

ARTISTIC BUSINESS SOLUTIONS



For a Qatar with no barriers



info@artistic.qa



[+974 5200 0832](tel:+97452000832)



www.artistic.qa



Artistic Business Solutions

Artistic Business Solutions (ABS) is Qatar's prime immersive and inclusive technology integrator – designing, deploying, and operating complete AR, VR, XR, and AI ecosystems, as well as accessibility infrastructures across corporate enterprise, public events, large-scale infrastructure, and society.

ABS brings together engineers, creative technologists, safety specialists, and consultants united by one purpose: to break down physical and digital barriers, making Qatar the regional reference for accessible public experiences, immersive training, and technology-driven social inclusion.

ABS delivers complete, sustained transformations for organizations and single individuals alike – from initial accessibility strategy through custom spatial content, system integration, solution provision and long-term operational support – following a proven four-phase model: **Discover → Design → Deploy → Sustain.**

Understanding Individuals' Barriers

Hearing

Cannot follow lectures or business meetings
Misses announcements and alerts
Isolated in social, academic and work settings

Vision

Cannot navigate unfamiliar environments
Limited access to printed materials
Excluded from digital content



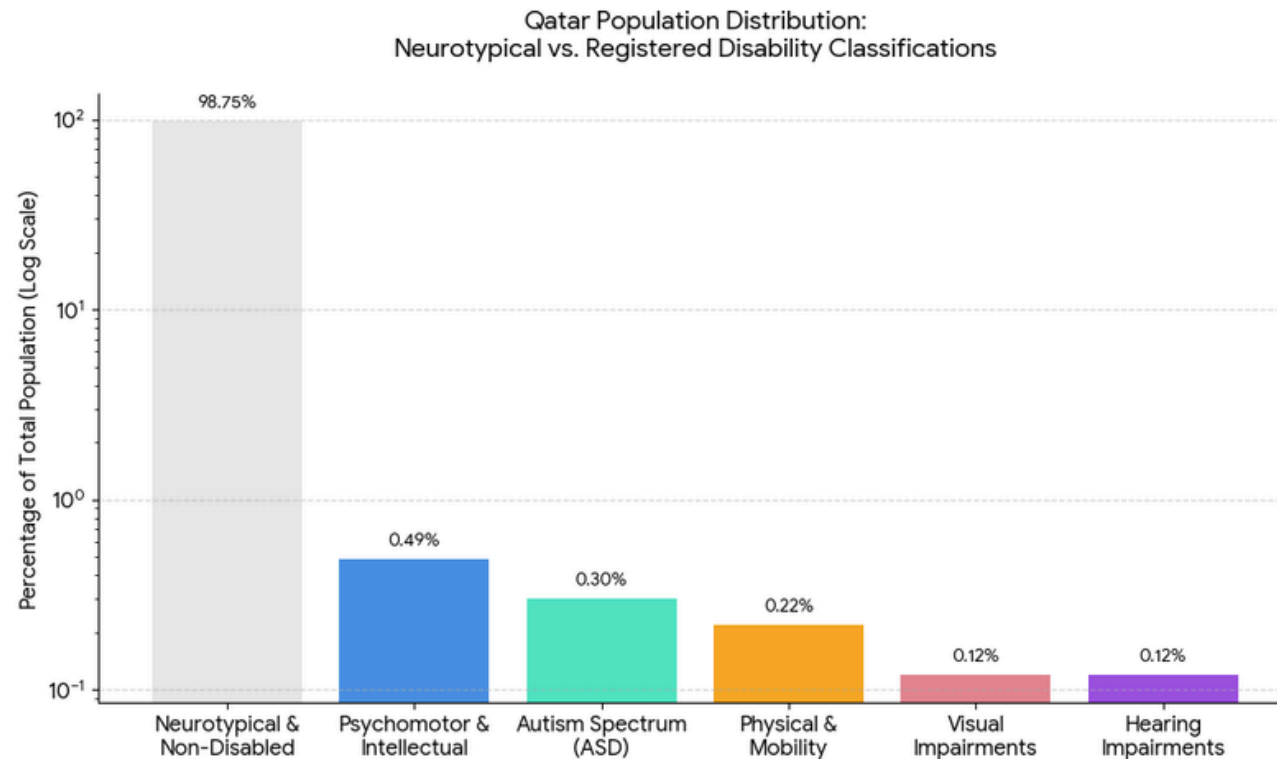
Mobility

Physical barriers to campus and corporate spaces
Emergency evacuation concerns
Fatigue and accessibility gaps

Neurodiversity

Sensory overload in busy environments
Difficulty with social communication
Attention and focus challenges

The data from Qatar



According to the latest comprehensive census datasets and the Planning and Statistics Authority registries, in Qatar approximately **33,748 individuals** present functional difficulties or are registered with specialized support networks. This number includes both physical and mental difficulties. While physical disabilities are evident and easy to diagnose, mental conditions are different. There is a **15% to 20% undiagnosed margin**.

Supporting Qatar National Vision 2030

Inclusivity is not separate from Qatar's national ambitions — it is central to them.

QNV 2030: Human Development

- Every student equipped to reach potential
- Reduced workforce and educational inequality
- Inclusive pathways to employment

QNV 2030: Knowledge Economy

- Diverse talent contributing to innovation
- Accessible career and life pathways
- Future-ready neurodiverse workforce

QNV 2030: Social Development

- Cohesive, inclusive communities
- Reduced stigma and isolation
- Greater participation in civic life

QNV 2030: Equal Opportunity

- Rights-based approach to education and workplace
 - Compliance with national disability policy
 - International accessibility benchmarks
-

The real value of what we do

Our partner in UAE, Topland, has 8 years of experience in accessibility.

We visited their office. The hearing aids we provide are manufactured there.



Each BTE and RIC device is carefully assembled and tested by individuals with hearing impairment.

Each lanyard of the Sunflower program is made by talented professionals with different kind of disabilities (autism, down syndrome, visual impairment and more).

They too, are a valuable contribution to our community.

In Qatar we have the same talents and we can empower them together.

Solution Map

NEURODIVERSITY & LEARNING

Modular sensory environments, calming equipment, and sensory regulation tools designed to support neurodivergent individuals and reduce overstimulation

SENSORY & COMMUNICATION

Adapted input hardware, symbol-based communication frameworks, and visual tools to enable clear expression and interaction.

VISION & DIGITAL ACCESS

Advanced tactile displays, smart navigation aids, and barrier-free digital self-service solutions for blind and low-vision users.

HEARING & ALERTING

Portable and fixed hearing loop solutions and visual and multi-sensory (visual, audio, vibrating) alerting systems tailored to diverse acoustic environments

MOBILITY & FACILITIES

Specialized access systems, adult changing facilities, and assisted evacuation solutions to ensure dignified physical access.

INCLUSION & AWARENESS

Staff training, experiential empathy programs, and hidden disability recognition initiatives to build inclusive service cultures

Accessibility in daily life - the journey

From the moment an individual arrives on campus/office to the end of the educational/working path, in every step of the daily life.



INDIVIDUAL JOURNEY: ARRIVAL → NAVIGATION → COMMUNICATION → SERVICES → WELLBEING → SAFETY

Sector applications - Education & Community Institutions

Government & Public Schools:



- Creation of quiet/calming sensory spaces to aid student regulation.
- Installation of accessible computer access hardware and visual communication tools.
- Implementation of campus-wide tactile wayfinding and hearing support in auditoriums.

Private Schools & Special Needs Centers:



- Tailored interactive sensory environments for therapy and motor development.
- Integrated assistive listening across classrooms and assembly spaces.
- Specialized mobility support and dignified personal care room designs.



Al Noor Center for the blind is a pioneer in accessibility.

With multiple solutions like screen readers, Braille text display devices, and Braille notebooks, in addition to smart and magnifying devices, they equipped each class with all the necessary tools to make education accessible.

With the devices and the advanced therapeutic, rehabilitating and educational services they provide they already started changing the future of many students

Sector applications - Public Facilities & Corporate Environments

Government Service Centers & Public Facilities:



- Accessible digital barrier free Dot Kiosk for information.
- Counter-level hearing loops and clear-speech intercoms for customer service points.
- Hidden Disability Sunflower awareness protocols for frontline service staff.

Corporate & Workplaces:



- Ergonomic and accessible workstation input devices.
- Compliant emergency evacuation systems.



MOE Qatar headquarters.

Leading the change in Education, the Ministry of Education as many other government entities have dedicated a counter to accessibility. Right at the entrance, managed by MADA itself, there is an information counter equipped with a hearing loop system.

Hearing impairment

Supporting Individuals with Hearing Impairments



Hearing Loop Systems

WHAT IT IS

Magnetic field induction technology that transmits audio directly to hearing aids and cochlear implants.

PRACTICAL USE

Lecture halls, auditoriums, classrooms, conference rooms, prayer halls, infopoints

VALUE DELIVERED

Individuals with hearing aids experience clear, interference-free audio in every space.



Counter Loop Systems

WHAT IT IS

Short-range induction loop installed at reception desks and service counters.

PRACTICAL USE

Customer services, libraries, admissions, exam offices, receptions.

VALUE DELIVERED

Clear communication at every service touchpoint, eliminating the need for interpreters.



Visual Alert Systems

WHAT IT IS

Flashing light and visual notification systems for deaf and hard-of-hearing individuals.

PRACTICAL USE

Fire alarms, emergency alerts

VALUE DELIVERED

Equal safety and awareness for deaf individuals in all facility environments.



XRAI Glasses

WHAT IT IS

AI-powered smart glasses delivering real-time speech-to-text captions in the user's field of view.

PRACTICAL USE

Lectures, meetings, conferences, events, travels, multilingual conversations

VALUE DELIVERED

Deaf and hard-of-hearing individuals follow conversations in real time without interpreters.

Supporting Individuals with Hearing Impairments



Bone-Conduction Hearing Solutions

WHAT IT IS

Non-invasive bone-conduction technology that transmits sound directly through the skull to the cochlea

PRACTICAL USE

Individuals with conductive hearing loss, microtia, atresia, or mixed hearing conditions.

VALUE DELIVERED

Provides access to clear sound even for users unable to benefit from traditional hearing aids.



BTE Hearing Solutions

WHAT IT IS

Advanced Behind-The-Ear hearing devices with programmable sound processing, Bluetooth connectivity, and intelligent noise reduction.

PRACTICAL USE

Education, workplaces, conferences, public services, daily communication.

VALUE DELIVERED

Improves speech understanding, listening comfort, and independence. These hearing aids are manufactured by people with disabilities



Agrippa Vibrating Pillow Fire Alarm Monitor

WHAT IT IS

Portable wireless fire alarm alert system that combines powerful pillow vibration with flashing LED alerts.

PRACTICAL USE

Hotels, student housing, hospitals, residential facilities, accessible accommodation.

VALUE DELIVERED

Ensures deaf and hard-of-hearing individuals receive emergency notifications while sleeping.

Visual Impairment

Supporting Individuals with Visual Impairments



NaviLens

WHAT IT IS

Optical Smart codes readable by phones from up to 12 meters providing audio wayfinding.

PRACTICAL USE

Facility wayfinding, buildings, libraries, labs, hospitals, malls, transport hubs, common areas

VALUE DELIVERED

Blind and visually impaired individuals navigate across the facility independently



Self-Adhesive tactile indicator

WHAT IT IS

Self-adhesive tactile indicators for paths and warning surfaces guiding blind users through spaces.

PRACTICAL USE

Corridors, entrances, halls, public facilities, hazard warnings, ramps.

VALUE DELIVERED

Safe, independent physical navigation for blind individuals across any environment.



WeWalk Smart Cane 2

WHAT IT IS

Smart cane 2 + AI feature with obstacle detection, GPS navigation, and voice assistant.

PRACTICAL USE

Facility navigation, outdoor wayfinding, urban and indoor mobility.

VALUE DELIVERED

People move independently using intelligent obstacle detection and turn-by-turn audio guidance.



Reading & Magnification

WHAT IT IS

Portable or desktop electronic magnification systems for low vision.

PRACTICAL USE

Libraries, study areas, exam halls, research centers, student services, labs.

VALUE DELIVERED

People with low vision access printed and digital materials at the magnification level they need.

Supporting Individuals with Visual Impairments



Dot Pad X

WHAT IT IS

World's first smart tactile display with braille text and graphical content from any digital source.

PRACTICAL USE

Accessing digital textbooks, diagrams, charts, training materials, documents, images

VALUE DELIVERED

Blind people access complex visual content (diagrams, graphs, maps) independently



Dot Kiosk

WHAT IT IS

Inclusive self-service kiosk combining tactile graphics, Braille text, audio guidance, sign language support

PRACTICAL USE

Airports, metro stations, hospitals, government centers, museums, retail environments.

VALUE DELIVERED

Blind and visually impaired users independently access services, maps, information, and transactions.



Nemomic Dot Braille Printer

WHAT IT IS

Portable AI-powered Braille label printer converting spoken or typed text into Braille labels instantly.

PRACTICAL USE

Hospitals, public transport, educational institutions, offices, public facilities.

VALUE DELIVERED

Makes information and signage accessible while improving independence and navigation.



Specialized Keyboards

WHAT IT IS

High-contrast, large-key keyboards for users with low vision or accessibility requirements.

PRACTICAL USE

Schools, universities, libraries, workplaces, assistive technology labs.

VALUE DELIVERED

Reduces typing errors and improves digital accessibility for users with visual impairments.

Mobility

Supporting Individuals with Mobility Challenges



Mobi-Mat

WHAT IT IS

Portable roll-out accessibility matting for stable pathways across sand, grass or uneven terrain.

PRACTICAL USE

Beaches, parks, resorts, outdoor events, heritage sites, public spaces.

VALUE DELIVERED

Wheelchair users, parents with strollers, elders access outdoor environments independently and safely.



Mobi-Chair

WHAT IT IS

Floating beach wheelchair designed to provide seamless transition from sand into water environments.

PRACTICAL USE

Public beaches, resorts, waterparks, lakes, and recreational facilities.

VALUE DELIVERED

Enables people with mobility impairments to enjoy beach and water activities with dignity and inclusion.



Beach Wheelchairs

WHAT IT IS

All-terrain wheelchairs featuring low-pressure balloon tires and 316 marine-grade stainless steel frames.

PRACTICAL USE

Smooth mobility across soft sand, mud, gravel, snow, and shallow water without sinking.

VALUE DELIVERED

Enables children and adults with mobility impairments to safely access beach and coastal environments.

Supporting Individuals with Mobility Challenges



Lightweight PVC-all terrain

WHAT IT IS

A rust-proof PVC beach wheelchair equipped with balloon tires, collapsible umbrella, and tool-free disassembly.

PRACTICAL USE

Lakefront, beach, and outdoor terrain navigation with UV protection and quick transport in standard car trunks.

VALUE DELIVERED

Provides lightweight, corrosion-resistant outdoor access with quick assembly and full-sun coverage.



Hippocampe

WHAT IT IS

Lightweight all-terrain wheelchair designed for beaches, trails, snow, and aquatic environments.

PRACTICAL USE

Outdoor recreation, tourism destinations, sporting events, beaches, and nature parks.

VALUE DELIVERED

Expands access to outdoor experiences and adventure activities beyond traditional wheelchair limitations.



SEATRAC

WHAT IT IS

Autonomous sea-access system available in fixed and mobile configurations, for independent transfer from shore into the water.

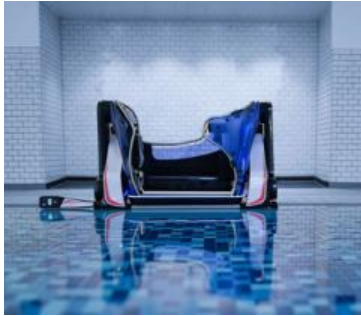
PRACTICAL USE

Public beaches, beach clubs, resorts, coastal parks, and tourism destinations.

VALUE DELIVERED

Provides unassisted and dignified access to the sea for wheelchair users and elderly visitors.

Supporting Individuals with Mobility Challenges



Poolpod Lift Systems

WHAT IT IS

Accessible pool-entry platform available in mobile and installed configurations, for independent access to swimming pools.

PRACTICAL USE

Hotels, schools, rehabilitation centers, sports clubs, and public swimming pools.

VALUE DELIVERED

Allows users with mobility challenges to enter and exit pools safely and independently.



Aqua Wheelchairs

WHAT IT IS

Specialized aquatic wheelchairs (Aqua-Active and Aqua-Tilt models) for pool access, swimming activities, personal support

PRACTICAL USE

Swimming pools, hydrotherapy centers, rehabilitation facilities, and accessible leisure venues.

VALUE DELIVERED

Improves comfort, safety, and participation in aquatic and therapeutic activities.



Pool lift

WHAT IT IS

Mobile or fixed pool lift installed at the edge of a pool to help individuals with mobility impairments in and out the water

PRACTICAL USE

Inclusive schools, specialized rehabilitation centers, public sports complexes, and hospitality venues.

VALUE DELIVERED

Dignified, zero-effort transit experience with no physical strain or injury due to manual lifting for user and facility staff.

Supporting Individuals with Mobility Challenges



SEATARA WheelAble Travel Chair

WHAT IT IS

A lightweight, rust-proof travel chair with waterproof injection-molded plastic and marine-grade stainless steel that folds flat into a discreet carrying case.

PRACTICAL USE

Hygiene chair that effortlessly fit in tight spaces, doorways, and over standard toilets with no alterations.

VALUE DELIVERED

An instant, zero-construction accessibility solution for travel and hospitality environments, ensuring hygiene



EZRide+

WHAT IT IS

Power-assist attachment that converts a manual wheelchair into a motorized mobility solution within seconds.

PRACTICAL USE

Universities, exhibitions, airports, tourism sites, urban environments.

VALUE DELIVERED

Reduces physical effort, extends travel distance, and increases user independence throughout the day.

Supporting Individuals with Mobility Challenges



Changing Places

WHAT IT IS

Fully equipped accessible restroom with changing benches, hoists, and space for caregivers. Available as installed rooms or modular pods.

PRACTICAL USE

Airports, malls, parks, stadiums, public facilities, tourism destinations.

VALUE DELIVERED

Provides dignity, comfort, and equal participation for individuals with profound disabilities and their families.



Evacuation Chairs

WHAT IT IS

Manual stair descent devices for evacuating wheelchair users from multi-storey buildings.

PRACTICAL USE

All multi-storey corporate, industrial, or commercial facilities

VALUE DELIVERED

Every occupant, with any mobility level, is equally accounted for, seamlessly included in institutional emergency evacuation procedures.



Wheelchair Charging Stations

WHAT IT IS

Dedicated, accessible charging infrastructure for powered wheelchairs and mobility scooters.

PRACTICAL USE

Corporate office spaces, hospitality venues, customer service lounges, public reception areas, and facility common spaces.

VALUE DELIVERED

Individuals using mobility devices maintain complete autonomy and independence throughout the entire operational or business day.

Neurodivergency & education

Supporting Neurodiverse Learners



Sensory Rooms

WHAT IT IS

Purpose-designed calming or stimulating environments for students with sensory processing needs.

EDUCATIONAL USE

Student wellbeing centers, disability support services, special education units.

VALUE DELIVERED

Students regulate sensory input, reduce anxiety and enable engagement with academic work.



Sensory Voyager

WHAT IT IS

Mobile multi-sensory exploration unit delivering immersive sensory experiences anywhere on campus.

EDUCATIONAL USE

Therapy spaces, inclusive classrooms, student support drop-in, outreach.

VALUE DELIVERED

Sensory support reaches students anywhere, without requiring dedicated facilities.



Widgit Symbols

WHAT IT IS

Symbol-based communication system making text accessible through visual symbols.

EDUCATIONAL USE

Student communication, signage, learning materials, forms, wayfinding.

VALUE DELIVERED

Students with communication or literacy challenges access information and express themselves independently.

Supporting Neurodiverse Learners



Immersive Reality Spaces: Environments Without Limits

WHAT IT IS

An interactive projection system that transforms rooms into dynamic, responsive digital simulations blending visuals and sensory elements.

EDUCATIONAL USE

Multi-sensory curriculum activities, interactive group learning, real-world scenario practice, and tailored sensory breaks.

VALUE DELIVERED

Enhances focus, self-regulation, and peer collaboration while removing traditional barriers to classroom participation.



Safespaces

WHAT IT IS

Custom-made, soft-padded environments and high-sided enclosures providing safe, low-stimulation spaces for complex sensory needs.

EDUCATIONAL USE

Safe sleeping, interactive play, sensory therapy, emotional decompression, and medical care across school and home settings.

VALUE DELIVERED

Prevents injury, aids self-regulation for neurodiverse learners, and provides caregivers peace of mind and greater independence.

Supporting Invisible disabilities

The Sunflower program : a global program where people with non-visible disabilities wear a green lanyard with yellow sunflowers to discreetly signal that they may need extra time, support, or understanding in public places.

It began at Gatwick Airport in 2016 and is now used worldwide across airports, shops, transport, workplaces, and schools.

While certain conditions are clearly visible, many others remain non-evident. Hidden disabilities can be chronic illnesses, autism, neurological conditions, sensory issues, mental health conditions, or fatigue-related disorders.



The sunflower program is created to raise awareness and train people from different organizations to support persons with non-visible disabilities

- More time
- Clear communication
- Patience
- Practical assistance
- Understanding in crowded or stressful environments

Want to know if it was made by people with disabilities?

Look for the Bee logo!



Accessibility in Qatar

Qatar National Library

Qatar National Library, a national library, a research-level university library, and a central public library equipped for the digital age.

QNL aims to collect and provide access to global knowledge, including materials relevant to Qatar and the region, and support education and research at all levels.

To ensure education is really for everyone they built an Assistive Technology Center. An area of the library has been dedicated to solutions that help individuals with visual impairments or blind, have access to the resources



- Magnifying devices,
- High contrast keyboards,
- Braille keyboards
- Printers made to turn text into braille

Qatar National Library has turned inclusive education into a reality.

Renad Academy - Qatar Foundation

Renad Academy is the school established by Qatar Foundation, that supports children with autism in Qatar. An institute dedicated to those students that due to their mild-to-moderate Autism Spectrum Disorder (ASD) need some extra support and a different learning method .

Renad academy has implemented multiple solutions, technologies and teaching methods to help students' development and ensure they reach their full potential.

Augmentative and alternative communication devices, together with boards with symbols pictures that students can point to are used daily to support the communication process and improve their participation in both classroom and community activities.



"It is important for us to give a voice to children who do not have the ability to speak, and we try as much as possible to provide them with the opportunity to express themselves. "

Hamda Al Hitmi, mother of a student

Having solutions that support communication does not only impact their education, it makes a difference in their life and helps provide them independence and ability to socialize.

Education City Stadium

Education City Stadium, the place that hosted 2022 FIFA World Cup has not become a part of the community and is currently used for university athletics, regional football tournaments, community sports, and educational activities.

Representing a part of Qatar history and being a reference in community ports, health, and human potential in the present. Designed to support a wide range of users including those with cognitive disabilities, it includes a sensory room. It features soft lights, calming sounds and a series of sensory activities where both children and adults can feel safe and relieved. A place to self-regulate and find the balance that sometimes fades when overstimulation occurs.



HH Sheikha Moza bint Nasser al-Misnad , co-founder of Qatar Foundation, personally visited the sensory rooms for those with special needs at the Education City Stadium.

“Qatar Day” 2022

Hamad International Airport

Hamad International Airport (HIA) have introduced the Sunflower program, a program that uses a Sunflower as a simple, voluntary way for passengers to share that they have a hidden disability. By wearing the Sunflower, passengers can quietly signal that they may need more time, clearer communication, or additional support while travelling through the airport, helping to create understanding and more supportive interactions across the passenger journey.



Hamad International Airport integrates the program across key passenger touchpoints to ensure a consistent and supportive experience for all. The Sunflower symbol is visible across HIA's terminal.

Teams across airport operations, Qatar Airways Group, airline partners, retail, and services have been given awareness about the Sunflower program and trained to recognize the symbol as an additional way passengers may choose to communicate their needs.

Ministry of Social Development and Family (MSDF) bringing awareness

The Ministry of Social Development and Family (MSDF), represented by the Social Welfare Department, organised an awareness event aimed at highlighting the role of assistive technology in supporting people with hearing disabilities and improving their quality of life, to mark the World Deaf Day.



Marking the occasion, Director of the Social Welfare Department at the Ministry of Social Development and Family Reem Al Ajmi said the role of the Social Welfare Department is not limited to providing services only, but also aims to spread awareness.

An event was then also organized for the International Day of Sign Languages (25 September 2025)

Thank you!

