



VISUAL LAB

A Susmit Dey Company

**Exponential technologies  
disrupting communications**

# OUR VISION

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To establish the best practice in the industry by showcasing the benefits of visual interactive story-telling to enhance user experience.

To build a Visual Experience as-a-Service (VEAAS) Platform for the industry and show how visual storytelling can increase brand impact.

To be the market leader in creating technology-driven visual interaction and VEAAS in the next five years.



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# OUR MISSION

1. To gather visual intelligence for brands to get the best ROI on their sales and marketing efforts.
2. We strive to work with the best talent in the industry to bring you the latest in the world of visual technology.
3. To help clients create the highest customer impact from their brands.



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# About Us

VISUAL LAB is a cutting-edge visual technology company with proven knowledge of transforming sales for businesses by combining the power of visuals and technology. We use technology to uniquely capture, organize, filter and distribute visual content for consumers or businesses.



We help clients with highly **immersive audio, video, imagery and computer-generated content** using **augmented reality, virtual reality and mixed reality** formats. We also **incorporate aerial filming, drone filming, 360 virtual tours and 360 videos** in our portfolio of services.

We work with companies including retail, construction, architecture, landscaping, foundation, consultants, manufacturing, industrial, interior design, automotive, aviation, shipping, hospitality, entertainment, f&b, fashion, healthcare, education, finance and automation. Our clients include established names in the industry to start-ups.



# What We Do

- We specialize in creating immersive visual products that help businesses grow and communicate more effectively with customers in these dynamic times.
- Our VR|AR solutions for clients have been the most cost-effective by industry standards during exhibitions to drive sales.
- Our 360-degree tours help clients create a virtual simulation of a physical space and are used extensively by construction companies, real-estate businesses, manufacturing plants, automation sites etc. Our trained technicians can tailor the tour to suit multiple viewing devices.



# Our Value Proposition

Our work in visual technology will help you keep ahead of competition and offer a unique experience to your customers

**30 years of veteran  
experience In  
helping businesses  
optimize cost  
with increasing  
sales**

- Our services help our clients to **convert leads** by offering a **unique customer experience**.
- We can help businesses **save on capex and opex costs**. For example, our services can help you to set-up a large inventory on display without necessarily having to bear the physical costs associated with inventory management.
- Our promise is to deliver the latest and **best value services for your money**.
- We add **value to content** by making it fit for creative consumption, also ensuring that savings are maximized.



# Our Services

## Aerial Filming



## Photography



## 360 Virtual Tours



## VR/AR Demo



## Construction



## Exhibitions



## Events



## Interior Fit-Outs



# Our Services

## 360 Videos



## Consultancy & Project Management

We have successfully delivered many events and exhibitions for companies helping with end-to-end project management in the UAE, GCC, Europe, UK, China, India, Hong Kong, and other geographies which involved Planning, Build up, Execution, Graphic Display Production, Video renderings for non-standard displays like Canopy Screens, Video Walls, AV Management, Logistic Support and Delivery.

We also offer consultancy and training advice to businesses seeking help with projects involving any of the services mentioned above.



# Our Global Clients

WS Atkins



Le MERIDIEN



Kinnarps



J W T  
J. WALTER THOMPSON

Bata



KENWOOD

Remington.



Ogilvy



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# Our Global Clients



LOWE LINTAS



Rotana



OMNIYAT®



Al Barari grows on you.



DAMAC



# Client Testimonials



***"Susmit is one of the most professional aerial photographers in the UAE. He has been doing outstanding work with Aerogulf helicopters for many years including the iconic shots of an Aerogulf Bell 212 filming an MV--22 Tiltrotor over Dubai for Bell Helicopters (the old and the new!)."***

**Capt. Robert Denehy**  
General Manager/COO

**AeroGulf**  
Services

**VL**  
VISUAL LAB  
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# Client Testimonials

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***"From past experience, I have always found Susmit Dey Corporation to be technically sound, reliable and efficient in all aspects of their services Their work is of a very high standard and comes with a friendly and proactive attitude. I am happy to recommend them."***

**Peter Stephenson**  
Executive Director- Development"

OMNIYAT<sup>®</sup>

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***"Susmit has always provided a prompt and professional service to our business. His team have provided photography and video service to many of our projects and I would gladly recommend them."***

**Michael Trigg**  
Senior Development Manager

  
ONE AT PALM JUMEIRAH

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***"I have been working with Susmit for 3 years and I have found his service to be professional and exemplary at all times."***

**David Leitch**  
Project Director

THE  
STERLING  
BY OMNIYAT

  
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# Bio

With over 30 years of experience spanning 5 countries in the world, Susmit brings a refreshing outlook to the world of visual technology. A photographer and pilot by schooling and trade, he has embarked on a journey today using cutting edge technology and pushing the boundaries of visual story telling and interaction.

He has worked with the largest brands in the world Toyota, Le Meridien, World Wide Fund for Nature, HSBC, Emirates, Bata, Bang & Olufsen, Colgate, Tatas, etc. He continues to work with National Geographic as a Image Collector. He also teaches photography and is an avid techi in terms of adopting and experimenting with new technology.



## Affiliations :

American Professional Photographers Association  
Aerial Pro  
Kolor VR Community  
Dubai Media City Network Group  
Shutterstock, Digital Vision, Getty Images for Stock  
Imagery

## Awards :

Dubai Summer Surprises Aerial Filming Award  
Muscat Photographer's Association - Award  
Salem Ahmad Almoosa Eenterprises – Contribution and  
Appreciation Award  
Dubai Media City - Contribution and Appreciation Award



# CONTACT DETAILS

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