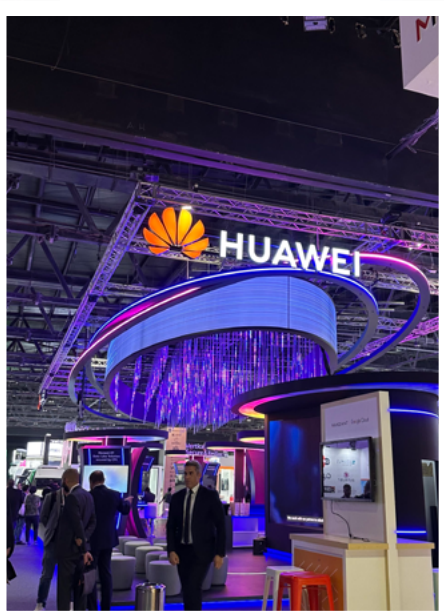
Fractal Systems offered a **Comprehensive Internal Wiring**, cable containment and electrical modification solution to allow smooth operation and maintenance of the lighting systems.



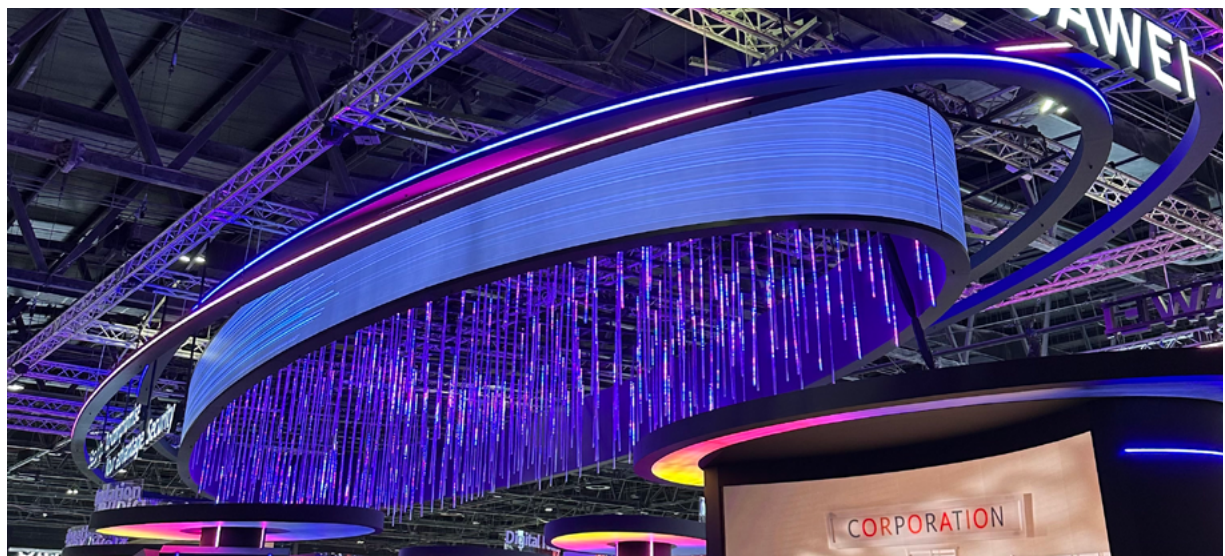
GISEC 2023



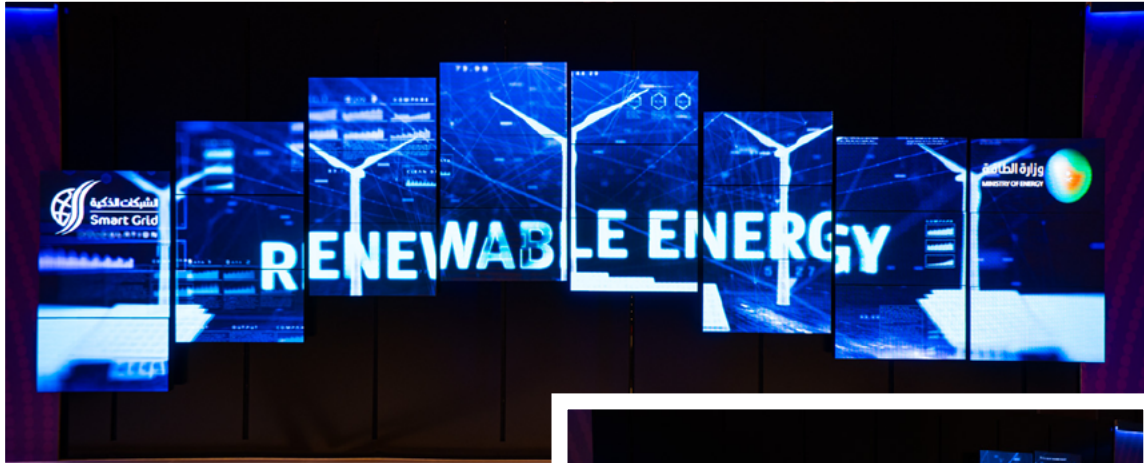
WATCH NOW 



We designed and installed a ceiling adorned with nearly **300 vibrant LED Tubes** for the Huawei stand at GISEC 2023. Each LED tube is programmable and illuminates an array of colors, transforming the ceiling into a colorful, ever-changing spectacle. Whether it's creating a dynamic centerpiece or enhancing the ambiance, Fractal is your trusted partner for custom ceiling solutions that truly elevate any event.



SAUDI SMART GRID CONFERENCE



Our Dynamic Wall is composed of **individually programmable** screens that can be programmed to move in any sequence and put on a different show every time. Shown here is our recent installation for Saudi Smart Grid Conference.



MDLBEAST 2024



Fractal created an unforgettable experience for visitors at the MDLBEAST 2024 with the GLAMbot. A high-speed robotic arm camera that is perfect for capturing those superstar moments in slow-motion.



ARAB HEALTH 2024

We installed our **Rotating Monitor** paired with an LED Display where users could scroll through different menu options by simply rotating the monitor.



Among other interactive solutions, our RFID cube set up was also incorporated which allows users to interact by simply flipping the cube on different sides.



Some of our other event technology solutions included way finding Robots, Tangible Tables and Interactive Robotic Arm displays.



Our **Rotating Totems**, showcased at the SPL stand in Arab Health 2024, features individual totems with customizable motion. Each totem is equipped with **2.5m x 0.5m** screens on opposite sides, enabling dynamic content display. The totems can be programmed to move in sync or individually as well.

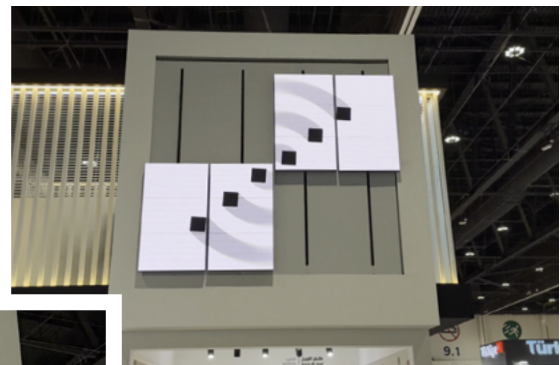
The **Kinetic wall** is another innovative creation of Fractal. It comprises of arrays of individual LED panels that can be programmed to move in any pattern. The back and forth motion of the LED panels while still maintaining a single display set up provides an eye-catching and dynamic showcase of your brand messaging.





Our Leap motion controllers are user friendly and precise. The sensor uses hand tracking which allows the user to interact with the system using natural gestures. We are veterans of incorporating it in our technologies to offer a range of customizable interactive solutions.

ABU DHABI INTERNATIONAL BOOK FAIR



Our Dynamic Wall is composed of individually **programmable screens** with flexible motions and content scenarios that are completely customizable to your needs and can be extended to virtually any number of screens.

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GLOBAL MEDIA CONGRESS



Revolutionizing the way we interact with technology with our **Tangible Table** and **Curved LED Screen** installation for Emirates News Agency. A seamless fusion of form and function that takes user experience to the next level.



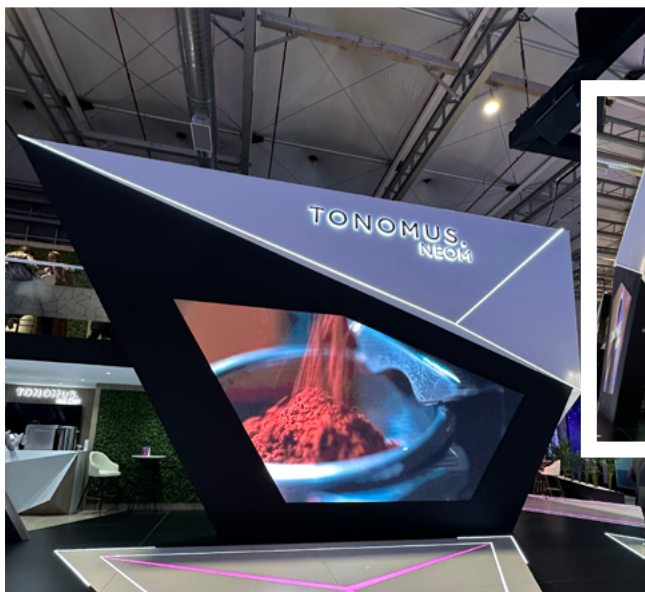
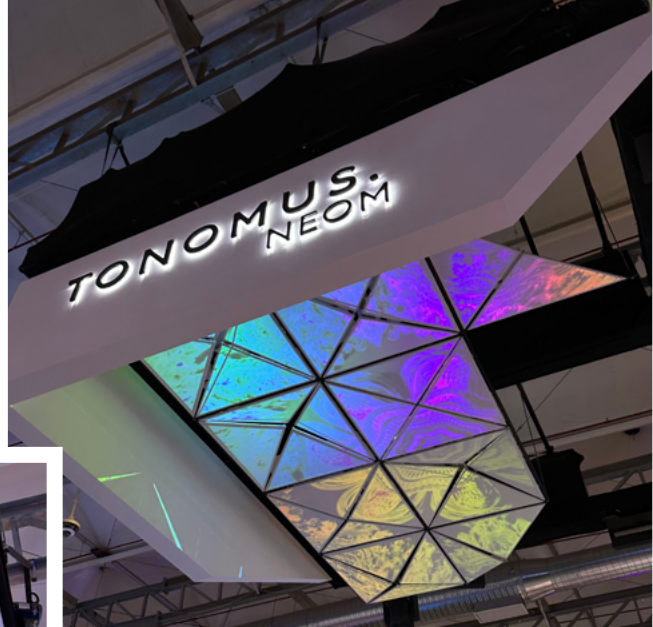
The tangible table provides **multi-user interactivity** and the touch screen table top can be used to navigate through the options. Choose to go with only the tangible table for a single user experience or pair it with our Custom LED Display solutions for a more group oriented experience.



LEAP 2023

Fractal provided a custom-made **Kinetic Ceiling with Projection Mapping** for TONOMUS-NEOM stand at LEAP 2023. The ceiling is designed into symmetric triangles which oscillate up and down in a synchronized motion

Customized Content is projected onto the kinetic pieces. It is specially developed for the technology and **Programmed** to follow the motion of the physical elements.



The cutting edge design of the overall stand was complemented with **Custom LED Displays** spread across the stand.

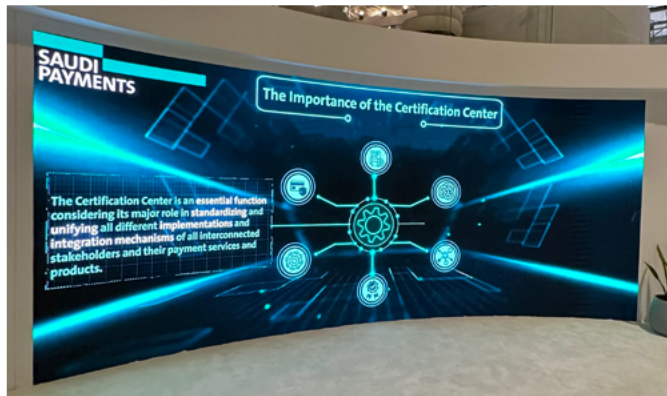


Our Dynamic Wall made up of **15 individually programmable screens** entertained the VIP guests at the Saudi Payments stand with its synchronized, pre-programmed movements.

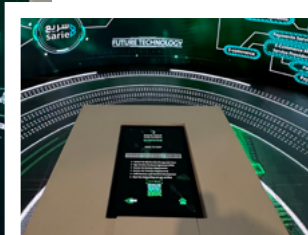


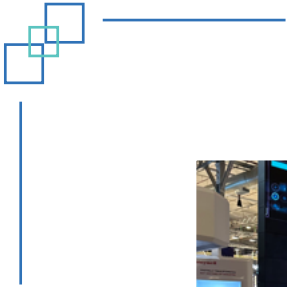
The technology can be customized to any number of screens and can also be set to move with live user-input.

We also provided **8mx2.5m LED Wall** with touch screen technology achieved innovatively with sensors to give the visitors a smooth navigating experience.



We created a **10mx2m Semi-Immersive Corner** with a curved LED floor and an interactive touch screen podium for user input.

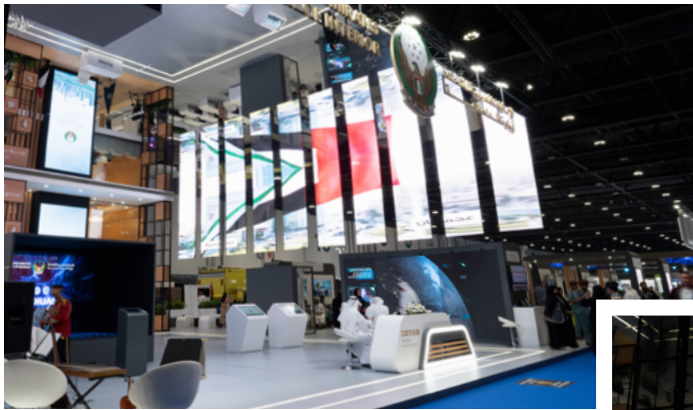




The **Kinetic DNA Xs** is always a fan favorite with its vertical totems and individual screens, complimented by the reflective mirrors on the back which are guaranteed to catch your visitors attention. In picture, DNA Xs for SDAIA by Fractal Systems at LEAP 2023.

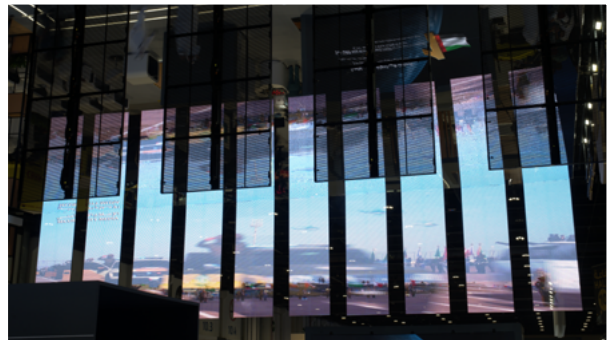


MINISTRY OF INTERIOR - UAE



We provided **20 Transparent LED Curtains** hanging along the sides of the stand with customized content which created a futuristic ambience and provided a unique viewing experience.

Our team takes care of every aspect of the project, from conceptual design & fabrication to content creation and on site operations. Our team ensures a seamless and hassle-free experience, delivering a visually captivating solution that exceeds expectations.



ENJOY SAUDI

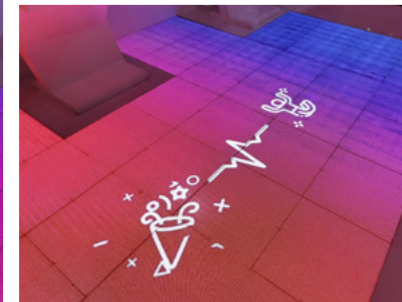
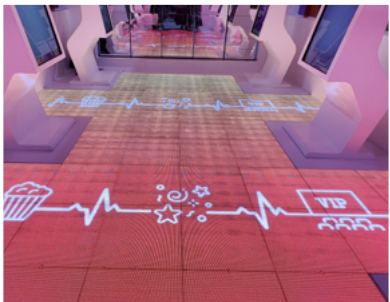


The **Kinetic DNA Xs** is always a fan favorite with its vertical totems and individual screens, complimented by the reflective mirrors on the back which are guaranteed to catch your visitors attention.

With a full **360-degree rotation** capability and programmable motion for the individual totems and 12 screens, the technology offers endless possibilities for customization.



[WATCH NOW](#) 



Our **Interactive LED Floor** kept the visitors engaged through different activations spread across Saudi Arabia as part of the Enjoy Saudi initiative. The user input is taken by carefully placed pressure tiles in the floor and the content changes with the user input.

WORLD FUTURE ENERGIES SUMMIT 2022 - 2023

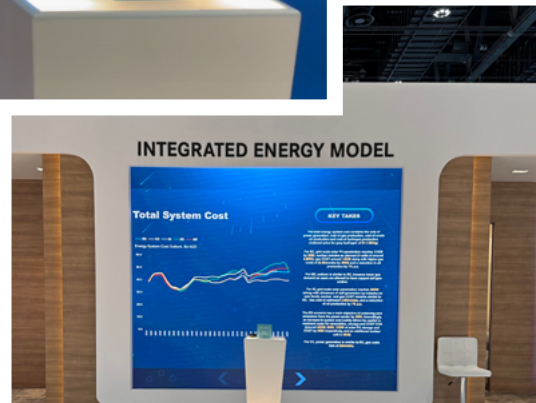


The **Interactive Rotating Dial** provides a simple and easy navigational experience to your visitors. Paired with our **Custom Display Solutions**, it is a modern, minimalist and engaging experience for all.



[WATCH NOW](#)

The **RFID cube** is the latest in our interactivity solutions. Users can simply rotate the cube to the desired side and the relevant action is triggered.





Behold the captivating **LED Globe**, the **Transparent LED Screen**, and the big **Curved LED Display** coming together to redefine visual experiences. As you interact with the transparent screen, the globe and curved screen respond in perfect harmony, showcasing content relevant to your selection.

Our dedicated team puts in their full effort, from design to installation, to bring this exceptional display to life.



Our tangible tables provide **Single-user and Multi-user** experiences with customizable navigational options.



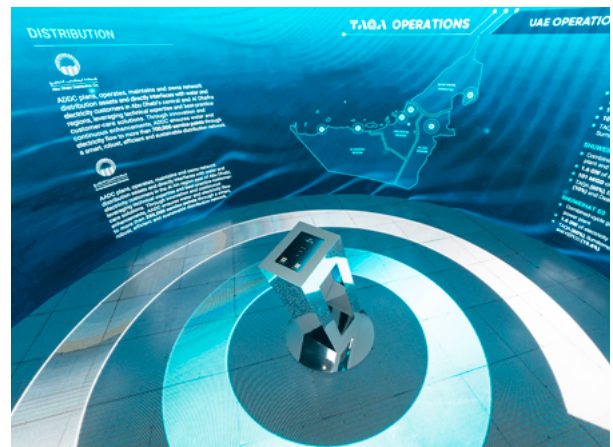
WORLD UTILITIES CONGRESS



We specialize in **Custom Display Solutions** taking your concept and ideas and developing them and manufacturing them into show-stopping pieces. A one-of-a-kind fabricated structure with embedded **flexible LED panels** made to order by Fractal Systems for TAQA. The complete structure was designed and developed in-house and used at multiple locations. Fractal provided all installation, dismantling and transportation services as well.



We provided an Immersive Corner Experience with an Interactive **Application Development, Custom Content Creation** as well as a complete LED floor.



Leave a lasting impression on your visitors with a completely **Immersive Experience**. Choose between curved or straight edge LED Walls and take it way over the top with LED ceilings and Interactive LED Floors.

The **20x Sliding Screens** provide 10 individual high resolution ultra-stretch displays on each side. Every individual column can be programmed to move according to the show requirement and the technology is completely automated with custom content creation.



Fractal developed multiple **Applications** which controlled different technologies, triggered content and provided interactivity to the visitors for engaging with different experiences. The **Touch & Throw Technology** enables the user to select a subject on a touch screen and throw it upwards towards a dedicated custom made LED display which then plays the corresponding content as set by our customer.

A **Corporate Presentations Corner** to host seminars and deliver presentations was also provided by Fractal with **Curved LED Displays**.

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GITEX 2022

The Kinetic ring, meticulously crafted with **Twenty 55-inch Screens** seamlessly blended to create a visually stunning display that showcased the clients objective with synchronized animations and content.



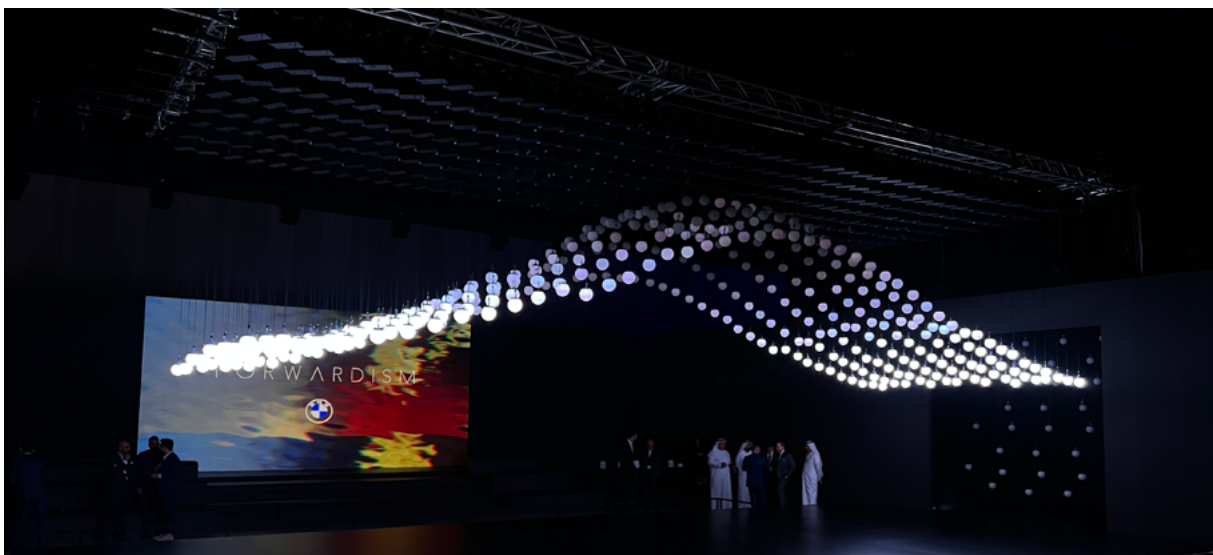
The massive **Curved LED Screen** suspended from the ceiling brought to life with stunning animations and specialized content.



BMW i7 LAUNCH CEREMONY



Fractal crafted a Kinetic Ceiling with arrays of **350 Kinetic Spheres** for the BMW i7 launch ceremony. Each sphere is individually programmable and the complete system moves in a choreographed motion forming elegant shapes and creating a delicate flow of light, adding a touch of innovation and luxury to the event.



DUBAI MUNICIPALITY

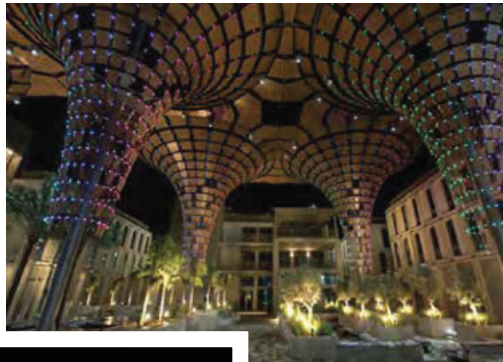


Fractal installed **Custom Outdoor LED displays** that wrap around the Smart Power Poles installed by Dubai Municipality along the Public Beach. The screens are super bright to provide instructions and communicate messages to the public 24/7.



EXPO 2020

Fractal deployed its team of experts for the **Programming and Content Scenarios** of the outdoor lighting on Oman Pavilion in EXPO 2020.



Developing **76 Individual Experiences** with **AR and VR, Touch screens, Motion sensors, Directional Speakers**, along with complex **Programming and Application Development** all done in-house for the Thematic Pavilion in EXPO 2020.

A **24m x 12m Kinetic Monolith** with wrap-around **360 Projection Mapping** on surrounding walls at the Australia Pavilion at EXPO 2020.



26 TV screens for general and VIP Tunnel area with sound systems.

A massive **Projection Dome** provided at the Australian Pavilion at EXPO 2020.



Our **Tangible Table** installed at Accenture's office in EXPO 2020.



Projection Mapping done for an interactive **Projection Book, Projection Plate** and a **Projection Table** showcasing different traditional foods from Palestine at the Palestine Pavilion in EXPO 2020.





FRACTAL SYSTEMS
INNOVATIVE TECHNOLOGIES



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