



Press release
For immediate release

Expansion of Montreal firm XYZ Cultural Technology continues with inauguration of Dubai office

After having signed several large-scale contracts in the United Arab Emirates, the company specialized in audiovisual implementation is opening a subsidiary in Dubai, strengthening its presence in the Middle East.

Montreal, December 19, 2016 – A year after opening offices in Mexico and Quebec City, Montreal firm [XYZ Cultural Technology](#) is pursuing its expansion strategy and setting up an office in Dubai. Éric Cyr, founder and one of the two principal partners of the company that specializes in audiovisual implementation, was on site today to inaugurate the new subsidiary.

The right conditions

After Asia, the Middle East has the fastest growing audiovisual market in the world, and XYZ Cultural Technology is poised to take advantage of these favourable economic conditions. “The economy is conducive to the implementation of large-scale audiovisual projects requiring the kind of multidisciplinary approach we offer. We have developed solid business relationships in Dubai, and we have built ourselves an excellent reputation by fulfilling large-scale contracts. It was an easy decision,” explains Éric Cyr, who has been dividing his time between Montreal and Dubai for nearly a year. “Opening an office here brings us closer to our clients, which means we can provide better service and develop business opportunities more efficiently.”

Large-scale projects

XYZ has been developing projects in the United Arab Emirates for nearly two years. This past year, the company provided the technical design and audiovisual integration of an imposing creation by Float4, another Montreal company, at City Walk, Dubai’s high-end integrated commercial space. XYZ’s clients come from a variety of sectors, including real-estate and cultural venues.

About XYZ Cultural Technology

XYZ Cultural Technology contributes to the dissemination of culture and ideas through technology. The company allows promoters, artists and multimedia designers to push the limits of the creative envelope by providing innovative audiovisual solutions and ensuring logistical support for their creations. XYZ’s multidisciplinary team has delivered large-scale projects all over the globe in sectors that include museums and interactive exhibits, immersive environments, theatres, and customized audiovisual solutions.

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Source and information:

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