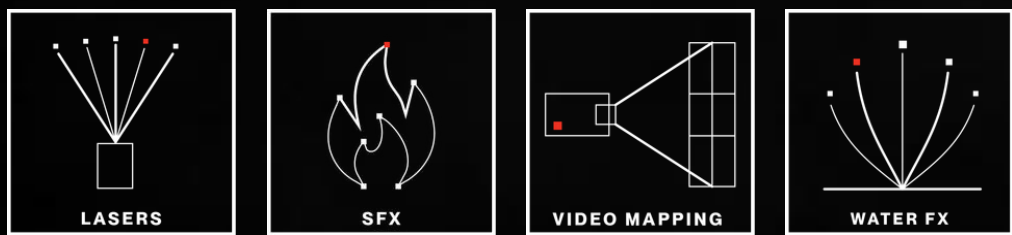




LASER SAGA

Make It Unreal.





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Make It Unreal.



Built on
Precision.

Delivered
with **Impact.**

10+

YEARS OPERATING

7

OPERATING COUNTRIES

WHO WE ARE .

Laser Saga is a UAE-based technical production company founded in 2015 by Serge Lomadze. Headquartered in Dubai, with a full operations warehouse in Riyadh, we specialise in laser systems, special effects, fountains, and projection.

We operate across the GCC and wider Middle East — delivering high-impact visual experiences for live events, brand activations, and permanent installations.

We work at the intersection of creative design and technical execution. Advanced technology, precise control, engineered reliability. From concept through delivery, every project performs flawlessly.

CORE CAPABILITIES

- **LASER SYSTEMS**
- **SPECIAL EFFECTS**
- **PROJECTION MAPPING**
- **EQUIPMENT SERVICING**
- **FOUNTAINS**
- **CONTENT PRODUCTION**
- **VISUALISATIONS**
- **CONSUMABLES**



OUR HEART .

The kit is the easy part.

Every company in this industry can point to a laser system or a flame. What they can't replicate is the team behind it — engineers who know how to push equipment, protect everyone around it, and deliver something extraordinary under pressure.

Our team is the product. Technically deep, operationally disciplined, personally accountable — from the first site visit to final strike.

Not the kit. How you use it, and how you do it safely.



WHY LASER SAGA .

The Difference Is Depth.

Most companies offer laser, SFX, and projection as line items in a broader AV catalogue. We don't. Laser systems, special effects, projection, and fountains are the only things we do — and we've spent over a decade going deep on all four.

LASERS

SFX

PROJECTION

FOUNTAINS

Nothing else. That focus is what makes the difference.

01

SPECIALISTS, NOT GENERALISTS

We work in four disciplines. Every engineer, every operator, every piece of kit is chosen for depth in laser, SFX, projection, or fountain — not breadth across a general AV catalogue.

02

GCC-NATIVE. GCC-READY.

Headquartered in Dubai. Operational in Riyadh. We respond to last-minute site visits, late briefs, and fast-turnaround events because we are already here — no flights, no delay, no import lag.

03

MOCKUPS & DEMOS ON REQUEST

Before you commit, we can show you what it looks like. Pre-production visualizations, physical demos at our Dubai warehouse, and on-site mockups for complex installs — all available on request.

04

HSE BEYOND COMPLIANCE

Local HSE law is our floor, not our ceiling. Our safety systems are custom-designed to exceed regional requirements, independently third-party certified, and applied to every deployment without exception.

05

CLEAN KIT. CLEAN EXECUTION.

Our equipment is maintained to the same standard it leaves the warehouse — every time. Clean equipment, properly stored consumables, and a crew that takes pride in how the job looks from load-in to strike.

OUR SERVICES .

SFX

Special effects that bring impact and atmosphere to live experiences — from haze and smoke to sparks and flame effects, always delivered with precision and safety.

PROJECTION MAPPING

Immersive projection mapping that combines high-output visuals, motion content, and precision systems to transform surfaces into precisely mapped, high-output visual experiences.

VISUALISATIONS

Professional visualisations that show exactly how a project will look before production — ideal for approvals, planning, and partnership collaborations.

EQUIPMENT SERVICING

We service and repair laser, SFX, and effects equipment for venues and companies across the region. Qualified technicians, documented inspection, fast turnaround.

LASER

High-precision laser systems designed to create powerful visual moments through light, movement, and colour, fully compliant with international safety standards.

FOUNTAINS

Laser-integrated or projection fountain shows creating choreographed water, light, and motion experiences at any scale.

CONTENT PRODUCTION

Custom 2D and 3D content for projection mapping and immersive experiences, developed alongside the technical setup for seamless integration and execution.

CONSUMABLES

We stock a wide range of SFX consumables available for direct purchase. Venues and rental companies can order from our Dubai and Riyadh warehouses — no minimum order.

WHERE WE DELIVER.

From stadium main stages to permanent installations we deliver across every format that demands precision, impact, and control.

CONCERTS & LIVE MUSIC

Festival main stages, arena tours, and outdoor shows. Full laser, SFX, and projection rigs — choreographed to the set.

LASERS

SFX

PROJECTION

STADIUM & LARGE-SCALE

National Day events, opening ceremonies, and stadium-scale productions requiring multi-system coordination.

LASERS

SFX

WATER FX

PROPERTY & CAR LAUNCHES

High-expectation reveal moments for automotive and real estate clients. Precision timing, clean execution, on-brand delivery.

LASERS

SFX

PROJECTION

GOVERNMENT & PUBLIC EVENTS

State events, national celebrations, and public-facing cultural productions. Permitted, certified, delivered at scale.

LASERS

SFX

PROJECTION

CORPORATE EVENTS

Conferences, AGMs, and high-profile corporate productions. Laser and projection systems that elevate the room.

LASERS

SFX

PROJECTION

WATER FX

IMMERSIVE EXPERIENCES

Private dining, hospitality, and curated experiential environments. Projection mapping and water effects at intimate scale.

LASERS

SFX

PROJECTION

WATER FX

PERMANENT INSTALLATIONS

Repeating and ongoing experiences — venues, attractions, and cultural sites requiring robust long-term systems.

LASERS

SFX

PROJECTION

WATER FX

FILM & CONTENT PRODUCTION

Laser and SFX work for film, broadcast, and high-end content shoots. Clean, controllable, camera-ready output.

LASERS

SFX

PROJECTION

UAE

KSA

KUWAIT

QATAR

JORDAN

BAHRAIN

OMAN

WIDER MEA

HOW WE WORK .

Every project follows the same disciplined sequence — from the first conversation to final strike.

01

BRIEF & SCOPING

We receive your brief and define scope, timeline, and technical parameters. Site data or venue visits arranged where needed.

02

CONCEPT & DESIGN

Creative and technical teams map the show — laser positions, SFX cues, projection surfaces, fountain choreography, content requirements.

03

VISUALS & APPROVAL

Full pre-production visualisation delivered. You see the exact output before a single piece of kit leaves the warehouse.

04

TECHNICAL PLANNING

Equipment specified. Safety systems designed. Crew allocated. Permits handled. Production schedule locked.

05

BUILD & REHEARSAL

Kit rigged and programmed on site. Full technical rehearsal completed before any client or audience walk-through.

06

LIVE EXECUTION

Our team runs every system live. Real-time control, safety oversight, and full derig — end to end.

Visualisations.

See It Before **It Exists.**

We build detailed pre-production visualisations that show exactly how a project will look before a single piece of kit is deployed.

■ **Decisions faster**

Clients and stakeholders see the real outcome early — laser positions, projection coverage, fountain choreography, SFX placement.

■ **Approvals with confidence**

Everyone walks into production aligned. No surprises on site.

■ **Fewer late-stage changes**

Integrated visualisations across the full rig eliminate costly revisions and reduce consumable waste during development.



Health & Safety.

Every Member.
Every Site.
Every Time.

100%

Team certified
Third-party
verified

0

Tolerance
for risk

EXCEEDS

Local HSE
Laws

Our safety systems are custom-designed to exceed local HSE requirements. Safety enters the project at the design stage and runs through to final strike — not as a checklist, but as a discipline embedded in how we operate.

In demanding live environments, that level of control protects our clients, our crew, and the public. This is non-negotiable. And a measurable operational advantage for every client we deliver for.



The background image is a dynamic night scene of a large-scale event, possibly a concert or festival. It features a dense shower of white confetti falling from above. In the foreground, a crowd of people is visible, with some individuals holding up their phones to capture the moment. The scene is illuminated by a mix of purple, blue, and white stage lights. A large crane or lighting rig structure is visible on the right side, with yellow and red safety markings. The overall atmosphere is one of excitement and celebration.

The Middle East's leading technical creative partner.

Recognised for precision, innovation, and world-class execution across laser, projection, fountains, and special effects

Design. Deliver. Perform.

Through precise execution, honest collaboration,
and an uncompromising commitment to quality —
we turn ambitious ideas into experiences that perform.



CORE VALUES .

■ TRUST

Built through reliability and consistent delivery.

■ TECHNOLOGY

Driven by precision, innovation, and control.

■ PEOPLE

Experienced teams who take ownership.

■ SAFETY

Integrated into every stage of execution.

■ SUSTAINABILITY

Lean operations. Equipment built to last.

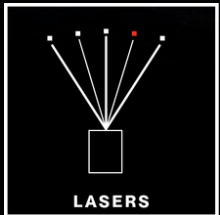
RENT.

SELL.

INTEGRATE.



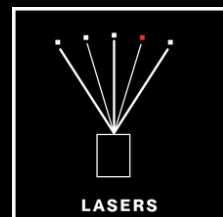
RENT.



Eid Al Fitr Light & Laser Show.
Corniche Abu Dhabi.



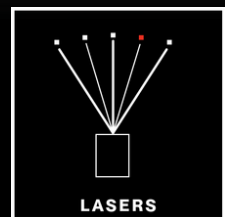
RENT



Qadsiah Celleration
Khobar, Saudi Arabia.



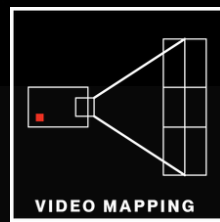
RENT.



TIESTO 10:35 Atlantis.
Atlantis The Royal Dubai.



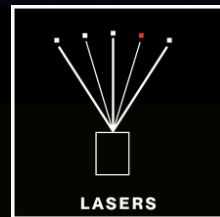
SELL / INTEGRATE .



Immersive Restaurant .
KRASOTA Dubai.



RENT.

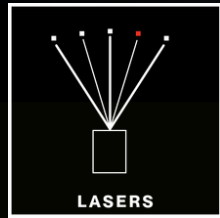


Longines Global Champions Tour Finals.

Riyadh Arena, Saudi Arabia.

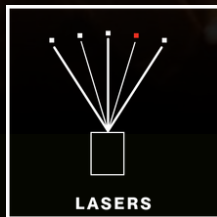
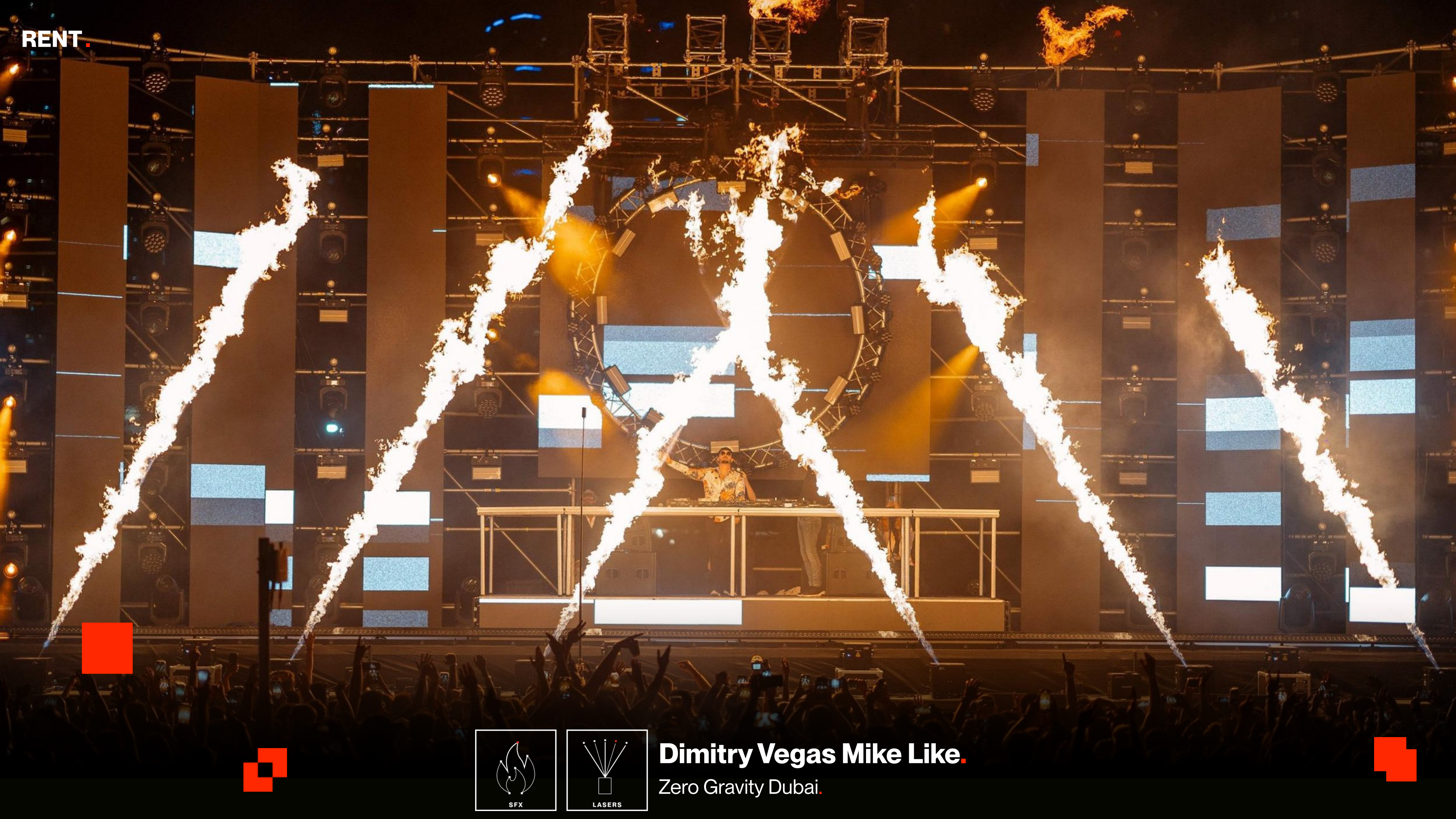


SELL.



La Perle by Franco Dragone.
Dubai.

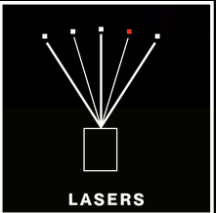
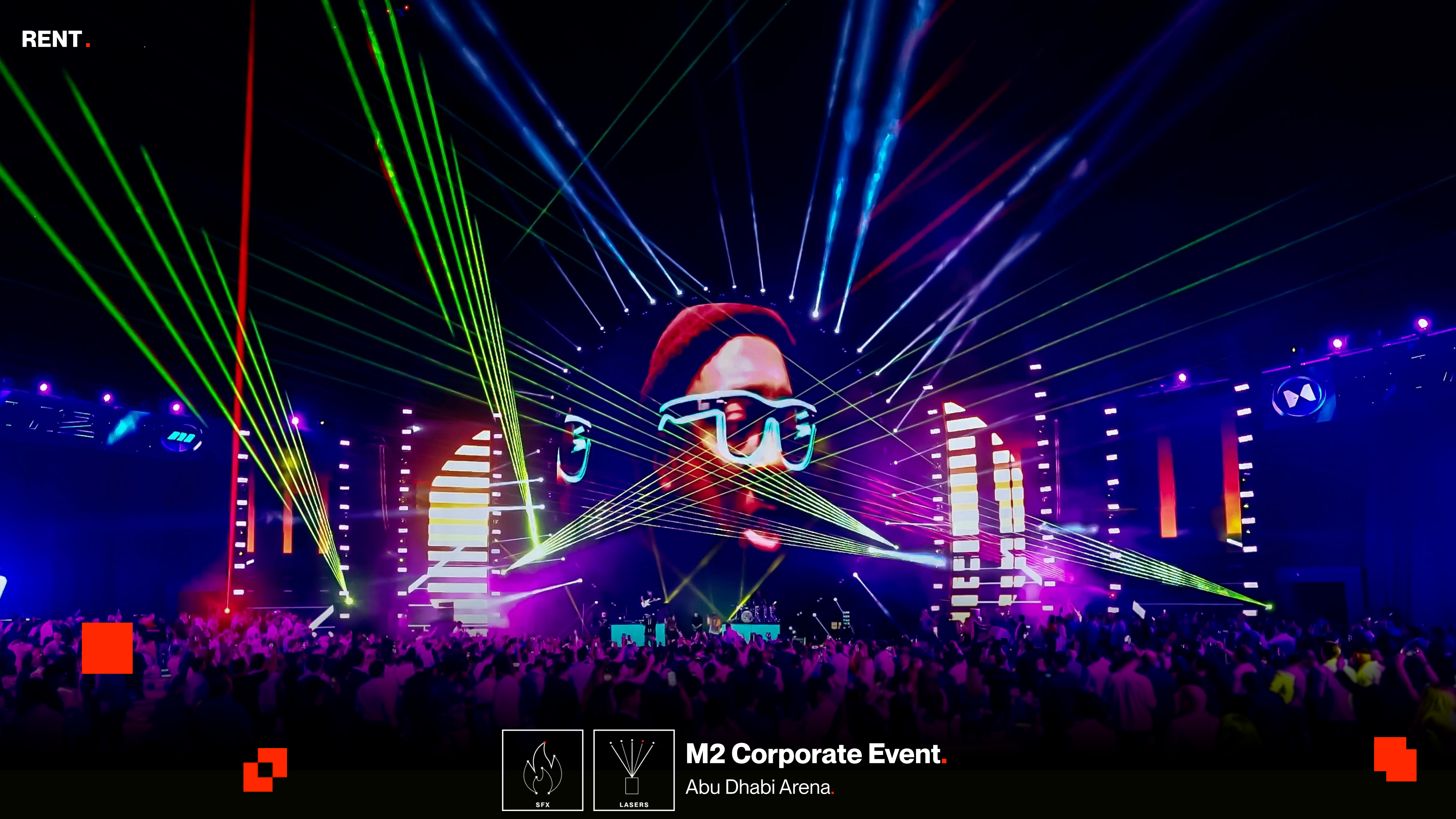
RENT



Dimitry Vegas Mike Like.
Zero Gravity Dubai.



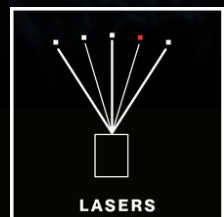
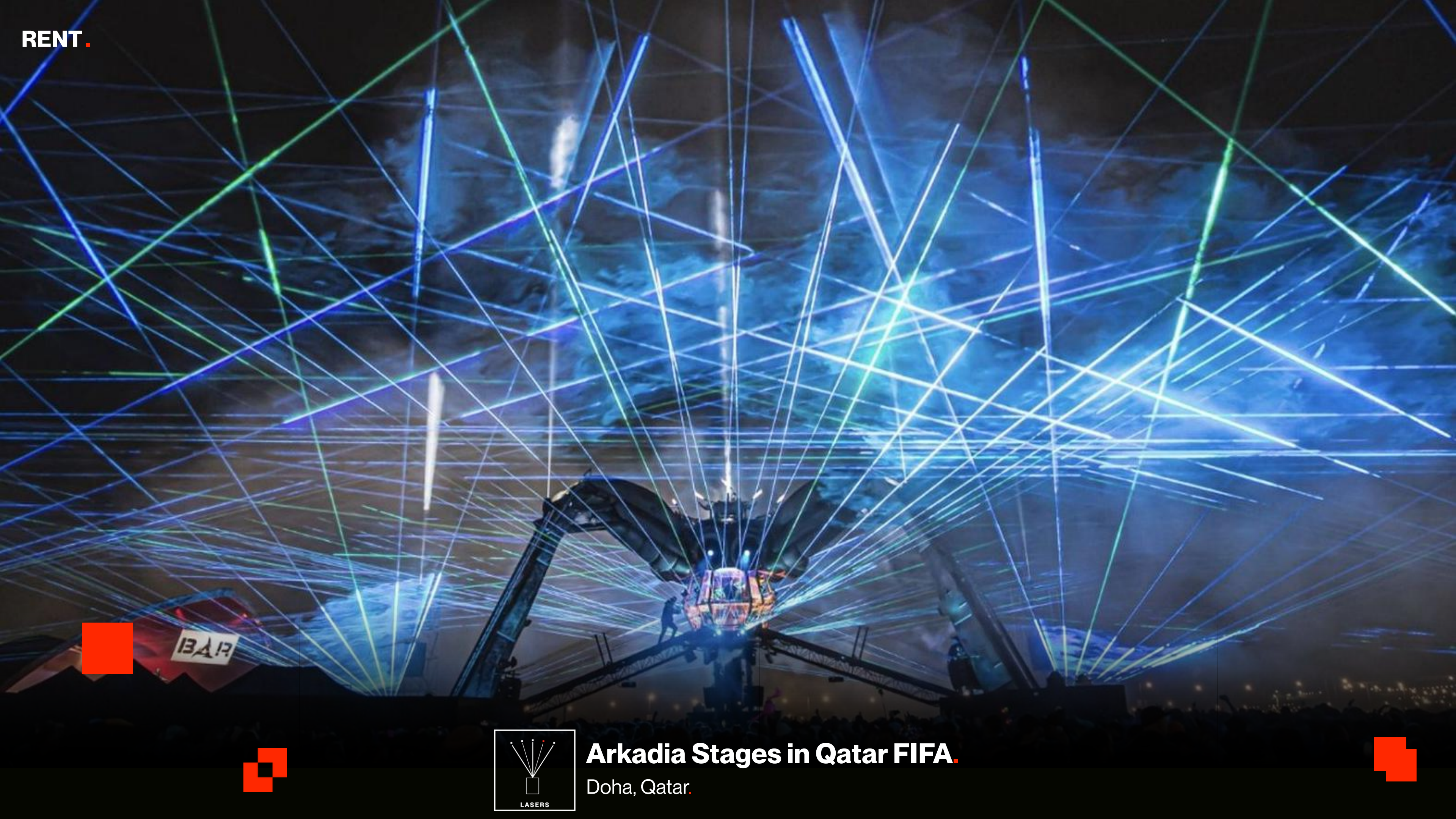
RENT.



M2 Corporate Event.

Abu Dhabi Arena.

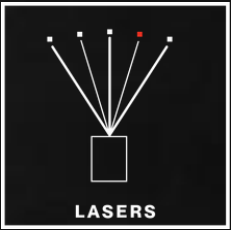
RENT.



Arkadia Stages in Qatar FIFA.
Doha, Qatar.



Make it Unreal.



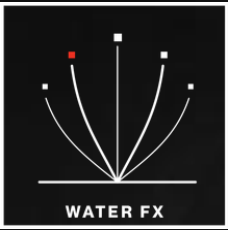
LASERS



SFX



VIDEO MAPPING



WATER FX

GET IN TOUCH

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LOCATIONS

Dubai · Riyadh