

ARTISTIC BUSINESS SOLUTIONS

IMMERSIVE TECHNOLOGY INTEGRATOR



Qatar's prime Immersive Technology Integrator



VIRTUAL
REALITY



AUGMENTED
REALITY



360°
SOLUTIONS



INTERACTIVE
DISPLAYS



CUSTOM
SOLUTIONS



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A Message From Our Founder

Abdullah Ibrahim Al Subaey

Founder

Artistic Business Solutions

Qatar stands at a defining crossroads. As our nation accelerates toward the bold ambitions of Vision 2030, the question is no longer whether technology will reshape education and training — it is whether our institutions are ready to lead that transformation.

Artistic Business Solutions was founded with a single conviction: that Qatar's young minds, professionals, and decision-makers deserve learning and training experiences that match the world they will inhabit — not the world of two decades ago. Traditional classrooms and lecture-hall instruction were designed for an era before AI, before immersive environments, before digital twins could replicate an oil refinery or a hospital emergency room.

We built ABS to be Qatar's most trusted partner in this transformation — not merely as a technology vendor, but as a strategic integrator that understands the goals of ministries, schools, universities, and enterprises, and delivers results that endure.

Every child who explores an ocean floor in a VR headset, every engineer who safely rehearses a high-risk procedure in simulation, every government professional who walks through a digital twin before a facility is built — each represents Qatar investing in its greatest asset: its people.





About Artistic Business Solutions

Artistic Business Solutions (ABS) is Qatar's prime immersive technology integrator — designing, deploying, and operating complete immersive ecosystems across education, government, healthcare, public safety, museums, defense, and corporate enterprise.

ABS brings together engineers, creative technologists, learning designers, and consultants united by one purpose: to make Qatar the regional reference for immersive learning, simulation-based training, and intelligent public experiences.

ABS does not sell hardware and walk away. ABS delivers complete, sustained transformations — from initial strategy through content development, system integration, and long-term operational support — following a proven four-phase model: Discover → Design → Deploy → Sustain.

NATIONAL ALIGNMENT

ABS & Qatar National Vision 2030

Qatar National Vision 2030 charts a course toward a diversified, knowledge-based economy led by skilled, empowered citizens. Every solution ABS delivers is intentionally designed to accelerate progress across all four pillars of QNV 2030.

Human Development

Qatar National Vision 2030 charts a course toward a diversified, knowledge-based economy led by skilled, empowered citizens. Every solution ABS delivers is intentionally designed to accelerate progress across all four pillars of QNV 2030.

Social Development

ABS Smart Spaces bring communities together through intelligent public experiences — interactive museums, immersive cultural exhibitions, and smart city visualization — strengthening civic identity, national pride, and inclusion.

Economic Development

Simulation-based training that measurably reduces time-to-competency and incident rates helps Qatari enterprises and government bodies operate more efficiently and profitably — directly contributing to GDP diversification beyond hydrocarbons.

Environmental Development

Immersive simulation eliminates physical consumables, reduces training travel, and builds a workforce culture of environmental responsibility — aligned with the Qatar's sustainability commitments.



Our Pillars

Everything ABS delivers flows from three core solution pillars — each addressing a distinct and interconnected need across Qatar's public and private sectors.



01

Education & Corporate Training

K - 12 Higher Education - Workforce - Oil & Gas

Immersive XR classrooms, AI-powered learning platforms, and simulation-based workforce development for every level of education.



02

Mission Critical Simulation

Defense · Safety · Emergency Response

High-fidelity consequence-free simulation environments prepare teams for mission-critical scenarios before lives depend on it.



03

Smart Spaces & Experiences

Museums - Venues - Smart Cities

Interactive intelligent environments — holographic exhibits, immersive installations, and LED-integrated public experiences.



01 Education & Corporate Training

ABS transforms passive instruction into active experience. From VR-enabled K-12 classrooms and university digital twin labs to AI-powered TVET platforms and corporate onboarding, we build immersive ecosystems that make knowledge stick. Research consistently shows learners retain 75% of actively experienced material, versus 5% from lectures. ABS closes that retention gap — permanently.

SECTORS SERVED

- K-12 Schools & Private Schools
- Universities & Higher Education Institutions
- Technical & Vocational Education (TVET)
- Corporate Onboarding & Workforce Development
- Special Needs & Inclusive Education

KEY TECHNOLOGIES

- AR/VR/XR Headsets
- XR Learning Platform
- Spatial Lecture Halls
- Robotics & STEM Kits
- Augmented Reality Cubes
- Digital Twin Labs & Environments
- Sensory Immersive Environments



Education & Corporate Training

USE CASE STUDY - PRIMARY EDUCATION

Problem

Montgomery Public Schools struggled to bring STEM and literacy concepts to life using traditional classroom methods, with students showing limited engagement and difficulty visualizing abstract concepts and historical contexts.

Solution

Our Partner ClassVR deployed managed VR headset fleets across 41 of 50 schools (80 carts total) using ESSER funding, enabling students to explore immersive STEM simulations, historical reconstructions, and literacy-connected virtual field trips. The scalable deployment achieved 38% increase in student engagement during VR-enhanced lessons while providing equitable access to experiential learning across the entire district.

Impact

38%

Engagement
Boost

+50%

Cost
Reduction

76%

Conceptual
Gain

42%

Retention
Boost



Education & Corporate Training

USE CASE STUDY - SECONDARY EDUCATION

Problem

Atal Tinkering Labs wanted to provide progressive STEM and coding education due to high costs of robotics equipment, lack of teacher training infrastructure, and absence of scaffolded curricula bridging beginner to advanced programming skills.

Solution

Our Partner STEMpedia's Quarky robot and PictoBlox platform provided affordable, progressive coding education from visual block programming through Python and AI/ML integration. The project-based system enables students to build interactive projects—gesture-controlled devices, computer vision applications, IoT systems—with minimal teacher technical expertise required, delivering enterprise-grade programming skills and robotics competency at accessible price points for resource-constrained educational settings.

Impact

47%

Interest
Surge

50%

Interaction
Boost

↑15%

IEP
Progress

55%

Coding
Acceleration



Education & Corporate Training

USE CASE STUDY - HIGHER EDUCATION

Problem

Waynesburg University faced limitations in transforming student engagement across disciplines due to constrained physical lab facilities, limited field trip access, and inability to provide hands-on experiences for complex scientific and historical concepts.

Solution

Our Partner EON Reality deployed campus-wide EON-XR platform implementation through a phased five-year rollout including faculty training and pilot projects expanding to full curricular integration. Students across sciences, humanities, and professional programs access immersive labs, virtual field sites, and interactive 3D models, transforming passive learning into active exploration while eliminating physical infrastructure constraints and enabling scalable experiential education.

Impact

40%

Job
Readiness

35%

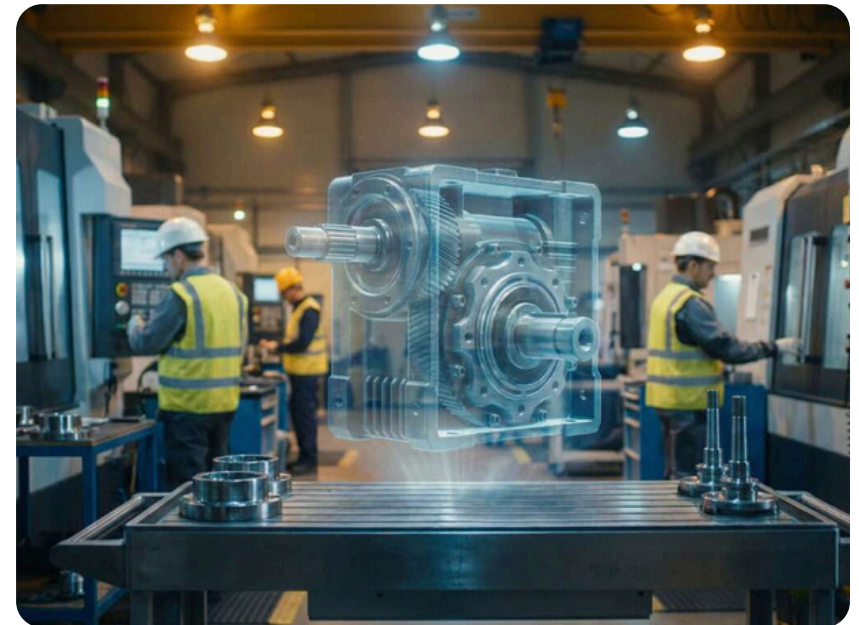
Academic
Lift

100%

LMS
Sync

70%

Maintenance
Reduction



Education & Corporate Training

USE CASE STUDY - SPECIAL NEEDS

Problem

Lakeside school required sensory-rich, physically inclusive technology for children with motor impairments, autism, and sensory processing challenges, but most interactive tools demanded fine motor control or cognitive abilities beyond many students' capabilities.

Solution

Our Partner OM Interactive's floor and wall projection systems create touch-free, sensory-responsive interactive environments that respond to any movement—hands, feet, wheelchairs, whole body—eliminating accessibility barriers. The installations deliver calming sensory experiences, cause-and-effect learning, and collaborative play opportunities in SEN schools and therapy rooms, enabling students with profound disabilities to engage meaningfully with technology through simple movement and presence rather than precise physical control.

Impact

30%

Milestone
Acceleration

52%

Engagement
Increase

90%

Usability
Rating



Education & Corporate Training

USE CASE STUDY - SPECIAL NEEDS

Problem

NYC Autism Charter School needed effective methods to teach social communication skills to autistic children from low-income families, but traditional approaches could not provide controlled, repeatable social scenarios for practicing real-world interactions safely.

Solution

Our Partner Floreo VR was deployed through a Disability Opportunity Fund grant, providing students with immersive social scenarios—grocery shopping, classroom interaction, playground dynamics—inside controlled VR environments. Students practice eye contact, conversational turn-taking, and appropriate responses to social cues with unlimited repetition and adjustable difficulty levels, achieving documented improvements in real-world social confidence and communication ability.

Impact

25%

Satisfaction
Gain

80%

Safety
Generalization

2x

Therapist
Capacity



Education & Corporate Training

USE CASE STUDY - STEM

Problem

Educators across Jersey City Public Schools faced severe challenges in teaching abstract, complex scientific concepts—such as molecular structures, Earth's layers, and human anatomy—using traditional textbooks and 2D screens. Students struggled with concept retention and abstract visualization.

Solution

The district integrated Merge EDU across science and STEM classrooms. Students used tablets and mobile devices to physically hold, rotate, and interact with digital 3D science simulations in the palm of their hands through the cube. This tactile-digital feedback loop allowed students to manipulate complex scientific models directly at their desks, providing an intuitive, multi-sensory learning environment that requires no specialized headsets or complex IT infrastructure.

Impact

↑81%

Conceptual
Understanding

3.5x

Engagement
Multiplayer

100%

Hardware
Compatibility



Education & Corporate Training

USE CASE STUDY - MEDICAL TRAINING

Problem

Medical training programs struggle to ensure sufficient real-world exposure to critical clinical cases required for Entrustable Professional Activities (EPAs), due to time constraints, limited case availability, and logistical barriers—resulting in trainees being underprepared for real-life patient scenarios.

Solution

Our Partner McMaster University (MERIT program), in partnership with MedVR Education, explored immersive virtual reality (IVR) as a scalable training tool that enables learners to repeatedly practice realistic clinical scenarios anytime, helping them build competencies, gain exposure to diverse cases, and better meet EPA requirements in a controlled, immersive environment.

Impact

35%

Cost
Savings

67%

Training
Reduction

40%

Response
Acceleration

45%

Throughput
Increase



Education & Corporate Training

USE CASE STUDY - TECHNICAL TRAINING

Problem

Traditional training at TAFE Queensland was effective but struggled with engagement and practical skill transfer. There was a need for a more interactive, real-world training approach to improve retention and application.

Solution

Our Partner Next World's VR training was integrated into high-safety courses like electrical and HVAC. The modules covered 15 key safety topics through immersive, scenario-based learning. With multilingual support and a virtual assistant, the system enhanced accessibility, while the VR LMS gave trainers detailed performance data for targeted improvement.

Impact

48%

Hazard
Mastery

31%

Error
Reduction

35%

Cost
Efficiency

43%

Injury
Decline



02 Mission Critical Simulation

When the stakes are too high to learn through failure, simulation becomes the only responsible training approach. ABS Mission Critical solutions deploy consequence-free, high-fidelity environments for defense, emergency responders, industrial safety teams, and security forces. Participants navigate real scenarios — fire evacuations, hazmat responses, infrastructure failures, security threats — in environments indistinguishable from reality, building the neural pathways that genuine emergency experience builds.

APPLICATIONS

- Fire & Evacuation Simulation
- Hazmat & Chemical Incident Response
- Military & Law Enforcement Tactical Training
- Industrial Safety (HSEQ) Simulation
- Disaster Management & Crisis Command

PROVEN RESULTS

- Up to 40% faster emergency training cycles
- Zero risk to personnel during high-stakes drills
- Unlimited repeatable scenarios at marginal cost
- Real-time performance analytics & debrief
- Eliminates logistics costs of physical drills
- Scalable from teams of 5 to 5,000



Mission Critical Simulation

USE CASE STUDY - POLICE

Problem

Derbyshire Constabulary's traditional Taser training relied on costly staged scenarios with live ammunition, requiring dedicated facilities and instructors while creating high consumable costs and limited training frequency.

Solution

Our Partner AVRT deployed a bespoke VR Taser simulation platform at Derbyshire Constabulary HQ, enabling officers to train in realistic threat scenarios with full wireless freedom of movement. The system delivered repeatable, scenario-driven training while eliminating cartridge expenditure, achieving 52% reduction in consumables and accelerating certification timelines.

Impact

52%

Cost
Reduction

43%

Decision
Accuracy

+3.2x

Training
Throughput

89%

Report
Confidence



Mission Critical Simulation

USE CASE STUDY - ARMY

Problem

The UK Ministry of Defence faced prohibitive costs and logistical complexity in delivering high-fidelity combat training through live exercises, limiting training frequency and operational readiness while consuming significant ammunition and range resources.

Solution

Our Partner AVRT's military VR platform provides deployable simulation environments replicating weapons systems, tactical scenarios, and combat conditions without live ammunition requirements. The portable infrastructure supports multi-user training exercises from training bases to forward operating locations, reducing live-fire costs by up to 90% while maintaining training intensity and combat readiness.

Impact

45%

Cost
Reduction

34%

Awareness
Improvement

12x

Training
Boost

38%

Readiness
Gain



Mission Critical Simulation

USE CASE STUDY - FIRE SAFETY

Problem

UK fire services and corporates could not deliver realistic firefighting and evacuation training without exposing personnel to actual fire hazards or burning expensive consumables, limiting training quality, frequency, and accessibility.

Solution

Our Partner 4Help VR created photorealistic fire simulation environments with dynamic fire behavior, smoke propagation, and thermal layering physics. The platform enables fire service professionals and building wardens to train in realistic rescue scenarios and evacuation procedures with unlimited repeatability, eliminating exposure risk while delivering competency-based assessment and regulatory compliance documentation.

Impact

42%

Cost
Optimization

37%

Decision
Superiority

28%

Risk
Reduction

50%

Coordination
Efficiency



Mission Critical Simulation

USE CASE STUDY - TECHNICAL HAZARDS

Problem

Wake Tech Community College and mission-critical facility operators (data centres, hospitals, and lab environments) cannot deliver realistic failure-response training for technicians without exposing them to dangerous system faults or risking costly infrastructure downtime, limiting training realism, frequency, and accessibility.

Solution

Virtual Heroes, using Unreal® Engine and commissioned by Wake Tech Community College with support from the U.S. Department of Labor, developed Mission Critical Operator—a 3D immersive training simulation that recreates real mission-critical facilities where learners safely experience alarms, outages, and equipment failures while building real-world troubleshooting and decision-making skills under pressure.

Impact

48%

Hazard
Mastery

31%

Error
Reduction

35%

Cost
Efficiency

43%

Injury
Decline



Mission Critical Simulation

USE CASE STUDY - MEDICAL EMERGENCIES

Problem

U.S. Army medics army medics required intensive training in battlefield trauma care—particularly for hemorrhage control, penetrating trauma, and airway management—but traditional methods could not replicate the stress, time pressure, and decision complexity of combat casualty scenarios.

Solution

Virtual Heroes developed BurnCARE (Burn Computer Application for Research and Education)—a mobile, offline-capable, highly realistic and physiologically accurate training tool that allows military medical personnel to repeatedly practice burn assessment and treatment anywhere in the world, building confidence and procedural mastery through scalable, on-demand simulation.

Impact

35%

Procedural
Mastery

40%

Skill
Acceleration

60%

Knowledge
Retention

45%

Competency
Acceleration



03 Smart Spaces & Experiences

ABS transforms physical spaces into intelligent, responsive environments. Interactive floor projections, holographic exhibits, smart city data walls, LED-integrated sport experiences — we turn any space into a destination.

These environments do not just impress — they communicate, educate, and inspire. They represent Qatar's values and ambitions to every visitor, citizen, and delegate who passes through.

WHERE WE DEPLOY

- Museums & Cultural Heritage Centers
- Sports Stadiums & Fan Experience Zones
- Government Command & Experience Centers
- Airports, Hotels & Tourism Venues
- Shopping Malls & Retail Experiences

TECHNOLOGIES USED

- Holographic Display Systems
- Interactive Floor & Wall Projections
- LED Ecosystem Integration
- Digital Twin Visualization
- Spatial Audio & Multi-Sensory
- AI-Driven Visitor Analytics



Smart Spaces & Experiences

USE CASE STUDY - FORMULA 1 PRE-EVENT ACTIVATION

Problem

Lusail International Circuit wanted to elevate pre-Grand Prix engagement in Doha by moving beyond traditional static event marketing (posters, screens, and passive displays) and instead create a highly immersive, interactive fan experience that builds anticipation, increases dwell time, and connects audiences emotionally to the Formula 1 Qatar GP before race weekend.

Solution

Artistic Business Solution delivered an immersive GP Village activation at Place Vendôme Mall, transforming pre-event engagement into a gamified, interactive fan journey through VR simulators and custom VR track experiences replicating real Formula 1 driving immersion. The activation also featured AI-powered hologram information stations acting as interactive event guides, alongside gamified fan zones including helmet design, puzzles, and photo activations. This 28-day pre-event activation built sustained hype and anticipation leading up to the race weekend.

Impact

30%

Staffing
Reduction

80%

Engagement
Rate

60%

Social
Amplification

3x

Dwell
Time Boost



Smart Spaces & Experiences

USE CASE STUDY - F1 IMMERSIVE DOME

Problem

Lusail International Circuit needed to generate city-wide excitement ahead of the Formula 1 Grand Prix by engaging audiences beyond the track and driving footfall in a highly competitive entertainment and cultural environment. Traditional fan zone screens lacked immersion, resulting in passive viewing, limited interaction, low retention, and insufficient impact to reflect the innovation and energy of F1.

Solution

Artistic Business Solution designed and delivered a fully immersive LED dome activation at Souq Waqif, transforming the space into a high-energy Formula 1 experience zone. The solution included full end-to-end execution—concept development, fit-out, LED dome installation, and content integration—with a curved LED mesh dome. Real-time and pre-rendered F1 content was mapped for immersive storytelling, establishing a central attraction hub that drew and held large crowds while enabling a shared social viewing experience beyond traditional screens.

Impact

3x

Crowd
Engagement

90%

Attention
Retention

60%

Increase in
Social Surge

100+

Daily
Footfall



Smart Spaces & Experiences

USE CASE STUDY - F1 GIANT HELMETS

Problem

Lusail International Circuit in Qatar needed to build stronger public awareness and excitement ahead of the 2025 race. Traditional promotional campaigns lacked physical engagement and failed to create memorable, shareable experiences, while opportunities to connect F1 with Qatari culture and activate city-wide public spaces remained underutilized.

Solution

Artistic Business Solution delivered a city-wide public activation featuring 10 giant helmet sculptures, installed across key locations in Doha. Each helmet blended Formula 1 identity with Qatari culture, heritage, and contemporary art, designed by local artists. The installation created an interactive art trail, encouraging the public to explore multiple locations, engage with cultural storytelling, capture photo moments, and share their experience across social media—driving both community interaction and city-wide visibility.

Impact

50%

Footfall
Growth

+90%

Engagement
Surge

60%

Cultural
Connection



Smart Spaces & Experiences

USE CASE STUDY - F1 Educational activations

Problem

Lusail International Circuit aimed to raise awareness and understanding of Formula 1 among youth across educational institutions but lacked immersive, hands-on experiences that could effectively engage students beyond traditional methods.

Solution

Artistic Business Solution delivered immersive activations across 10 educational institutions, deploying VR headsets with a custom-built Lusail track experience and interactive pit stop challenges, Reaction wall, alongside engaging F1 educational content—creating a hands-on, high-impact learning experience that connected students with the sport, technology, and excitement of Formula 1.

Impact

3x

Engagement
Boost

+90%

Participation
Rate

↑ 70%

Interest
Surge



Smart Spaces & Experiences

USE CASE STUDY - HOLOGRAPHIC ZOO

Problem

The Australian Museum needed to attract younger, digitally native audiences who expected technology-enhanced experiences beyond traditional static exhibitions, creating pressure to innovate while maintaining educational rigor and institutional authority.

Solution

Our Partner Axiom Holographics installed holographic tunnel technology enabling visitors to walk through immersive prehistoric and wildlife environments with life-size 3D projections of extinct species and ancient ecosystems. The September-October 2023 installation transformed passive viewing into active exploration, significantly increasing youth engagement and visit duration while positioning the museum as a technology-forward cultural institution without compromising scientific content integrity.

Impact

- ◆ Increased Visitor Engagement
- ◆ Shift from Passive to an Active Exploration
- ◆ Enhanced Institutional Positioning
- ◆ Accessibility & Shared Experience
- ◆ Longer Dwell Time



Smart Spaces & Experiences

USE CASE STUDY - AI Powered Communication Glasses

Problem

The UK Ministry of Defence needed a more effective way to support communication across diverse personnel, international stakeholders, and accessibility-focused operations. Traditional captioning and interpretation methods often caused delays and increased logistical complexity during meetings, briefings, and training sessions.

Solution

By deploying AI-powered smart glasses from our partner XRAI Glass, personnel gained access to real-time captions, speaker identification, and live translation in over 300 languages directly within their field of view. The solution improved accessibility, enhanced multilingual communication, and enabled more effective participation in meetings, training, and operational discussions.

Impact

3x

Faster
Information

90%

Accessibility &
Inclusion

↓ 60%

Interpreter
Dependency



Smart Spaces & Experiences

USE CASE STUDY -

Accessible Wayfinding and navigation

Problem

Visually impaired and blind travelers navigating Tokyo Haneda Airport struggled with traditional static signage, relying heavily on manual escort services or verbal directions, which limits independent movement, increases dwell times, and creates navigation anxiety in unfamiliar airport terminals.

Solution

Deployment of NaviLens high-density optical markers integrated into transit environments. Passengers now use smartphones running the NaviLens app to instantly detect long-distance, high-speed readable codes from up to 30 meters away without needing to focus the camera, delivering precise, multi-lingual audio directions and real-time gate/schedule updates directly to the user.

Impact

100%

Independent
Navigation

3x

Faster Information
Access

↑ 90

User Confidence
Boost



Smart Spaces & Experiences

USE CASE STUDY -

Beach Resort and physical accessibility

Problem

Despite offering premier luxury accommodations, The Ritz-Carlton, Grand Cayman resort's pristine beachfront was completely inaccessible to guests using wheelchairs, families with strollers, and elderly visitors with limited mobility. Traditional wheelchair wheels sank immediately into loose sand, creating a major barrier for guests with mobility impairments.

Solution

The resort deployed Mobi-Mat portable roll-out accessibility pathways coupled with specialized floating beach wheelchairs (Mobi-Chair). The high-stability, non-slip synthetic mesh tracks were laid directly across the sand from the pool deck to the water's edge, creating a firm, level pathway that prevents wheels from sinking and allows safe, independent transit for wheelchair users and strollers.

Impact

100%

Independent
Mobility Shoreline
Accessibility

3.5x

Increase in
Beachfront
Utilization

0

Maintenance
Sand-
Displacement



Smart Spaces & Experiences

USE CASE STUDY -

Hearing Loop Accessibility Deployment

Problem

At Dubai International Airport 92.3M annual passengers including those with hearing loss had no accessible communication at 500+ touch points (check-in counters, boarding gates, retail, F&B) across 3 terminals and 3 concourses.

Solution

Our partner Topland & Contacta installed 520 under-the-counter IL-K200 hearing loop systems across all terminals (A, B, C concourses). Staff training and awareness programme delivered prior to installation. Portable loops supplied for locations where fixed loops were not possible.

Impact

~30%

Fewer
Staff

↑20%

Communication
Speed

↑30%

Issue
Resolution



Smart Spaces & Experiences

USE CASE STUDY - Hearing Loop Deployment

Problem

World leaders and 70,000+ delegates attending the UN Climate Conference needed accessible listening in 43 venues across the Blue Zone and Green Zone at Expo City Dubai. Signal spillover between rooms was a confidentiality risk.

Solution

Our partner Topland designed and installed Contacta large-area hearing loop systems with bespoke phased array configurations, cancellation loops, and 3D visualisation signal control. 9,500m+ of copper cable laid. Installation completed despite flooding from heavy rains days before opening.

Impact

70%

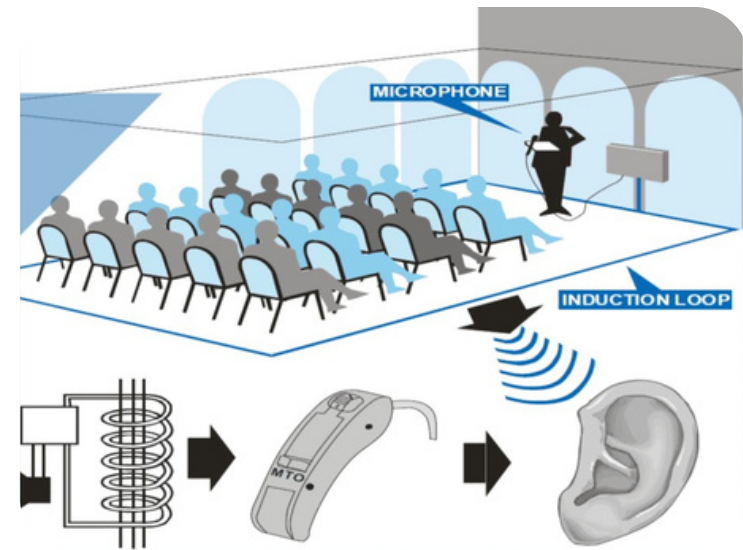
Speech
Understanding

40%

Reduction in
manual assistance

~100%

Accessibility



Why Immersive?

THE CASE AGAINST TRADITIONAL WAY OF DOING THINGS

Immersive learning transforms training from passive observation into active experience, allowing learners to practice in real-world-like environments. It significantly improves engagement, focus, and emotional connection, which are key drivers of retention. As a result, learners don't just understand concepts—they are able to apply them confidently in real situations

75% knowledge retention through Immersive Experiences

4x better focus & engaged compared to traditional methods

Safe simulation of high-risk scenarios across all disciplines

Personalized learning pathways tailored to each individual

Scalable training solutions deployable across institutions

IMMERSIVE LEARNING

Confidence

Knowledge Retention

Focus

Speed



The Financial Case

Traditional training models carry high recurring costs across staffing, logistics, facilities, and operational downtime. These costs scale with every session and are further compounded by inefficiencies such as repetition, equipment usage, and delayed competency. The ABS platform shifts this model toward a scalable, digital-first approach that reduces cost per session while improving training efficiency and outcomes

TRADITIONAL TRAINING COSTS

- Trainer and facilitator time per session
- Physical materials, props, and consumables
- Venue hire and logistics coordination
- Equipment damage or wear during practical training
- Lost productive time when workers are off-site
- Incident costs when undertrained staff make errors
- Repeat sessions when content does not stick

ABS COST REDUCTION STRATEGY

- One platform, unlimited sessions, marginal cost per use
- No physical materials — content is digital and reusable
- Training happens on-site, in-facility, or remotely
- Zero equipment damage during simulation training
- Faster time-to-competency reduces productive time lost
- Measurably lower incident rates reduce liability costs

~ 70% Cost Reduction & Savings

~ 12-18 Months of Typical ROI Timeline

Let Us Build the Future Together

Every ministry, school, university, training institution, and enterprise in Qatar has a unique set of goals, constraints, and learners. ABS does not offer a generic catalog — we offer a conversation. From that conversation, we build a solution that fits your reality, your budget, and your vision.

Our engagement is low-risk and high-return. We begin with a no-obligation consultation and technology demonstration — so you can see, first-hand, what immersive transformation looks and feels like before investing.

STEP 1

Book a Consultation

Let us discuss your institution's specific goals, challenges, and opportunities

STEP 2

Demo

Let us demonstrate how the solution can be tailored and meet your needs.

STEP 3

Build Your Solution

Receive a tailored proposal — from pilot to full deployment — that fits your budget and vision.



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Our Partners



Our Clients



