PROFILE COMPANY

SOFT LIGHT KSA
EVENT SUPPLIER

WHO IS SOFT LIGHT?

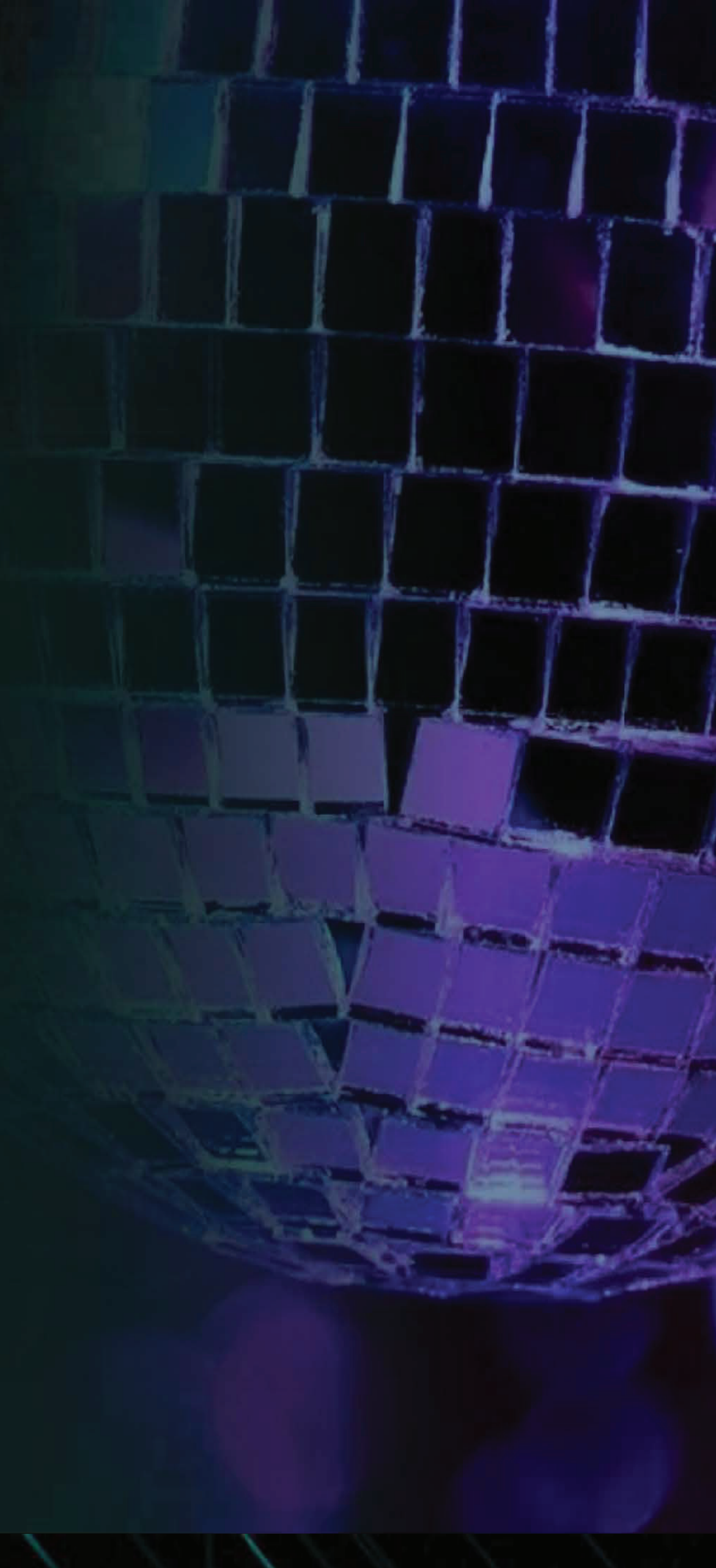
SOFT LIGHT is your trusted partner for crafting unforgettable event experiences.
We specialize in designing and executing innovative, high-tech, and seamlessly organized events that leave a powerful impact.
From corporate conferences and product launches to large-scale exhibitions, Soft Light transforms your vision into reality with creativity, precision, and advanced technology.
We don't just organize events - we create moments that inspire and captivate your audience.

MISSION

At SOFT LIGHT, our mission is to craft extraordinary event experiences by blending technical excellence, creative vision, and a genuine passion for innovation.
We focus on tailor-made solutions, stay ahead of industry trends, and deliver exceptional service to ensure every event shines with success.

VISION

Our vision is to position SOFT LIGHT as the leading event management company, recognized for creating flawless, memorable, and technologically advanced events that redefine industry standards.
We aspire to make every event we manage an inspiring and unforgettable experience for every guest.



VALUES

CREATIVITY :-
At SOFT LIGHT, we think beyond limits - transforming bold ideas into unforgettable experiences that captivate and inspire every audience.

TECHNICAL EXCELLENCE :-
We harness cutting-edge technology and state-of-the-art equipment to deliver flawless execution and elevate every event to a world-class standard.

ATTENTION TO DETAIL :-
Perfection lies in the details. We meticulously plan every element to ensure a seamless, polished, and unforgettable outcome.

CLIENT-CENTRIC APPROACH :-
Your vision drives everything we do. We listen, adapt, and go the extra mile to turn your expectations into exceptional results.

TEAMWORK :-
Our dynamic team of creative and technical experts works hand in hand, combining passion, precision, and innovation to bring your event to life.

INNOVATION & CONTINUOUS IMPROVEMENT :-
We never stop evolving. At SOFT LIGHT, we constantly explore new trends, tools, and creative methods to stay ahead and redefine event excellence.

SERVICES

01. EVENT CONCEPTUALIZATION :-
At SOFT LIGHT, we craft strategic event concepts tailored to your brand's goals - ensuring every idea aligns perfectly with your vision and resonates with your audience's expectations.

02. MASTER PLANNING :-
We provide comprehensive event planning that covers every detail - from budgeting and logistics to technical coordination and risk management guaranteeing smooth and flawless execution.

03. AUDIO-VISUAL SOLUTIONS : -
We deliver cutting-edge AVL services featuring high-resolution LED screens, 3D mapping, precision sound systems, and dynamic lighting, designed to create immersive, impactful event experiences.

04. CONTENT CREATION :-
From presentations and promotional videos to interactive experiences, we develop powerful content that informs, engages, and inspires - leaving a lasting impression on every attendee.

05. EXPERT OPERATIONS :-
Our skilled production team oversees all technical aspects, vendor coordination, and on-site execution to ensure seamless delivery and world-class results.

06. STAGING & DECORATION :-
We design elegant, brand consistent stage setups and decor that enhance engagement, strengthen your visual identity, and bring your event to life.

07. CREATIVE APPROACH :-
Through bespoke branding, immersive visuals, and high-end storytelling, we elevate every event into an exceptional experience that connects and captivates.

SOFT LIGHT delivers a complete suite of professional event management and production services designed to make every moment unforgettable.

WHY SOFT LIGHT?

CREATING UNFORGETTABLE EXPERIENCES BEGINS WITH THE RIGHT PARTNER.

HERE'S WHY SOFT LIGHT IS THE TEAM YOU CAN COUNT ON.

WHY SOFT LIGHT ?

TURNING IDEAS INTO EXPERIENCES :-
At SOFT LIGHT, we don't just organize events we transform concepts into powerful, memorable experiences. Every visual, every detail, and every moment is crafted with intention to leave a lasting impression.

INNOVATIVE TECHNOLOGY :-
We harness cutting-edge 4K projections, 3D mapping, precision sound systems, and dynamic lighting to create immersive environments that captivate audiences and elevate every event.

A TEAM YOU CAN TRUST :-
Backed by years of experience and technical expertise, our passionate team brings creativity, precision, and professionalism to every project no matter the scale or complexity.

YOUR VISION, OUR MISSION :-
Your goals are our blueprint. We take the time to understand your vision and bring it to life through fully customized solutions - from corporate conferences to product launches and exclusive celebrations.

MASTERING THE DETAILS :-
Every element lighting, sound, staging, and flow is thoughtfully designed and flawlessly executed to deliver a seamless, cohesive, and impactful experience.

EFFORTLESS EXECUTION :-
From concept to completion, we manage every stage of your event, ensuring a smooth, stress-free process so you can focus on your guests while we handle everything else.

PROVEN EXCELLENCE :-
Our reputation is built on trust and results. SOFT LIGHT has successfully delivered exceptional events for leading brands and organizations with unmatched precision, creativity, and excellence.

PARTNERS

BARCO
Mode
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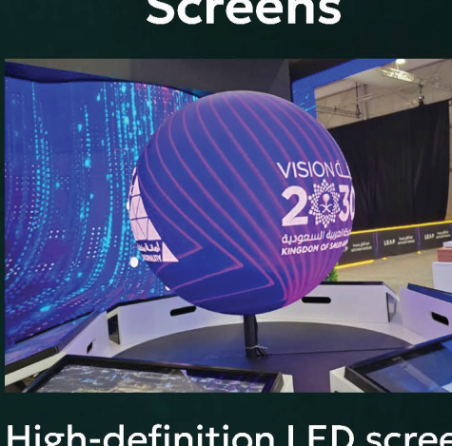
LIGHT SKY
SPARK
FABULUX LED
making fabulous products

OUR EQUIPMENTS

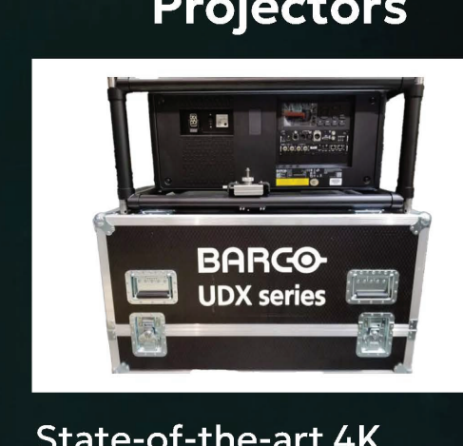
OUR EQUIPMENTS

Screens



High-definition LED screens designed to deliver sharp, vibrant visuals that captivate every audience and elevate the atmosphere of your event.

Projectors

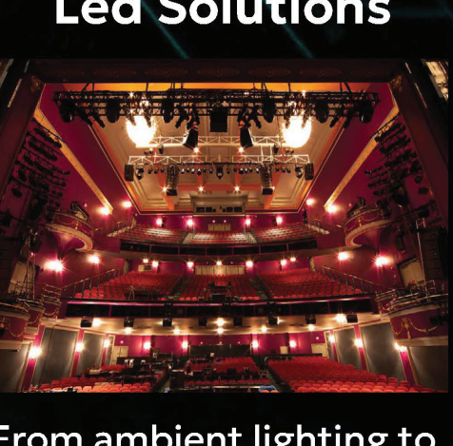

BARCO
UDX series

State-of-the-art 4K projectors providing crystal-clear images and seamless presentations perfect for conferences, launches, and immersive mapping displays.

FIRSHOW MACHINE

Add an unforgettable spark to your event with safe, dynamic fire effects that bring energy, excitement, and a touch of spectacle to every moment.

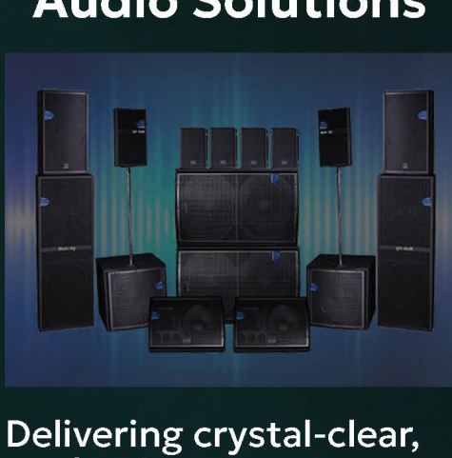
Led Solutions



From ambient lighting to dynamic stage effects, our advanced LED systems create stunning visual experiences that transform venues into works of art.

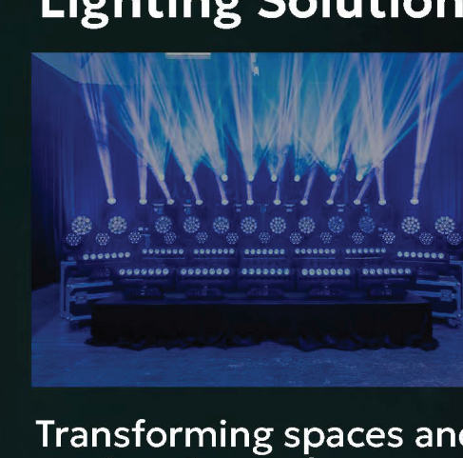
OUR EQUIPMENTS

Audio Solutions



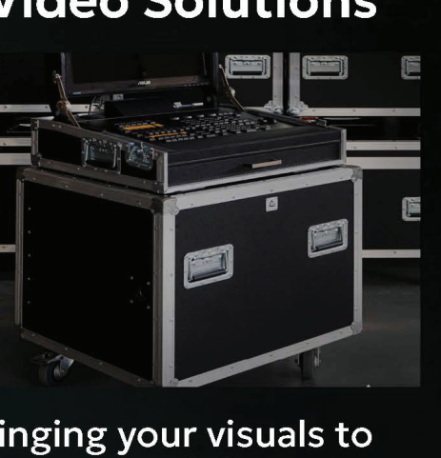
Delivering crystal-clear, professional-grade sound for conferences, seminars, and corporate gatherings with top-quality speakers, microphones, and mixers that ensure every word is heard with precision.

Lighting Solutions



Transforming spaces and setting the perfect mood with advanced stage lighting, moving heads, and custom-designed setups that bring your event to life.

Video Solutions



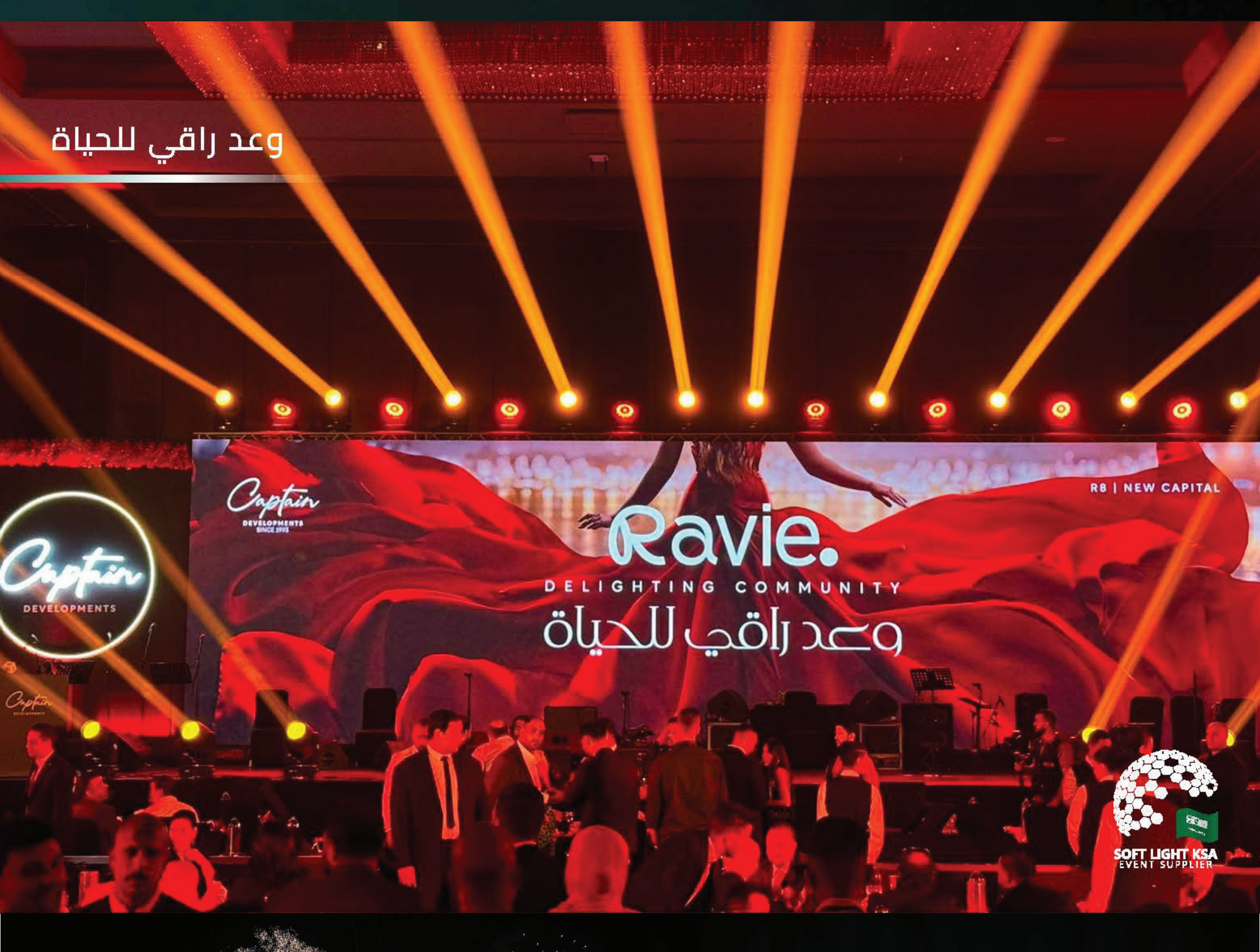
Bringing your visuals to the next level through high-definition LED screens, projectors, and media servers perfect for live streaming, presentations, and immersive projection mapping.

Rigging Solutions

Providing strong, secure, and flexible rigging structures for audio, video, and lighting installations. Our setups guarantee reliability and flawless execution for every event.

OUR PROJECTS

وعد راقي للحياة


Captain DEVELOPMENTS
R8 | NEW CAPITAL
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DELIGHTING COMMUNITY
وعد راقي للحياة

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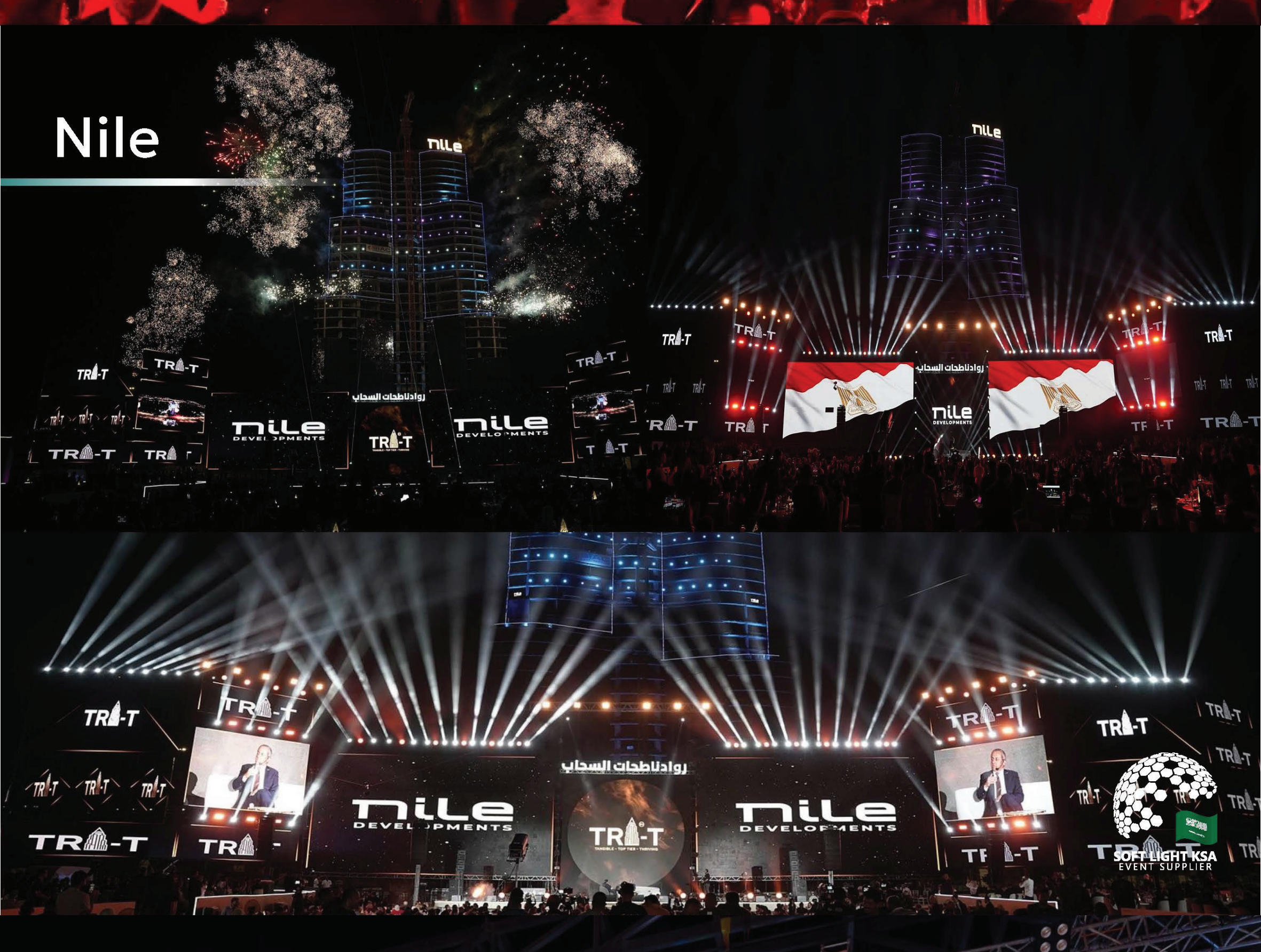
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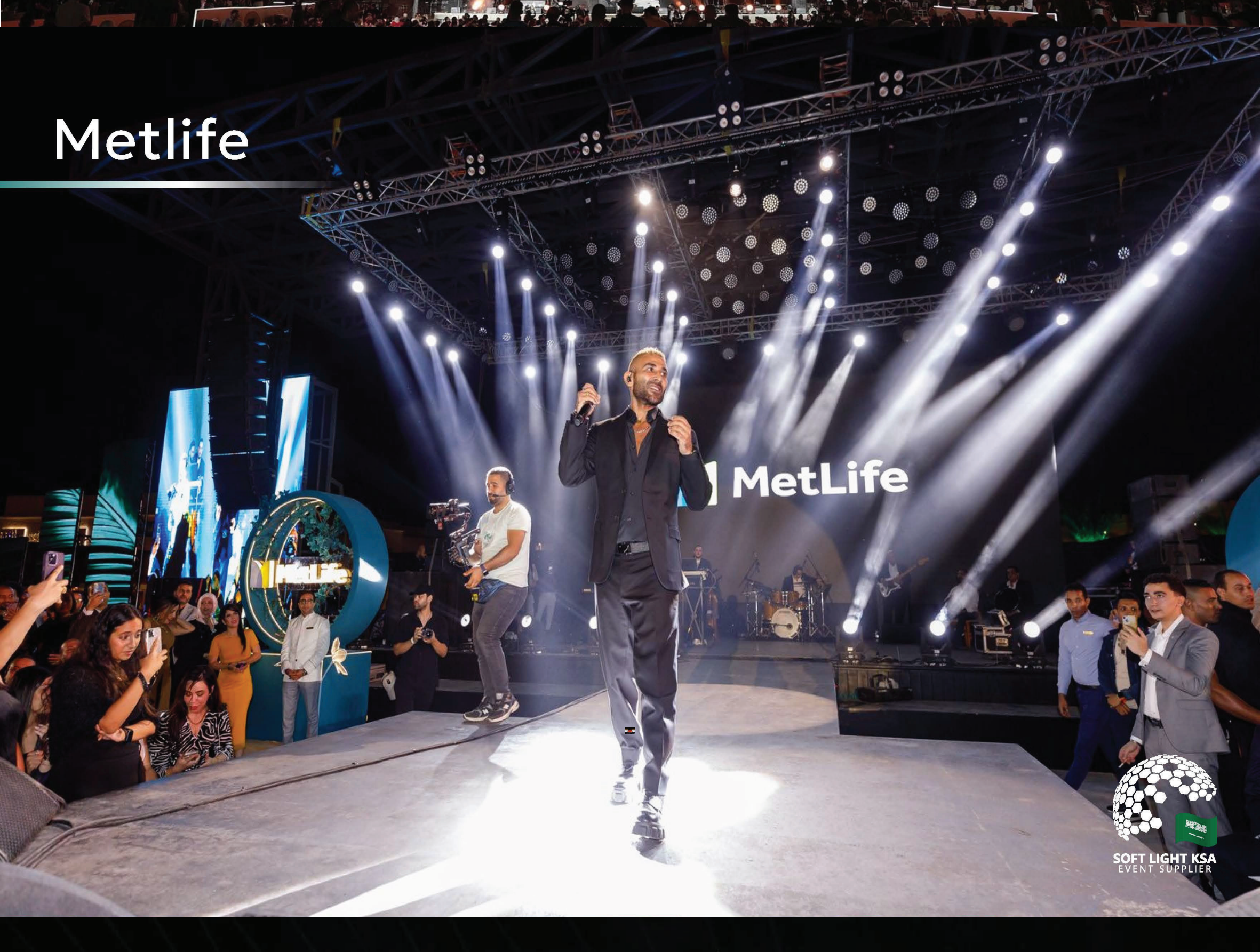
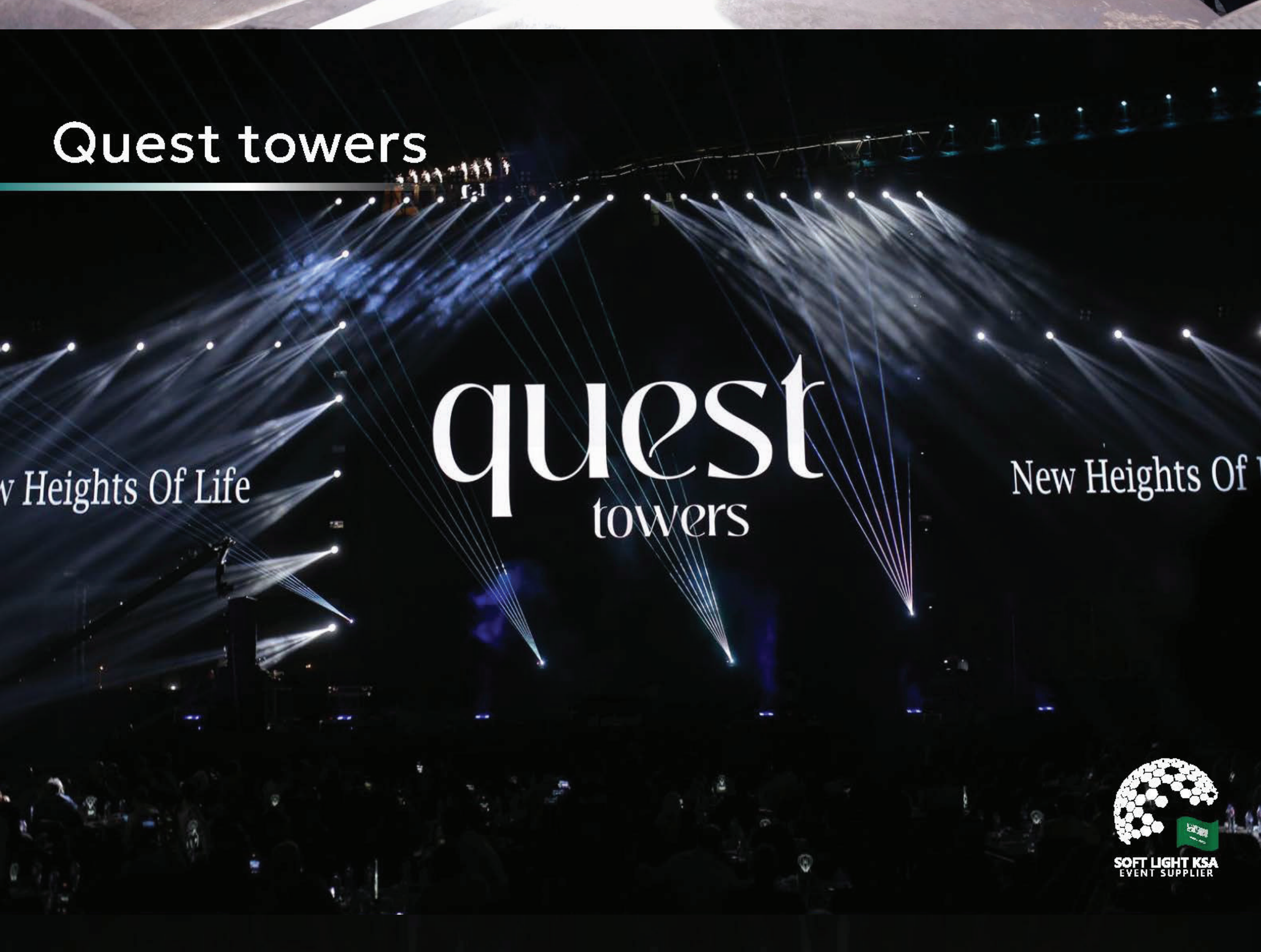
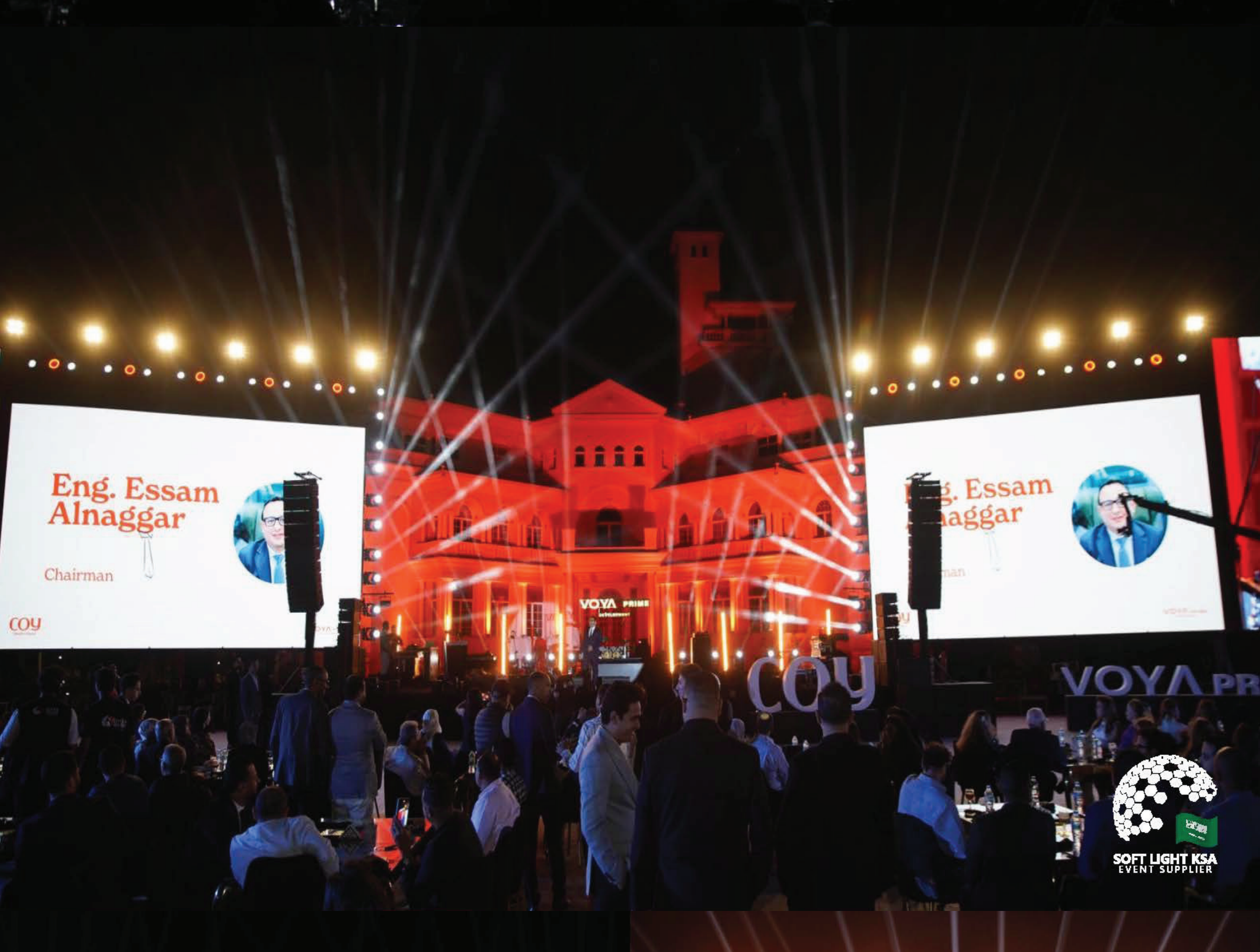
رواد ناطحات السحاب

Metlife

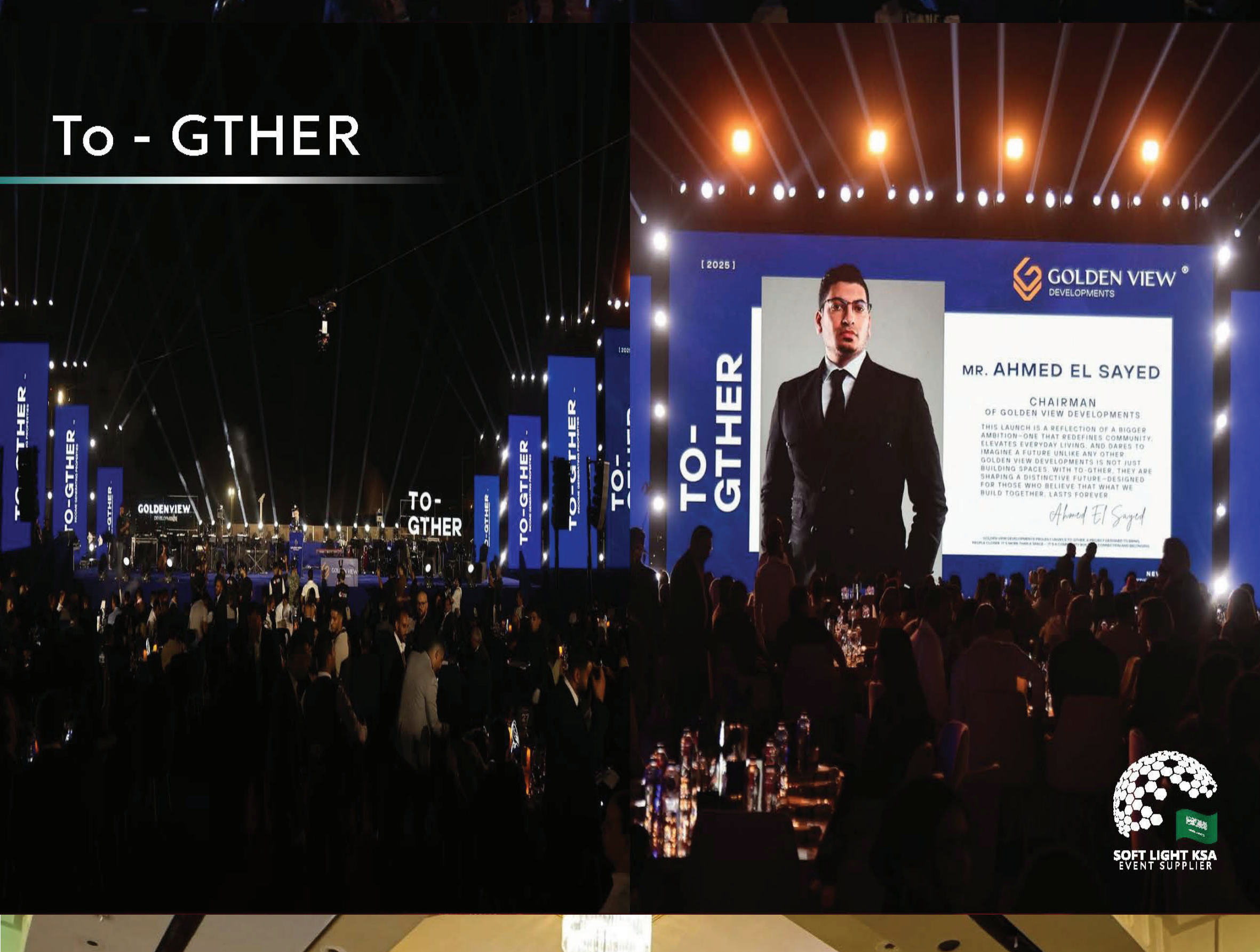


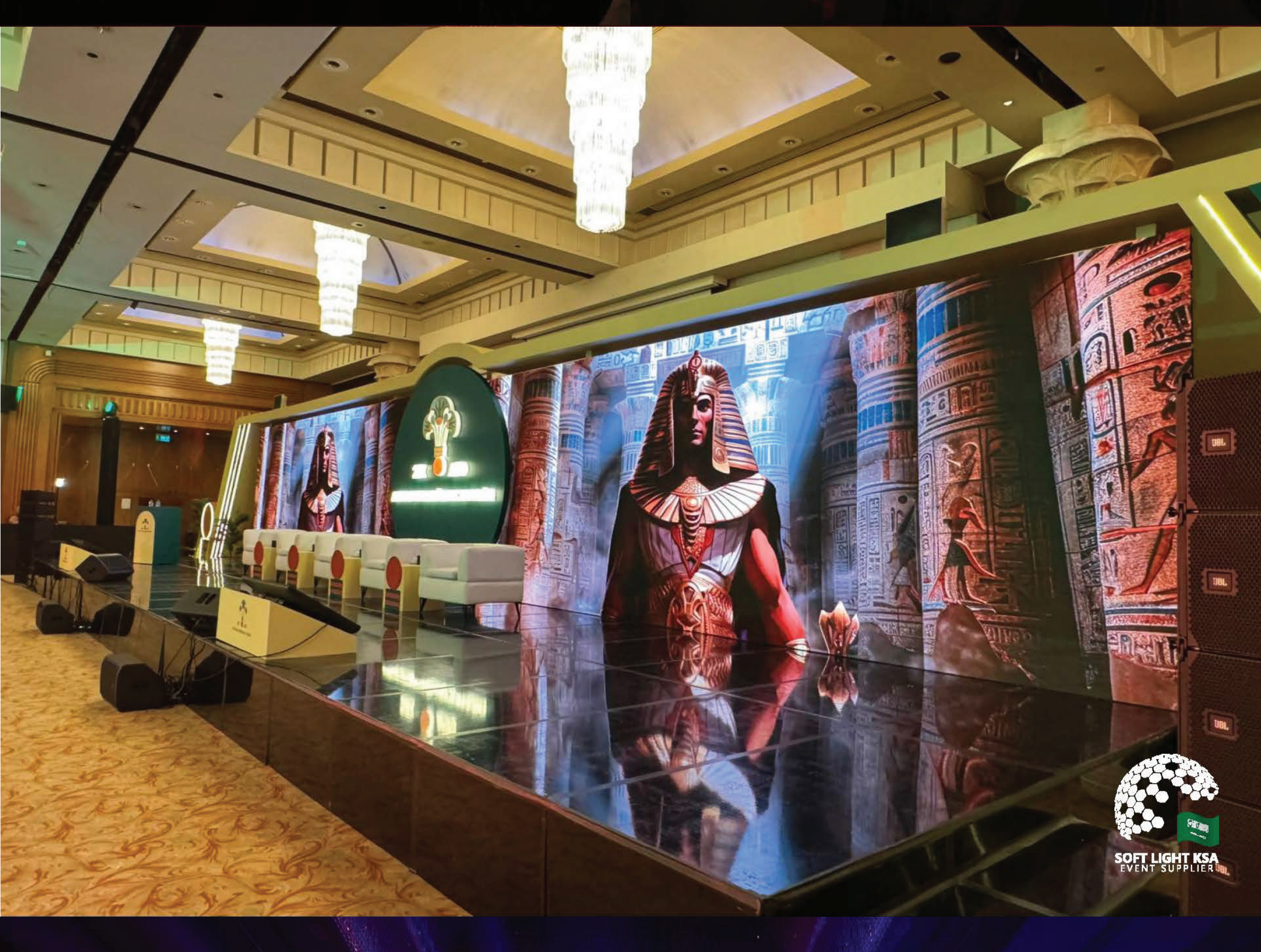
Quest towers

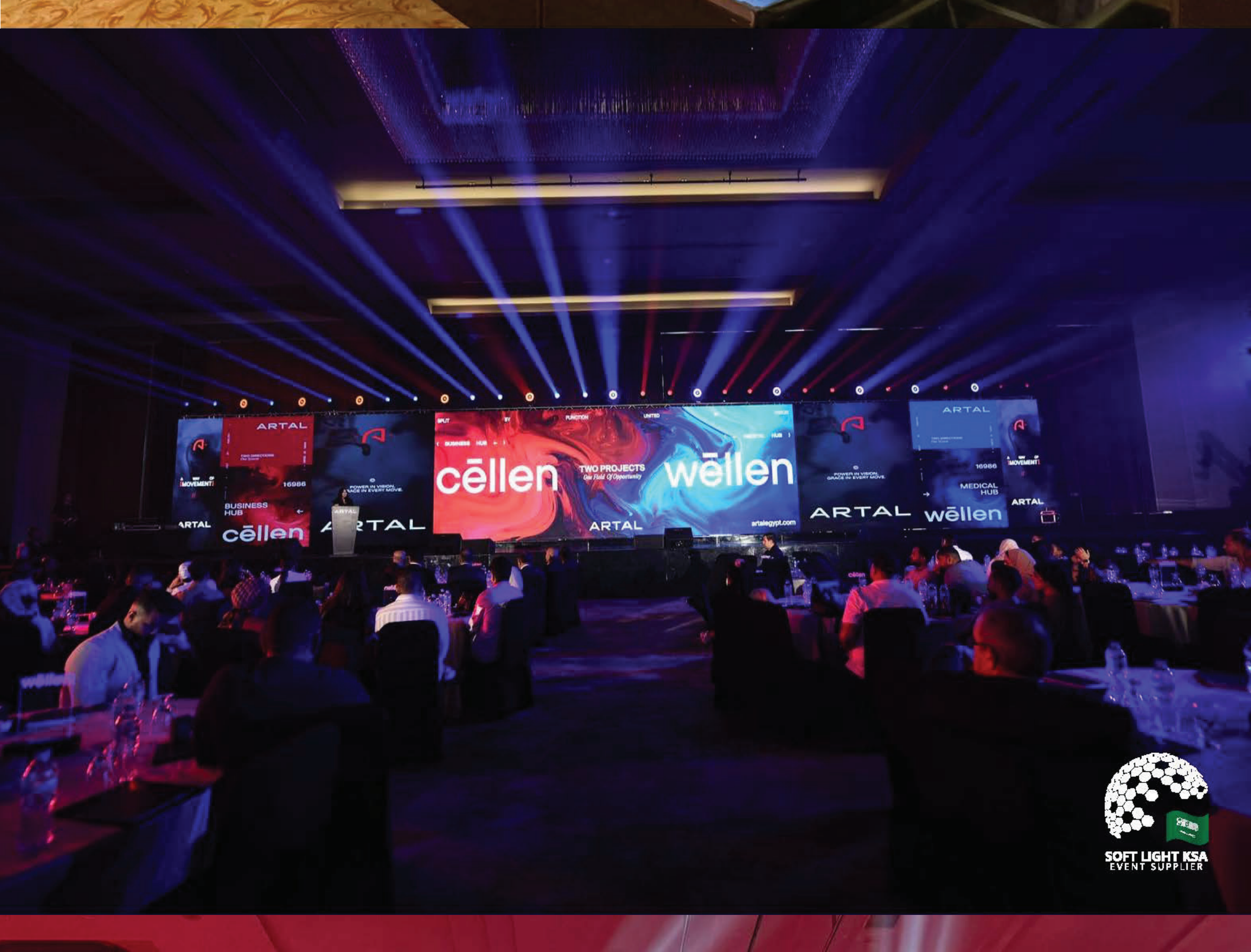

quest
towers
New Heights Of Life


Eng. Essam Alnaggar
Chairman
VOYA

To - GTHER


TO-GTHER
GOLDEN VIEW DEVELOPMENTS
MR. AHMED EL SAYED
CHAIRMAN

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TWO PROJECTS
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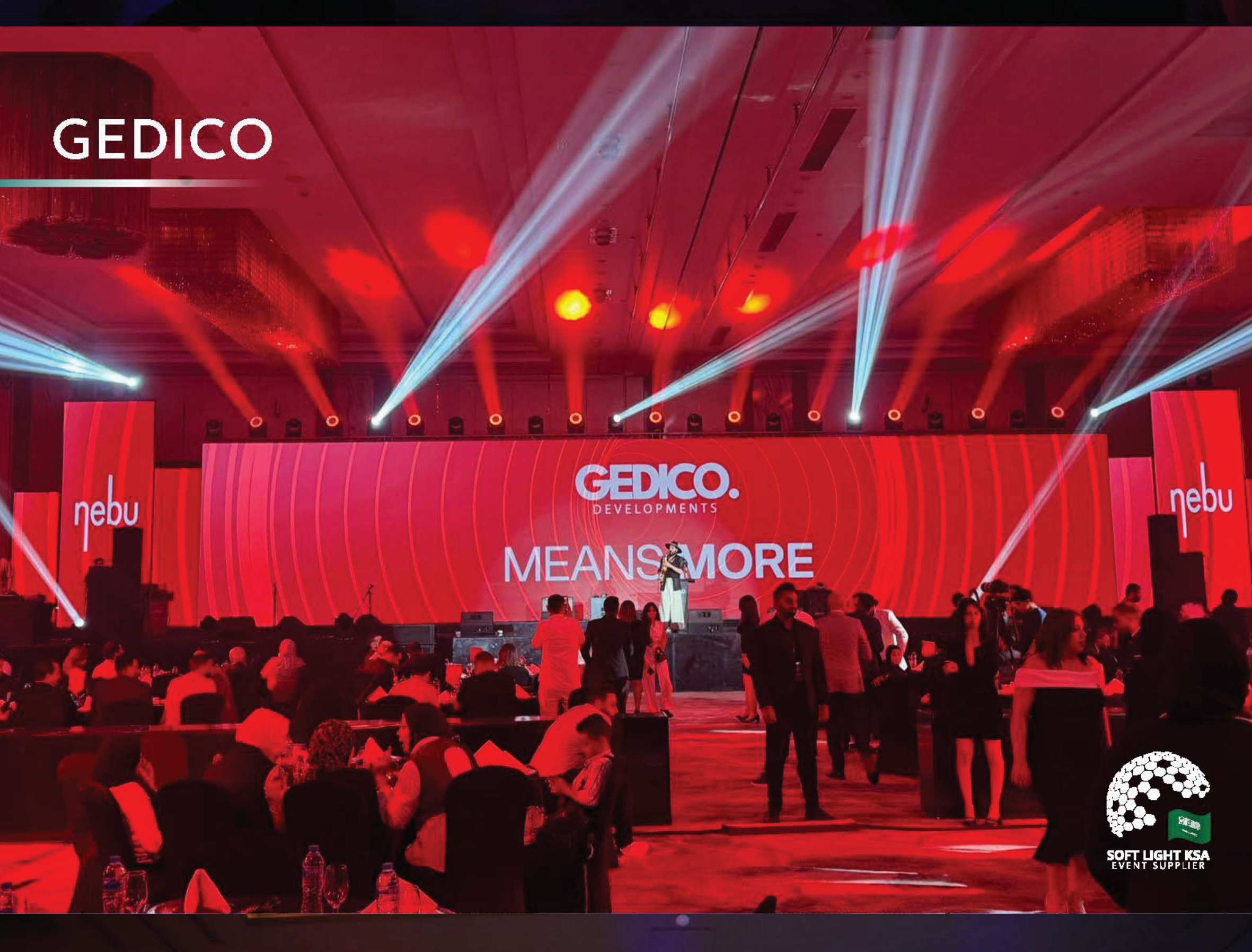
GEDICO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DEVELOPMENTS
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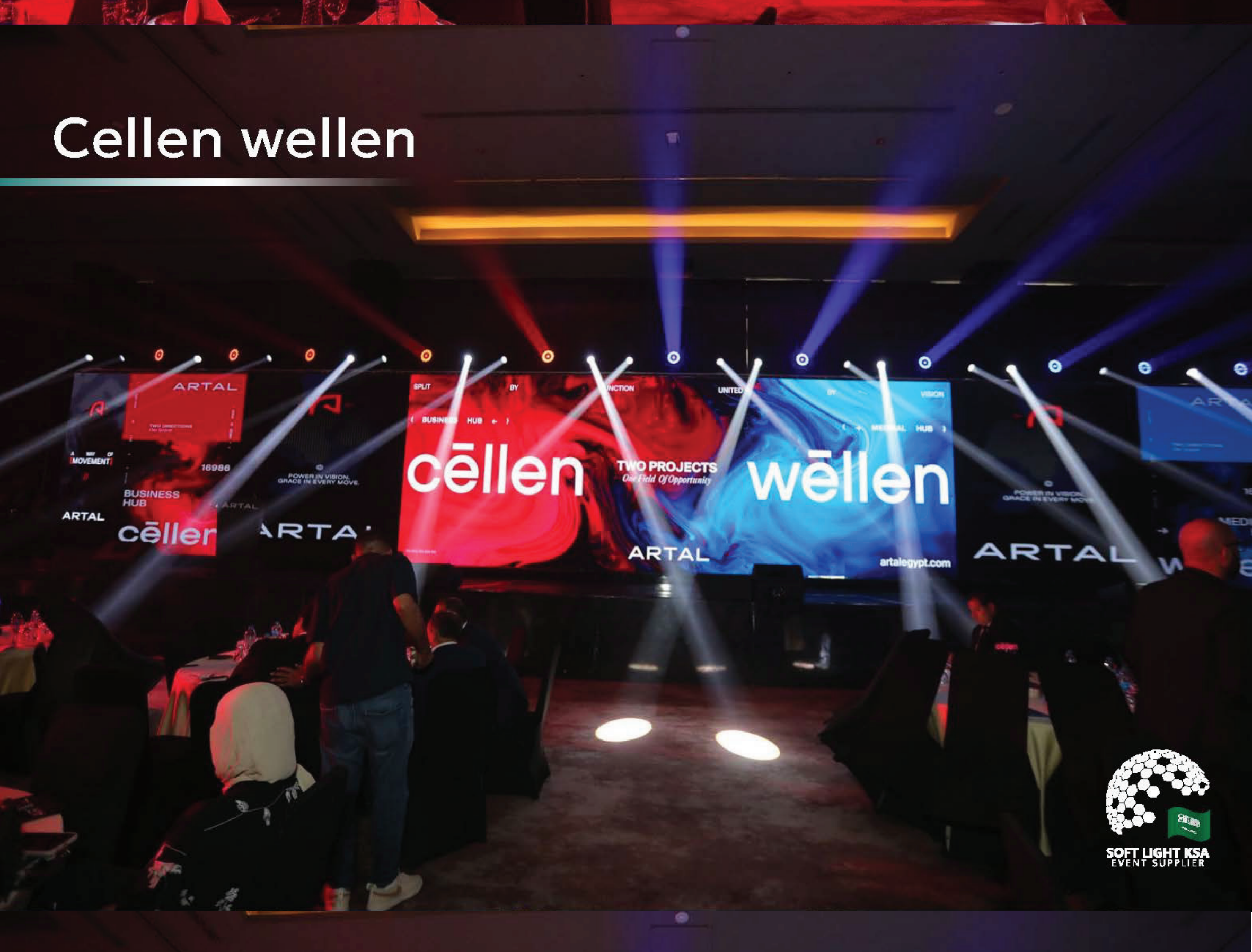
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TWO PROJECTS
One Field Of Opportunity
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artalegypt.com

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One Field Of Opportunity
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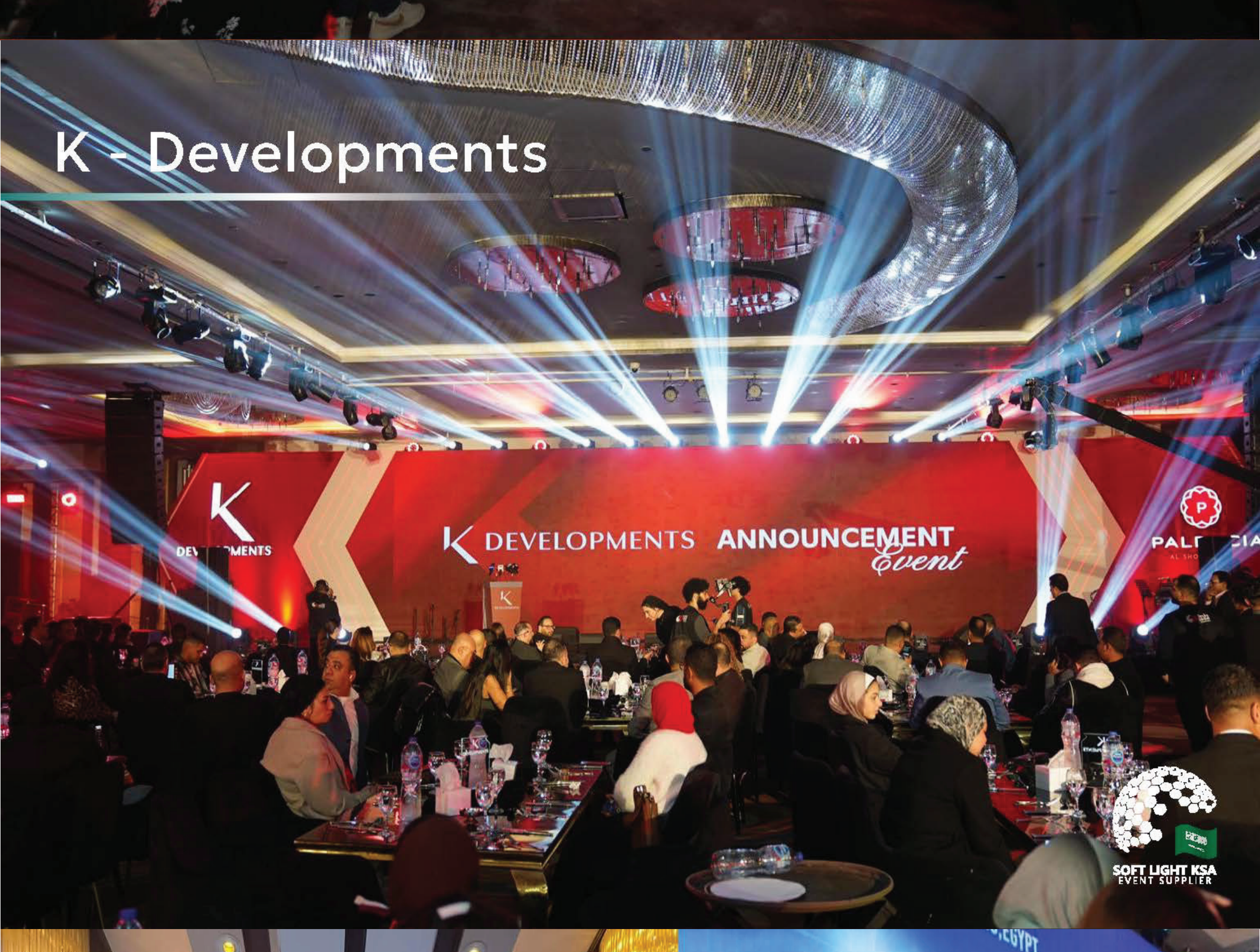
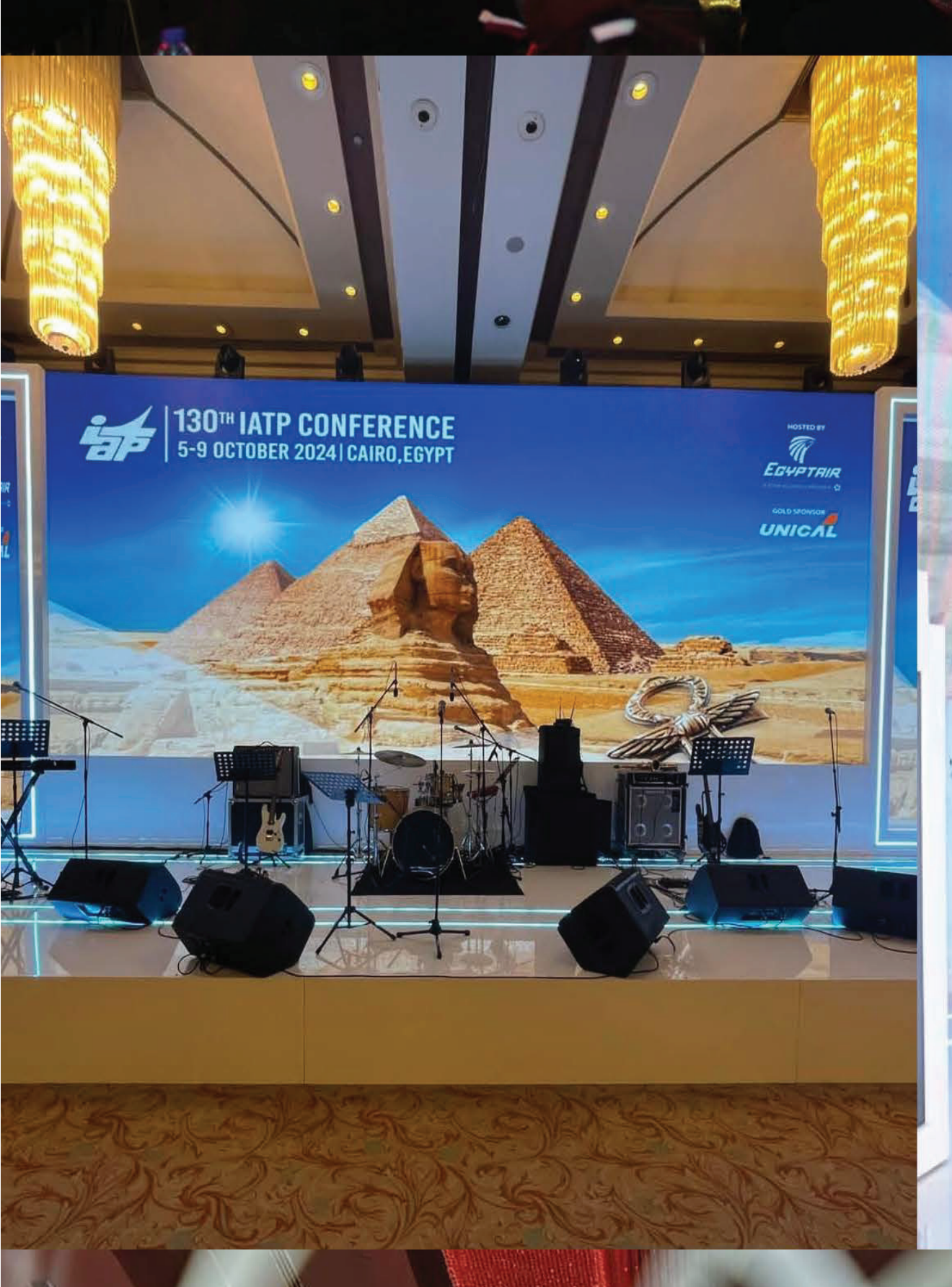
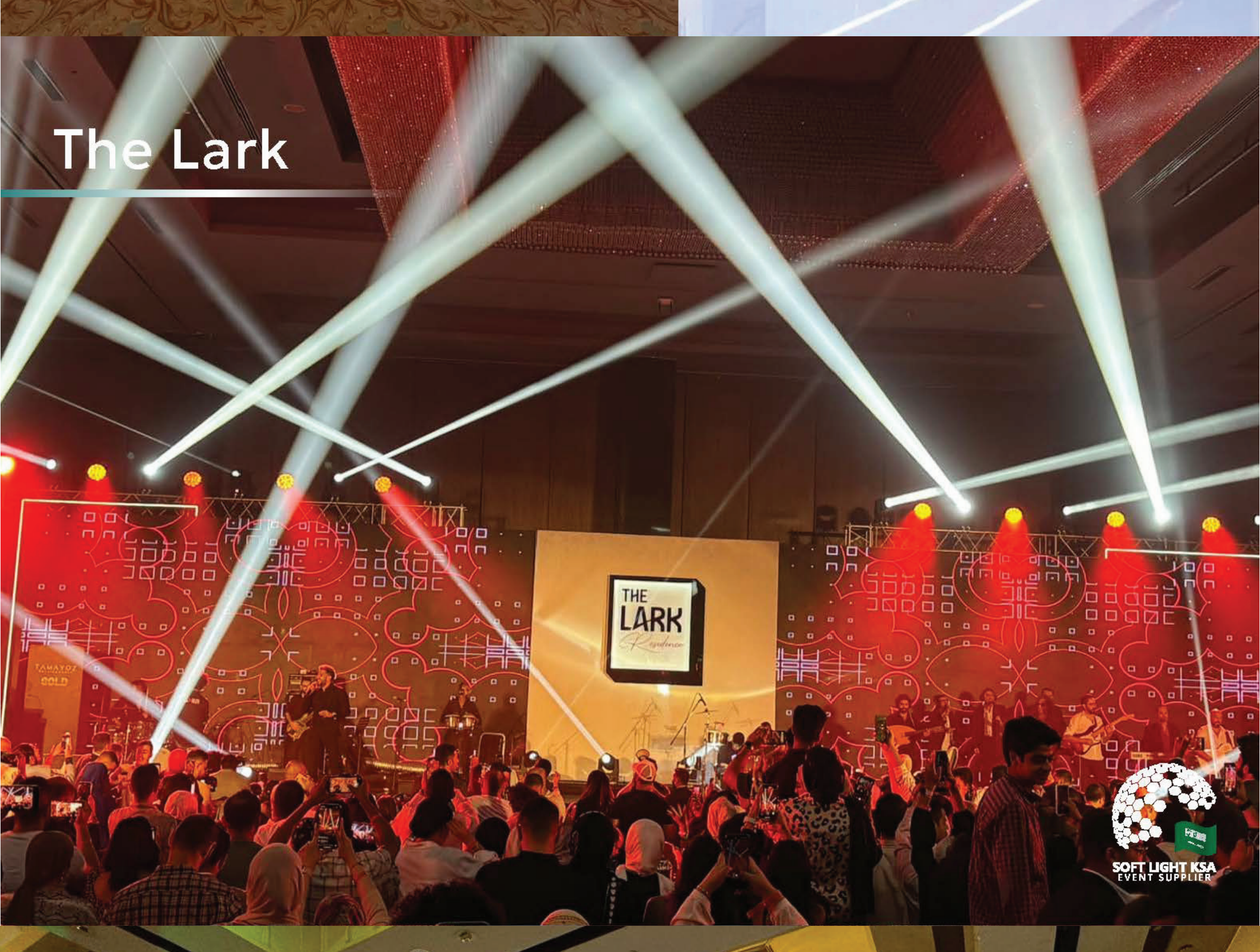
artalegypt.com

K - Developments

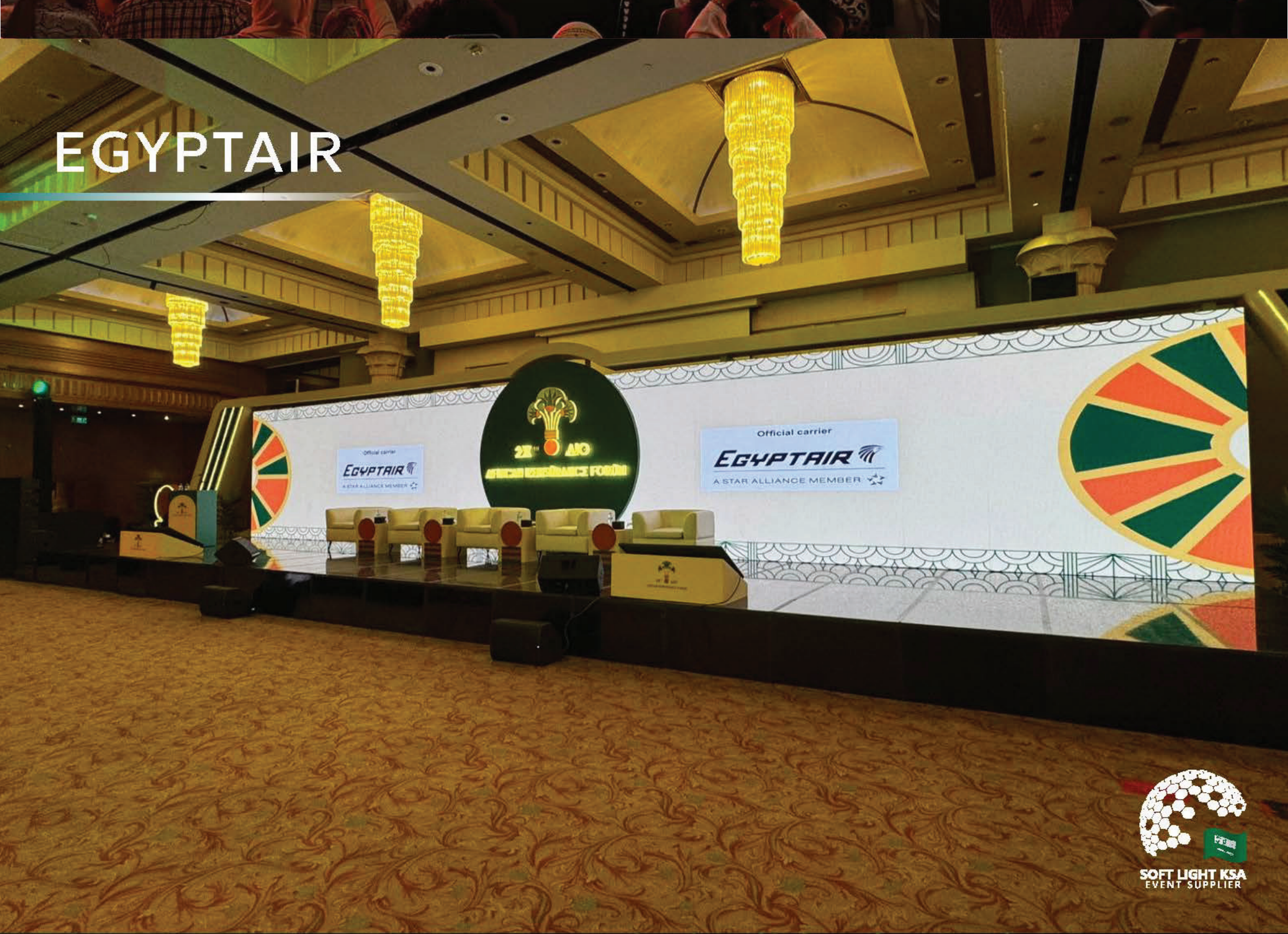

K DEVELOPMENTS
ANNOUNCEMENT
Event


130th IATP CONFERENCE
5-9 OCTOBER 2024 | CAIRO, EGYPT
EGYPTAIR
UNICAL

The Lark



EGYPTAIR


EGYPTAIR
A STAR ALLIANCE MEMBER

CYSHIELD

CYSHIELD
REALESTATE.GOV.EG
SOFT LIGHT KSA
EVENT SUPPLIER

Loud World

Loud world
Loud world
SOFT LIGHT KSA
EVENT SUPPLIER

ELEMENT
REAL ESTATE
SOFT LIGHT KSA
EVENT SUPPLIER

CAPITAL
HOLDING
MARRIOTT RESIDENCES
HELIOPOLIS CAIRO
BRINGING EXCLUSIVE
BRANDED HOMES TO CAIRO
SOFT LIGHT KSA
EVENT SUPPLIER

مسار إجباري

مسار إجباري
MASSAR EGBARI
HAYAH
SOFT LIGHT KSA
EVENT SUPPLIER

Launching Event
Hamat. | Zalink
Above All
SOFT LIGHT KSA
EVENT SUPPLIER

MAGNA

MAGNA
DEVELOPMENTS
WORK 'N' WONDERS
SOFT LIGHT KSA
EVENT SUPPLIER

Return On Investment
Highest ROI model.
Delivery date (2.5 years)
3 years operation.
Operator company?
CARIZIA
SOFT LIGHT KSA
EVENT SUPPLIER

CLIENTS

وزارة العدل Ministry of Justice
وزارة الإعلام Ministry of Media
وزارة الشؤون البلدية والقروية
وزارة الزراعة Ministry of Agriculture
وزارة الصحة Ministry of Health
وزارة السياحة Ministry of Tourism
وزارة الخارجية
وزارة الدفاع MINISTRY OF DEFENSE
أمانة منطقة الرياض

ارامكو السعودية saudi aramco
TGA الهيئة العامة للنقل Transport General Authority
ROLLS ROYCE
وزارة الحج والعمرة
وزارة الثقافة Ministry of Culture

SHL السعودية للتمويل السكني SAUDI HOME LOANS
مصرف الراجحي alrajhi bank
SNB Saudi National Bank
جامعة المجمعة Majmaah University
جامعة حائل University of Hail
جامعة الأمير سطام بن عبدالعزيز

نادك nadec
الصافي دانون
المراعي Almarai

CLIENTS

DHL
DELL technologies
RSMTL
TRANSMEA 2023
CEO WOMEN CAIRO 2022
Cali COAST RAS EL HEKMA
TATWEER MISR
DMA DESIGN | ENGINEERING
Capital Hills DEVELOPMENTS
TAMAYOZ Developments
MAVEN DEVELOPMENTS
Park Point
MENASSAT DEVELOPMENTS
AMAC

SOFT LIGHT KSA
EVENT SUPPLIER

Thank You ..

من الريـاض العـاصمة .. الى جميع أنحاء المملكة

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