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Company Introduction

Shifra Smart Solutions is an innovative solutions provider based out of the Dubai in the United Arab Emirates. Shifra Smart Solutions focuses on solving real world problems better and faster than any other alternative on the market.

Shifra Smart Solutions manages multiple divisions each with a dedicated portfolio of innovative solutions which service a specific industry. Such solutions include Home Automation, Office Automation, Hotel Automation, Home Cinema, Smart Yachts, Smart Restaurants, Smart Identity, and Smart Digital Signage.

Our Technology Development team works hard to study new markets, analyze existing technologies, and identify their problems and shortcomings. Following which is an incubation stage involving development of a new technological innovation. Our first venture was in the Home Automation market where Shifra Smart Homes was born and introduced the first successful end-to-end wireless automation solution in the Middle East.

Our Goal is to introduce and make mainstream new innovations that reshape industries to break away from their existing limitations and make-way for the future.

Shifra Smart Solutions is the proud winner of top industry awards such as the “Best Integrated Home Technology Award” at PALME or the “Industry Achievement Award” at SME Middle East.
Mission statement

At Shifra Smart Solutions, we are committed to providing automation for your home or business that is user-friendly and best fits your personal taste and priorities. We strive to understand and meet your needs using high-quality, high-value products, with solutions that exceed your expectations.
Services

Design & Consultancy
We work closely with Consultants and End-Users to meticulously gather requirements and translate their high level requirements into a documented turn-key design which can serve as a reference for all future project phases.

Shifra is equipped with a professional technical team that has a track record of proven experience working not only with End-Users and Consultants, but also with Main Contractors, MEP Contractors and Interior Designers. The result is a turn-key design that accommodates considerations and requirements from all parties involved in a project.

Our team also works hand-in-hand with Consultants in preparation of product Specification Documents and Tenders.

Project Management
Upon Award of the project, the Shifra technical team engages the Main Contractor, MEP Contactor, and Interior Designer in a kick-off meeting to discuss all sites pre-requisites where applicable.

All necessary documentation such as detailed designs and CAD drawings are generated to reflect all agreed upon or as-built requirements.

A dedicated Shifra project manager is assigned to each project in order to consult and supervise provisioning work executed by the Main Contractor and MEP Contractor.

Project Execution
Before starting with the project execution phase, a project progress report is also created to reflect timeline, deliverables, and tasks required to complete the project. This report would be updated on a weekly or bi-weekly basis.

A skilled team of Shifra engineers and technicians install all hardware, commission all active and passive equipment, conduct stress testing on installed devices and systems, and finally proceed to the programming phase of a project.
Before handing over, the Client is involved in a customization stage where the solution is presented and then tweaked based on the Client’s feedback.

Upon completing of all optimization tasks a handover document is presented to the client along with a walkthrough of all features of the installed systems and training on usage.

After Sales Service

Shifra Smart Solutions prides itself with its Annual Maintenance Program (AMP) that aims at continuously adding value to any Client deployment by remote support, troubleshooting services, on-site support, preventative maintenance, as well as software upgrades that will ensure any installed system is always up to date with the latest features in the industry.
Solutions

Smart Homes

Our Smart Home Solution put Shifra on the map as a market leader in Home Automation industry as being the first to introduce z-wave automation technology luxury home market.

Our Smart Home solutions for the residential market allow customers to control every aspect of a home including lighting, air conditioning, motorized curtains, security, irrigation, infra-red, multimedia, multi-room audio, and entertainment systems.

The offered Smart Home system traverses beyond basic automation by providing complex logic scenarios, speech recognition, artificial intelligence, text-to-speech, and special concept designs which cater to specific customers that wish to have a unique solution locally and on a world-wide scale.
Smart Hotels

The Shifra Smart Hotel Solutions enable the hospitality industry to improve operational efficiency and reduce energy costs while at the same time providing total comfort and luxury to the guests.

In-room controls feature seamless integrated systems for lighting, temperature, curtains, entertainment, IPTV, and DND/CMR functions. The technology not only addresses the needs of sales and front office, but also of the engineering and maintenance, thus decreasing overheads and ensuring 100% uptime of the in-room systems to guarantee occupancy.
Smart Offices

The Shifra Smart Office Solutions start with advanced conference room solutions and traverse the entire office. This includes automation of electrical devices within the conference rooms such as lighting and curtains, motorization and control of Audio Visual equipment and distribution systems, room scheduling, catering solutions, and video walls.
Shifra’s Home Cinema solutions go beyond simple high-resolution entertainment. Our customers enjoy an immersive experience bringing films to life and allowing customers to enjoy them as fully as their directors intended.

We believe that a Home Cinema should incorporate sophisticated technology for sound proofing and acoustical treatment, have distinctive qualities that are found in studio quality audio, all coupled with a projection system that can create the illusion of reality. This is the formula which the Shifra Team adopts to transform a room from shell-and-core into a turn-key Home Cinema project with the highest quality finishing’s and design.
Smart Identity (ID) Solutions

Shifra specializes in software Identity (ID) software platforms for the public and private sectors that revolves around the Emirates-ID and other NFC technologies. Shifra understands the needs of Governments, Banks, and Private Firms in terms of efficiency and security and tailor-makes solutions to cater to the firm’s needs.
Smart Digital Signage

Shifra Smart Signage Solutions cover video walls of all sizes, CGA and 3D graphics services, as well as the world’s first DLNA based digital signage solution. Shifra provides the most innovative Signage and Video Wall solutions catering to Small-to-Medium Enterprises, Large Enterprises, Public Spaces and Governments.
Client References

His Highness
Sheikh Hamdan Al Maktoum

His Highness
Sheikh Faisal Al Qasimi

Her Highness
Sheikha Wafa Al Mualla
Nurai Island Abu Dhabi 21 Villas (2 Types)

Water Villas

Estate Villas
The Floating Villa
(Automated yacht)

Classic Private Yacht
(Automated yacht)
Emirates Hills Villas
(E154 & E132 & E74 & E110 & P31)
Palm Jumeirah Villas
(D71 & D138 & M150 & O36 & E47)
Polo Homes
(Villa 10, 11, 17, 23)
Mr. Hassan Abdullah Ismaik

DEPA – Al Marya Office  
(Emaar Boulevard Office)

Moevenpick Hotel  
Al Bida’a
Other References

01. Mr. Mohammad Omran Al Shamsi (Etisalat Chairman)
02. Ministry of Presidential Affairs (Mafraq Hospital Presidential Wing)
03. Ministry of Public Works
04. Saatchi and Saatchi (Office Automation)
05. ASDAA (Office Automation)
06. Private Villa – Al Suwaidi (Al Khawaneej Area)
07. Private Villa – Al Alawi (Mohammad Bin Zayed City)
08. Private Villa – Al Mazrouie (Al Mushrif Area)
09. Private Villa – Al Al Farsi (Al Quoz Area)
10. Private Villa – Al Hashimi (Al Khawaneej Area)
11. Private Villa – Al Yousef (Al Khawaneej Area)
12. Private Villa – Al Muhaideb (Al Mizhar Area)
13. Private Villa – Al Salhoon (Al Warqa Area)
14. Private Villa – Al Dhahri (Al Ain)
15. Private Villa – Al Abdelsamad (Ajman)
16. Private Apartment – Infinity Tower Penthouse - HSCC
17. Inspiration Décor – Private Contact Center in Abu Dhabi
18. Sharjah Investment and Development Authority – El Mazna Restaurant
19. Private Villa – Victory Heights Estella 56
20. Private Villa – Victory Heights Marbella 12
21. Private Villa - Gehi Residence – Al Jafilia
22. HTC – Dubai Healthcare City
23. Private Apartment – Limestone House
24. Private Apartment – World Trade Center Residence
25. Private Apartment – Burj Residence
Home Solutions - Offerings List

01. Integrated Lighting Control
02. Integrated Air Conditioning Control
03. Integrated Curtain Control
04. Motorized Curtains
05. Wiring Accessories
06. Automation Panels
07. Automation Touch Screens
08. Whole-House WiFi and Backend Networking
09. Structured Cabling
10. SMA TV
11. Telephone System
12. Access Control
13. Video Surveillance and Monitoring
14. Universal IR Control System
15. Multi-Room Audio
16. Home Theater Systems (High End A/V)
17. Home Cinema Audio System
18. Home Cinema Seating
19. Home Cinema Fitout
20. Discotech Audio System
21. Discotech Lighting System
Address & Contact Information

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http://www.ShifraSmartHomes.com