

*Al Yaseri*  
Art Production



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## COMPANY PROFILE

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📍 Head Office: Dubai Media City  
📍 Studio: Deira, Maktoum Street

# Who are we?

Al Yaseri Art Production is one of the leading companies in the field of art and media production, as well as artistic and media consultations.

Al Yaseri, which has a great experience in this area, houses administrative, artistic and technical cadre that combines expertise, competence, dedication and professionalism, and has won Arab and international awards in its specialties. Al Yaseri is characterized by the ability to innovate ideas and topics for all media, and offers all things that are innovative and dripping with creativity.

The company, which was established in the United Arab Emirates in Dubai Media City, offers a variety of unlimited media services ranging from TV and radio production, press coverage, organizing events, drama making, filmmaking, and marketing thereof, while providing all TV production requirements.

The company houses several departments, including Public Relations, Advertising and Marketing Campaigns, Art Production, Photography, Direction, Music, Graphics, Plastic Arts, Media Translation Department, Content Creation Department, Department of Engineering and Technical Consultancy for Companies and TV Channels and it houses cadres of trainers and professionals; each operates in his/ her specialty.

This unique diversity of services has enabled the company to gain leadership and distinction, and has become a role model for intellectual, cultural and professional diversity in the Middle East.

Al Yaseri Production, a path to excellence and creativity.



# About Us

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Art Production

A specialized company seeks to capture a leading position in artistic production and media fields of radio, theatre and television, as the company and its artistic studios provide television and film production services, in addition to making artistic advertisements for institutions and figures. The company has audio production studios for musical works. The company provides also social media marketing services thanks to its great impact in advertising and artistic marketing process.

We have an experience in production of feature-length and short videos for companies and individuals, in addition to all big screen projects, meeting rooms, editing services, and digital video montage services.

Al Yaseri provides television and production equipment fitting-out services under end-to-end process, establishes and equips radio and television studios, and organizes artistic events and festivals with media coverage. The company is constantly striving to offer the highest level in terms of quality of its works.

As for artistic units specialized in footage, montage, graphics and coloring for filmed works, the company is equipped with the latest technologies, devices and post-production services. The company has a department specialized in translating and dubbing various artistic materials, and introducing thereof into the market as a high-quality product.

We specialize in the production of documentaries, promos, TV program credits, and all 3D and 2D graphics using the latest specialized software and executed by a professional team having the capabilities required to execute any work assigned to it in a way exceeding the perceptions and with the utmost accuracy, high quality assurance and completion at the agreed upon time.



MUHAMMAD HAMAKI

# About Us

The company has integrated professional team considered as one of the most experienced teams in the field of artistic production in the Arab world.

The company adopts the most important ideas to convert such ideas into scripts written by the most prominent dramatists in the Arab world, and gathers Arab creations across the nation and develops and highlights such creations for every new work within an Arab artistic form that addresses all groups of Arab society.

As a leading production and post-production company, we take great pride in what we present to our customers of exceptional leading services and satisfactory outcomes thanks to what provided by our skilled and professional cadres, who won several major Arab awards in their specialties, in addition to their works etched in the Arab memory and still resonate in minds.

# Our Vision

After a prominent journey full of independent art and production works, the company has altered the perspective of professionals, audiences, and beneficiaries of art production in addition to the accumulated expertise of company's founders and workers, and their works in the Arab production markets, whereas its first studios company established in the UAE.

In light of the technological boom that we are witnessing today, the company continues its production services and exerts its efforts to expand the range of art services provided by it to its large audience.

Our goal remains to provide qualitative content with noble ethics and unparalleled quality. It is our deeply rooted goal and our ambitious vision. We also believe that the committed art, which is based on the social value system and professional standards, is a mean for coexistence and fraternity.

We are an Arab media company that ventures to go global and enrich the art production reality, as well as the audiences who benefit from its services in order to provide them with all new features in the world of technology and creativity, and to interact and communicate with them.

Our company is committed to become an advocate, pioneer, and multi-platform provider in the fields of media, art, and creative education by providing qualitative content by experienced professionals working within an environment full of excellence and superiority and is driven by a broad media perspective.

# Our Mission

- We also believe that the committed art, which is based on the social value system and professional standards, is a mean for coexistence and fraternity.
- Promoting cultural and artistic awareness through the production of interesting and meaningful media content.
- Enriching the Arab media library with various artistic, cultural and social works.
- Presenting the heritage, popular, and civilizational issues in a contemporary and professional form.
- Creating harmony between the producer and the recipient through fluency and diversity in presentation, while being fully aware of the audience's needs.

# Why Us:

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- Observing the ethics of the profession.
- Focusing on content and professional standards.
- Commitment to honesty, integrity and noble morals, which is the prominent characteristic of our dealings with customers.
- Coping with technological and technical development and making the most of it in our works and productions.
- Following the scientific and methodological foundations in execution as well as putting our art touches.
- Diversification of technical methods and critical topics.
- Permanent cooperation with competent professionals.
- Exchanging experiences and expertise with all companies and organizations working in our field.
- Paying attention to, caring of and developing human capital constantly.
- Holding steadfast loyalty to our customers and respecting their desires, which cultivates intimacy between us, and maintains continuous partnership with them.
- Ensuring accuracy and speed of completion.



# Our Services: Production

- Production and making of long and short films
- Production of TV and radio series.
- Production of TV shows and radio programs.
- Making animations using high-quality technologies.
- Production and making of visual and audio advertising content.
- Producing songs, national anthems, melodies, and music arrangement.
- Promotional campagins
- Radio and TV promo production
- Production and making of visual and audio advertising content





## Event Management

- Decorations for exhibitions, theaters, and events.
- Audio and lighting equipment services.
- Reception of participants and attendees.
- Dining, lunch hall, and VIP dinner (for conferences).
- Post-event services.
- Printing the documentary booklet of the event.
- Printing the documentary booklet of the event.
- Allocating an event hall.
- Managing and programming the event's website.
- Wedding Management
- Birthday Management

## Audio Department at Al Yaseri Production:

Our Audio and Music Production Department provides complete art services starting from production of songs, national operetta, and national anthem, as well as dubbing, advertising, audio books recording, interactive voice response (IVR), sound effects for shows, series, films, documentaries, and audio engineering.

The department houses a group of the best audio mastering and mixing engineers in the world, who carry out all of these works using the latest technology.

Trust us and choose Al Yaseri Production.



## Request your own song

Al Yaseri, in its distinctive style, offers its valued customers the service of 'Aghanelak" i.e. "Sing for you".

Now exclusively ... you can request a special song bearing the name of the person you wish to give him a song containing words express your happy occasions. It is not just that... the surprise is that this song may be sung by the most well-known singers in the Arab world and the Gulf, or your favorite singer. These songs can be produced in Arabic language of its various dialects, and in other languages only within seconds using the application on the company's website.

To fulfil your requirements, we provide the following:

- \* Birthday songs.
- \* Wedding songs.

The service provides you with lyrics, melodies, arrangements and singing, to make your own songs literally.

# Photography

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Professional Photography

Panoramic Photography

Artificial Photography



Commercial Photography

Commercial Photography

Aerial Photography

360-degree Photography

Journalistic Photography Services

Photoshoots for artists and other figures

Photography and video shooting of events.

# Marketing and Advertisements

- Media planning and purchase of advertising spaces on all platforms.
- Creative designs of advertising campaigns.
- Demographic and psychological analysis of campaigns.
- Dividing the target audience.
- Determination of possible economic models
- Determination of appropriate tools for media research and development.
- Carry out market analysis.
- Conclusion of strategic media alliances with the key media organizations in the region.
- Advertising Campaigns.
- Designing, printing and marketing of advertisements.
- Production and making of visual and audio advertising content.
- Preparing, designing, printing and publishing all publications.
- Providing artistic services and commercial and electoral advertising consultations.



# Services

- Journalistic Photography Services.
- Photoshoots for artists and other figures.
- Designing, printing and marketing of advertisements.
- Covering various news events.
- Managing exhibitions, festivals, and ceremonies.
- Cost control and production management.
- Designing websites and smart phone applications.
- Research and budgeting.
- Production and making of visual and audio advertising content.
- Preparing, designing, printing and publishing all publications.
- Providing artistic services and commercial and electoral advertising consultations.
- Managing and documenting intellectual and literary property rights at the competent authorities.



# Services

- Selling and equipping radio, TV and theater equipment.
- Selling and equipping the lighting equipment for theaters and TV studios in cooperation with specialized international companies.
- Decorations for exhibitions, theaters, and events.
- Audio and lighting equipment services.
- Simultaneous translation services.
- Shooting and TV broadcasting.
- Reception of participants and attendees.
- Dining, lunch hall, and VIP dinner (for conferences).
- Guests and VIP services.
- Media Center services.
- Invitation to attendees and participants services.
- Media coverage and public relations services.



# Services

- Press conference services.
- Publications and souvenir services.
- Identity printed materials.
- Signs, brochures, flags, road banners and signage.
- Website and social media platforms.
- Honor Shields.
- Sponsors.
- Promotional campaigns.
- Radio and TV promo production.
- Producing documentaries (for conferences, inauguration and launching ceremonies).
- Managing and programming the event's website.
- Allocating an event hall.
- Organizing opening ceremony.



## Services

- **Touristic tours and guests services.**
- **Staff and secretariat of the event.**
- **Providing media professionals and event coordinators.**
- **Organizing events exhibition.**
- **Media documentation and archiving.**
- **Printing the main booklet of the event.**
- **Printing the documentary booklet of the event.**
- **Post-event services.**
- **Media planning and purchase of advertising spaces on all platforms.**
- **Creative designs of advertising campaigns.**
- **Demographic and psychological analysis of campaigns.**
- **Dividing the target audience.**



## Services

- Determination of possible economic models.
- Determination of appropriate tools for media research and development.
- Carry out market analysis.
- Conclusion of strategic media alliances with the key media organizations in the region.
- Advertising Campaigns.
- Designing, printing and marketing of advertisements.
- Production and making of visual and audio advertising content.
- Preparing, designing, printing and publishing all publications.
- Providing artistic services and commercial and electoral advertising consultations.
- Creative development and scenarios writing.
- Develop models and designs (decoration and lighting).
- Attracting talents, celebrities, stars and media professionals in the Arab world and worldwide.

## Other services

- Historical and biographical documentary series.
- Documentary movies on the environment and wild life.
- Investigative or explorative documentaries (places / times).
- Documentaries of human dimensions.
- Scientific and educational films.
- Documentaries on ministries, companies, and private and governmental institutions.
- Equipment rental (audio / photography / lighting).
- Providing artistic and creative staff.
- Research and budgeting.
- Production management and budget control.
- Inspection and exploration of filming locations.
- Events Videos
- Whiteboard Movies
- 2D Films Services



# Animation Movies Production

- Creative screenwriting.
- Transforming stories into sketches.
- Draw and design animation characters.
- Audio recording and animated cartoons.

## Other services

- Explainer Videos Services
- Media Consulting
- Develop media strategies and communication plans.
- Implement media concepts.
- Develop media campaigns.
- Evaluate media campaigns.
- Determine priorities and develop a strategy and media plan for individuals or corporates.
- Implement the media plan through media channels.
- Monitor, follow up, document everything published on the company or the concerned figures, and prepare responses to what is published.
- Media training by most professional experts in the field.
- Develop a strategy and communication plan.
- Public relations at the local, regional and global! levels.
- Monitor and oversee media.

# Services

- Conducting feasibility studies for satellite TV channels.
- Technical Consultations for Satellite Channels
- Advertising Campaigns
- Managing Art and Sporting Events
- Managing Exhibitions, Festivals, and Ceremonies
- Corporate Reputation Management Services
- Web Design
- E-commerce Websites Development
- Wordpress Websites Development and Design
- Website Localization Services
- Brand
- Social Media Solutions
- Voiceover and Advertising Platform

# Services

- Composition
- Music Distribution
- Song Writing
- Plastic Arts Department ( drawing, sculpture, pottery, wall painting, glass painting, art decor, Arabic calligraphy)
- Professional courses in photography (Television Photograph)
- Specialized courses in editing news and press articles.
- Training courses in music.
- Training courses in plastic arts.
- Training courses in the field of acting and the performing arts.
- Media Training
- Musical Training
- Art Courses Specialized in Solfege
- Music Arrangement on the Keyboard



# Services

- Training Courses in Plastic Arts
- Training Courses in Acting
- Magazine Editing Services for Government Institutions and Companies
- Creative Stages of Designing and Editing Books and Magazines
- Editing of Books and Magazines managed by a Team of Brilliant Creative Writers
- Book Writing and Editing Services for Works based on the Highest Professional Standards
- Content Writing Services
- Content Book in Arabic and English for Specialized Books
- Creative Advertising writing depends on ideas and information rather than compositional phrases
- Linguistic correction and proofreading services unmatched proficiency
- Search engine optimization Articles of Websites in Arabic Language
- Quality Assurance Process in Al Yaseri Art Production



# Services

- Creation of Advertising Scenarios and Creative Ideas that Take your Product to Wider Horizons
- Professional Edit of Corporate Press Releases in a professional manner to Promote Corporate News
- Press Releases Writing Services
- We offer the best media translation and localization services
- We market events and occasions across all websites and online platforms and ensure informing audiences and their attendance
- Online paid advertising
- Design of electronic magazines and e content, and distribution with
- innovative professionalism
- Design and Distribution Services 'Video Brochures Production
- Social media management services to manage social media campaigns
- Social Media Community Management
- Social Media Advertising
- Social Media Platforms Videos
- Writing Wikipedia Pages



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# العمارة مدنك بجد

إذاعة وقناة تلفزيونية





## إذاعة وقناة صوت الهمم من دبي:

أول قناة تلفزيونية وإذاعية عبر الانترنت ومركز تدريب اعلامي متخصص في الشرق الأوسط تنطلق من دبي لأصحاب الهمم.

هم يتعايشون بيننا يتنفسون هوائنا كبروا واحلامهم وطموحاتهم ترافقهم. نعم لهم احتياجاتهم ولهم ايضا ابداعاتهم ولمساتهم المبهرة التي قد يعجز عنها الاسوياء منا





”

صوت وصورة وإشارة

( أصحاب الهمم رافد من روافد العطاء الانساني )

تأسيس قناة تلفزيونية وإذاعية و مركز تدريب

تقني وفني وموسيقي وإعلامي

لأصحاب الهمم في دبي

”



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