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CATALYST ME

COMPANY PROFILE · OOH & RETAIL MEDIA CONSULTANCY

Engineering. Permits. NOCs. Advertising.

Your trusted partner for approvals, technical solutions and business support in the UAE.

#309, Opal Tower, Burj Khalifa St. Business Bay, Dubai, UAE

Since 2012

About Catalyst ME

Catalyst ME is a digital consultancy for OOH and retail media, working across the UAE and GCC.

Catalyst ME has supported OOH, Malls and Digital infrastructure projects since 2012, with more than 15 years of experience navigating the UAE and over 100 projects delivered. We provide technical consultancy across the full project cycle — engineering, authority approvals, contracts, digital expertise, audit and client representation.

2012	15+	100+	6
Supporting projects since	Years in the UAE	Projects delivered	Core service areas



Full-cycle service scope

02 **Technical Engineering**
Design, supervision and authority approvals.

03 **Strategic Contract Review**
Technical and operational terms aligned to delivery.

04 **Retail & DOOH Media Infrastructure**
Hardware, CMS and performance.

05 **Technical Audit**
Specifications and LED validation.

06 **Client Representation**
Malls, retailers and media owners.

07 **Project Experience**
Landmark UAE destinations.

02 / DELIVERY SCOPE

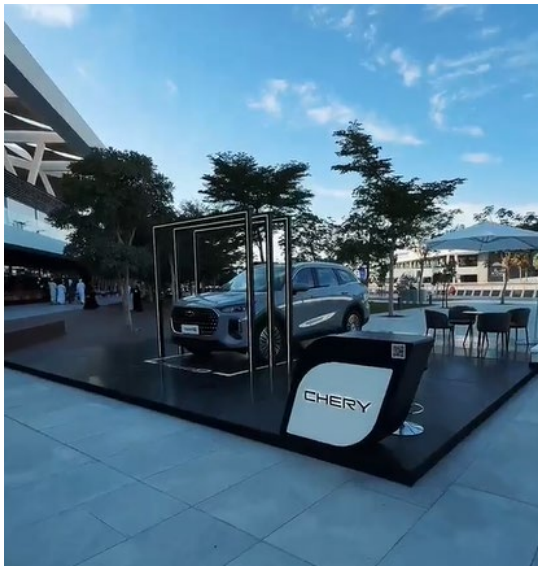
Technical Engineering

Complete technical engineering delivery, including design documentation, site supervision, and coordination of all required authority approvals.

01 **Design coordination**
Align concessionaire and contractor designs across all project phases.

02 **Site supervision**
Assess planned locations, validate readiness and identify potential challenges.

03 **Approvals & NOCs**
Coordinate authority approvals and discussions, with engineering and third-party verification for complex, high-load digital signage sites.



03 / CONTRACTS

Strategic contract review

Technical and operational terms aligned to achievable delivery.

01 **Contractual alignment**
Review concessionaire obligations against industry standards, ensuring comprehensive coverage and realistic expectations.

02 **SLA validation**
Validate service level agreement terms against achievable engineering and operational timelines.

03 **Risk analysis**
Analyse penalty clauses, milestone dependencies and scope boundaries to optimise risk allocation and change management.

04 **Technical documentation**
Draft and revise technical appendices to ensure clarity and enforceability of all technical requirements.

04 / RETAIL & DOOH MEDIA INFRASTRUCTURE

Digital signage expertise

01 **Hardware optimization**

Expert guidance on screen specifications — pixel pitch, brightness, resolution and location-specific considerations for optimal performance.

02 **Smart integration**

Scalable CMS platforms with automation, DOOH network compatibility, and smart triggers with environmental sensors for real-time responsiveness.

03 **Consistent delivery standards**

Benchmarking against DOOH and retail performance standards and innovation trends for future-ready infrastructure.

05 / TECHNICAL AUDIT

Comprehensive specifications audit

LED validation

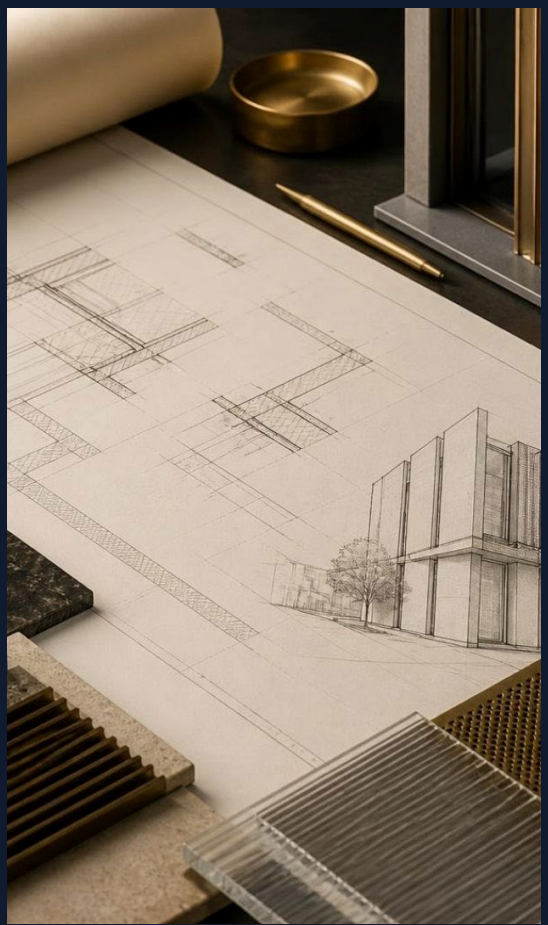
Validate IP rating, brightness, contrast, refresh rate and climate suitability.

Efficiency assessment

Assess power efficiency, maintenance, durability and warranty coverage.

Future-proofing

Identify upgrade options for priority locations.



06 / CLIENT REPRESENTATION

Dedicated client representation

01 Technical advocacy

Represent clients in technical reviews, vendor meetings and critical inspection processes.

02 Milestone management

Validate and approve technical milestones, installations and commissioning with rigorous quality standards.

03 Issue resolution

Manage escalations, conflict resolution and testing procedures, with consistent progress reporting.

07 / OUR WORK

Selected UAE experience

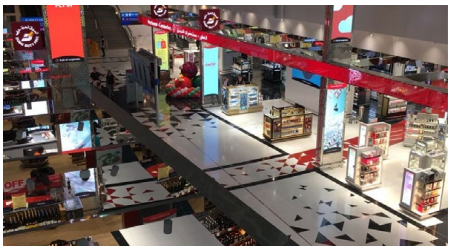












Your vision, our expertise

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