



Company Profile

Smart Citizens

The Best Smart Home Solution Provider

2024

Company Profile

As a leader in home automation in the region, we strive to provide our customers with the most advanced and reliable solutions available.

Smart Citizens is a world-leading smart technology company established in Dubai to develop innovative smart home and office automation products and services to digitize and improve the quality of citizens' lives.

Founded in 2020 with its headquarters in Dubai, United Arab Emirates.

Smart Citizens offers businesses and individuals a wide range of smart workplace and home automation solutions. Its smart app is the best IoT smart home automation in the Middle East and North Africa as per the UAE Business Awards 2022.

The company offers customized solutions for all industries including banks, workplaces, homeowners, hotels & hospitalities, hospitals, schools, and many others.¹

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Company Introduction

Smart Citizens is the best smart home AI provider in the Middle east and South Africa in 2022 as per the [UAE Business Awards 2022](#).

Smart Citizens is a world-leading smart technology company established in Dubai to develop innovative smart home and office automation products and services to digitize and improve the quality of citizens' lives. The company has its smart app called "Smart Citizens" available in Google and Apple stores that automates and controls the devices throughout your home, including your lights, air conditioning, and security systems.

The place where you can do anything you want. The home that cools its temperature before you get in and puts your favorite song on. We offer premium home automation systems with personalization features. It is a powerful, wireless home-controlled networking technology. Lighting control, scene lighting, timers, control & status on smartphones and tablets, leak, door & motion sensing, and garage door control are some of the more popular applications. Smart Citizens products are affordable, easy-to-program devices that communicate over your home's existing wiring and over radio-frequency signals, a dual-mesh system that

Smart home automation is the process of controlling lights, temperature, and other home electronics with your smartphone and other external devices.

Our Mission

Our mission is to provide our customers with a seamless and secure home automation experience. We strive to make our products easy to use and accessible to everyone, no matter what their technical expertise. Our goal is to make home automation simple, efficient, and affordable for everyone. We believe that by automating the mundane tasks in life, we can free up more time for meaningful experiences. Our products are designed with this in mind, allowing users to enjoy the convenience of smart home automation without having to worry about security or complexity. We strive to make our products user-friendly and intuitive so anyone can use them with ease.

Our Vision

Our vision is to become a leader in the MENA market in designing and developing state-of-the-art customized smart solutions & products powered by AI for individuals and businesses. We envision a world where technology is used to make our lives easier and more efficient. We believe that smart home automation can enable us to control our homes with the press of a button, saving us time and energy while providing us with convenience, comfort, and security. Our goal is to provide homeowners with the latest in home automation technology so they can enjoy the benefits of a smart home without having to worry about complex installation or

Introduction Company information

Established in 2020 with its headquarters in Dubai, United Arab Emirates, Smart Citizens offers businesses and individuals a wide range of smart workplace and home automation products and customized solutions.

We are the world-leading smart technology company established in Dubai to develop an innovative smart home and office automation products and services to improve people's digital life anywhere and at any time.

The company offers customized solutions for all industries including banks, workplaces, homeowners, hotels & hospitalities, hospitals, schools, and many others.

Our suggested and distinguished smart devices are:

Smart Lock, Smart Gateway, Smart Plug, Smart Switch, Smart Motion Detector, Smart Thermostat, Smart Meter Reader, Occupancy Sensor, Smart MCB, Smart CCTV Cameras, Smart Door/Window Sensors, and 300+ smart devices that are all compatible with our smart app and platform.

We offer high-quality smart devices that use our smart state-of-art mobile app powered by the tuya platform. Further, Our smart app is available in both Google and Apple stores and it's free of charge.

We were chosen as the best AI-powered IoT smart home automation in the Middle East and North Africa in UAE as per the UAE Business Awards 2022.

"Smart Citizens" is a registered trademark in UAE. We holds the ISO 9001-2015 quality management system. We demonstrated our ability to consistently provide products and services that meet customer and applicable statutory and regulatory requirements. Additionally, we enhanced our customer satisfaction through the effective application of our systems, including processes for the improvement of our internal systems and the assurance of conformity to our customers and applicable statutory and related regulatory requirements.

A Smart Home for Everyone

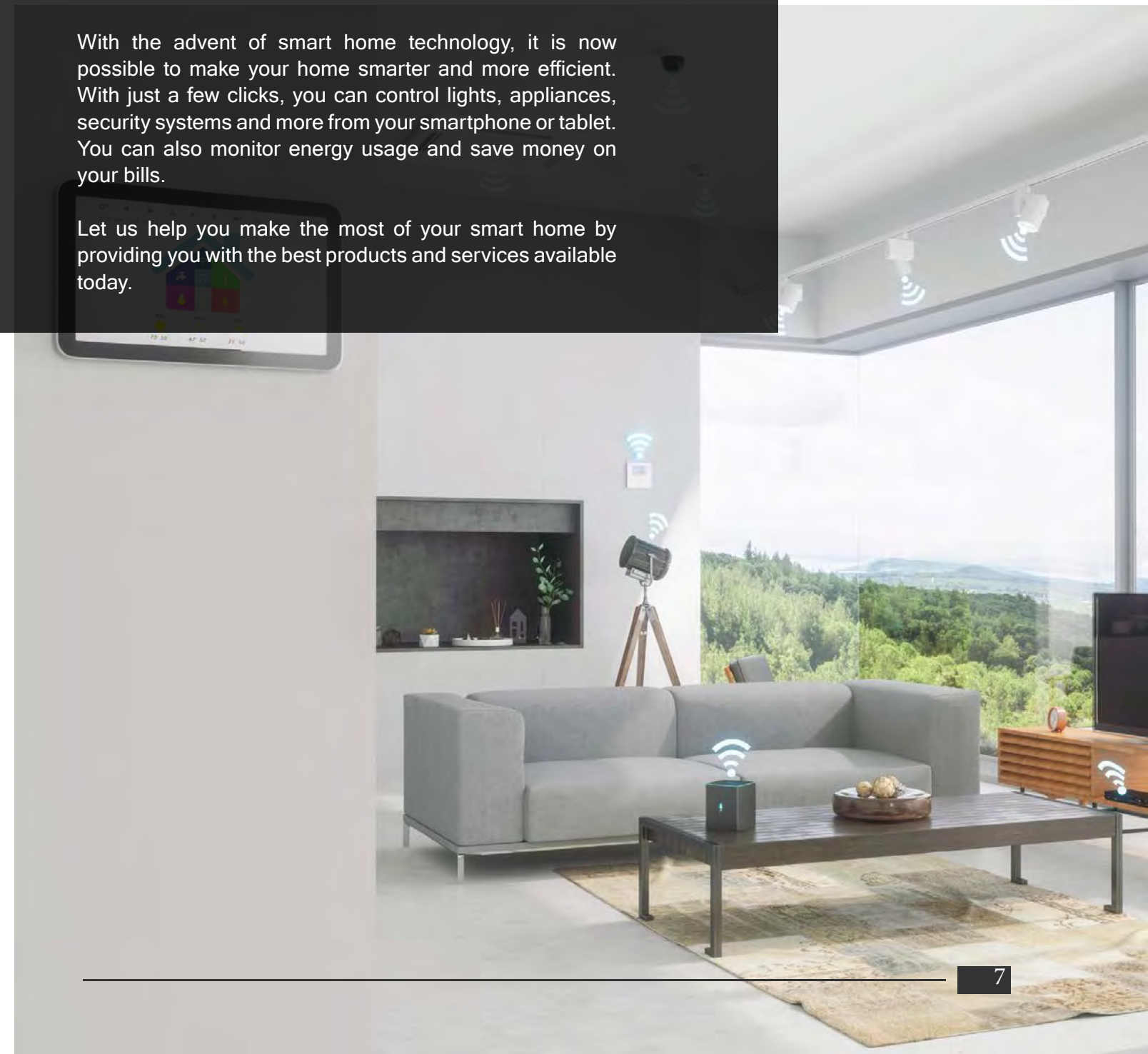
With the help of AI-powered features such as voice recognition and facial recognition technology, Smart Citizens' products and services provide users with an unparalleled level of convenience.

Smart homes are becoming more accessible to everyone thanks to the ever-decreasing prices of smart home devices. With this trend continuing in the future, more people will likely be able to enjoy the benefits of having a smart home in their own living space.

Let us make your smart home

With the advent of smart home technology, it is now possible to make your home smarter and more efficient. With just a few clicks, you can control lights, appliances, security systems and more from your smartphone or tablet. You can also monitor energy usage and save money on your bills.

Let us help you make the most of your smart home by providing you with the best products and services available today.



Our Objectives

We take pride in being a leader in our industry and being committed to the same values every day. Our objectives are to improve the quality of life, convenience, and productivity in every space, home, and workplace.

We aim to provide greater security, safety, and more efficient use of energy.

1

Big Savings Overall.

Whether it's a smart light bulb, a smart thermostat or a water-saving, low-flow smart sprinkler, there are plenty of devices on the market that can help you save money on your utilities. Plus, if you use these devices in addition to turning off lights when you leave the room, setting your thermostat to the ideal temperature, spending less time in the shower and unplugging appliances, you'll start to see real savings on your monthly bills.

2

Security, Safety, Control, and Comfort.

You have access to your home devices. It lets you monitor and control them everywhere. It is very convenient.

If you are a busy person and have no one to do things for you, then it is a big help. It is because those tasks can be scheduled or just one voice commands away!

Our home is our sanctuary. We gain our strength and get that peace of mind when we're home. We do everything to keep it private and protected. As smart technology evolves, hackers also get smarter in accessing our homes and invading our privacy later on.

Being safe is what we always aim for, not just for our family but also for our property. We must be careful and stay informed about safety updates to safeguard our homes. Below are some of the best tips you can do to ensure that automating your home is safe from potential cyberattacks and thieves. It secures your safety. Smart devices such as sensors, video doorbells, and cameras increase your security from people who attempt to crash in your home.

+ Values

At Smart Citizens, we live and breathe our values. We believe in the power of a team. Working together with integrity, we are able to provide a level of quality and service that surpasses any of our competitors.

We strive to build strong relationships with our customers and suppliers by understanding the value of teamwork and collaboration.

» **Quality**

» **Integrity**

» **Teamwork**

» **Respect for People**

» **Good Citizenship**

» **Responsibility**

» **Accountability**

At Smart Citizens, we don't just talk about our values, we strive to live by them. Quality, integrity and teamwork are the pillars for what makes us great. It's this combination that drives our innovation and sets us apart from other organizations.

We understand the importance of collaboration, and believe that working together is the only way to create a high-performing team that can accomplish big goals.

Our CEO Message

At Smart Citizens, we are passionate about making people's lives smarter, easier, and more enjoyable using technology. We support the senior citizens and the people of determination (POD) through our multiple initiatives.

We were chosen the best AI-Powered Smart Home Solutions Provider in 2022.

Smart Citizens was established in Dubai, the United Arab Emirates to innovate breakthrough smart home solutions which give businesses and individuals access to the smart management of their properties, making them safe and secure, saving energy, and reducing power consumption by 35%.

It's one smart app that has 100% compatibility and serves everything, created using robotic automation and scenarios and artificial intelligence for over 250K devices for the smart home/office, and can be integrated with and controlled through AI-powered speaker assistance such as Amazon Alexa, Google Home, and others.

Keeping the office, home, and family safe is much easier with smart technology. Dangers such as water leaks, fires, and carbon monoxide leaks can easily be detected and prevented. Smart Citizens has innovated smart gas leak protection, wherein the windows will open automatically, curtains will open, lights will turn on, a video will be sent to the user, and an alarm will be triggered in the event of a gas leak, saving lives. Alongside this, smart cameras, door locks, and other smart devices can help property owners



Dr. Ashraf Nouri
CEO - Smart Citizens

We are committed to provide smart building solutions, which give a personalized control of lighting, shading, audio-visual, climate, and security systems, in a simple and reliable way from anywhere.



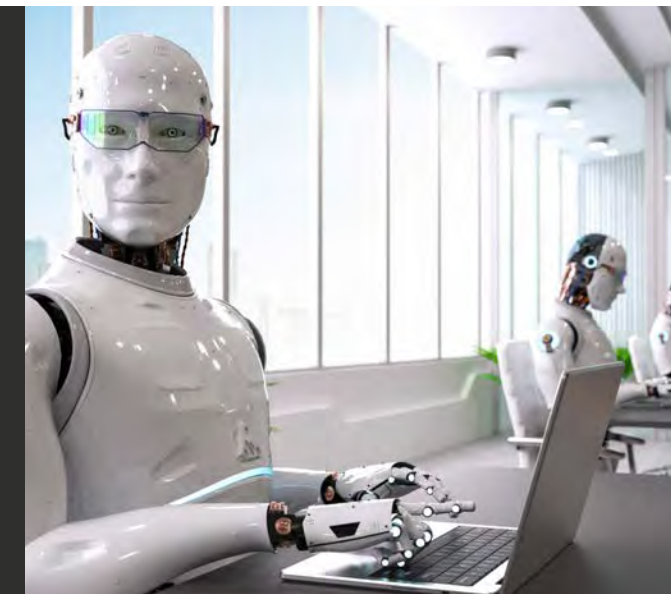
We go beyond the 'cost saving' value proposition – We want to deliver the tools to make money with IoT technology. Build a complete smart business, with alternate revenue streams.

Smart technology enables individuals to take control of their energy usage and make sure the home is always running efficiently - helping bills and the planet at the same time! The smart home can all be controlled at the touch of a button on a mobile device or simple voice command, enabling people to focus on what matters in their daily lives. The temperature sensor shares collected data in the form of graphs and time logs to the user's smartphone. And not only can electricity and water use be monitored through the app, but it can also generate a one-page report which summarises the consumption as well as advises on the course of action required.

The main access points in and around the home can be secured using Smart Citizens technology, and if there is a break-in, the alarm will sound, notifying the user. The sensors can also recognize unexpected movement within the property, making the user aware if there is an intruder.

To fulfil this purpose, we endeavor to connect digital technologies and human hopes, and to implement a vision of connected, digital, brighter, and greener environment friendly future world.

We offer solutions that make it easy for homeowners to manage their homes remotely and save energy. We also create innovative solutions that will make homes smarter and more efficient in the future. By leveraging cutting-edge technology, We pave the way for smarter homes that are more secure and energy efficient. With our help, homeowners can have greater peace of mind knowing that their homes are safe and secure while they save money on energy bills.



Unlike others, Smart Citizens focuses on innovation and creativity when designing its smart products, its mission being to implement them in every home and create smarter communities.

Its competitive and unique advantage is that it designs products based on

Our Business Strategy

Strategy



Stay ahead of the competition
Smart homes are becoming more popular as people look for ways to make their lives easier and more convenient. With the right strategy, we can capitalize on this growing trend by creating products and services that cater to the needs of smart home owners. By understanding consumer needs, developing a comprehensive plan, and utilizing the latest technology, we create an effective strategy for success in the smart home market.

We ensure that we stay ahead of the competition and remain successful in the smart home market.

Execution



Maximize Potentials
Our execution strategy outlines the steps necessary to achieve the desired outcome. It includes deciding which components are needed and how they will be integrated into the existing structure, as well as developing a timeline for implementation. Additionally, it is essential to consider how our system will be monitored and maintained over time. By having an effective execution plan in place, we can ensure that our strategy will be successful and beneficial for everyone involved.

With the increasing popularity of smart home technology, it is important to have a well-thought-out strategy in place to maximize its potential.

Marketing



A well-thought-out strategy
Smart home technology is revolutionizing the way we live, and we must develop a smart home strategy to keep up with this rapidly changing market. We need to understand how to effectively market our products and services in order to capitalize on this trend. This means utilizing new marketing strategies such as influencer marketing, targeted advertising, and content marketing. Additionally, we must be aware of the potential for data privacy issues that can arise when dealing with connected devices. By having a well-thought-out smart home strategy, we can ensure we are taking advantage of this burgeoning market while protecting our customers' data privacy.



Our business strategy is the foundation for our successful business. It helps us defining the direction and goals of our company, and also provides guidance on how to achieve set of goals.

In the era of smart homes industry, having an effective business strategy has become even more important as we must be able to adapt quickly to changes in technology and consumer demands.

Our strategy can help us stay ahead of the competition by leveraging new technologies and creating innovative products that meet our customer needs. With the right strategy in place, we can create a competitive advantage that will lead to long-term success.

Our Business goals

We can achieve our goals by providing automated solutions for tasks such as energy management, security, and customer service. It also allows businesses to monitor their premises and employees more closely, leading to better decision-making.

We strive to reach our goals in order to be successful and remain competitive. These goals involve sustainability, integrity, boldness, accountability, leadership, and quality.

Achieving these goals is essential for our business to survive in today's ever-changing market. We ensure that these goals are met with integrity and boldness while maintaining a high level of quality and accountability. Further, we can ensure that they are sustainable in the long run to become industry leader.



We Change the rules.

In today's digital world, technology is playing an increasingly important role in helping businesses reach their goals.

Be With us for your succes

Our technology can be used to automate processes, increase efficiency and productivity, reduce costs and improve customer service. It can also be used to create innovative products and services that will help our businesses stay ahead of the competition. By leveraging technology, we can unlock new opportunities for growth and success.

Sustainable

Sustainability has become an increasingly important business goal for us and other companies in recent years. It is no longer just about making a profit, but also ensuring that the company's operations and growth are sustainable in the long term.

We always need to find ways to reduce our environmental impact, while still achieving our goals. It is important to note that H.H. Sheikh Mohamed has declared 2023 the 'Year of Sustainability' in the UAE.

Integrity

Integrity is essential for us when it comes to smart home technology as it can ensure that customer data is secure and that products are reliable. we must have confidence in our products and services so that our customers can trust us. Additionally, we must ensure that we are not taking advantage of consumers by selling products with hidden flaws or features that could be potentially dangerous if used improperly. Integrity is key for any business to succeed.

Boldness

It is an important factor that must be taken into consideration. It is essential for our business to have the courage to take risks and pursue innovative ideas in order to achieve our goals. This is especially true when it comes to the smart home industry, which is constantly evolving and requires a certain level of boldness in order to succeed. By having the courage to explore new technologies and create innovative products, we can set ourselves apart from the market competitors.

Accountability

We encourage businesses to increasingly turning to smart home technology to help them achieve greater accountability. can be used to monitor and track progress in a variety of areas, from energy consumption to employee productivity. By using this technology, we can gain a better understanding of how their operations are performing and make the necessary adjustments for success. Additionally, it enables us to set goals and objectives more effectively and efficiently, providing an added level.

Leadership

Leadership is an essential element for our business to achieve our goals. In the era of smart homes, leadership has become even more important as it helps to create a better environment for everyone involved. Our leaders have the ability to motivate others and provide direction in order to reach their desired outcomes. They can also provide valuable insight into the future of the business and help shape it accordingly.

Quality

Quality is an important factor when it comes to achieving our goals. With the increasing demand for smart home products, we ensure that we are providing top-notch quality products and services. Our quality assurance measures need to be implemented in orderto make sure the products and services offered by us meet customer expectations and requirements. Our quality control is also essential to ensure that our products and services are reliable and safe for consumers.

Our Team & Organization Structure

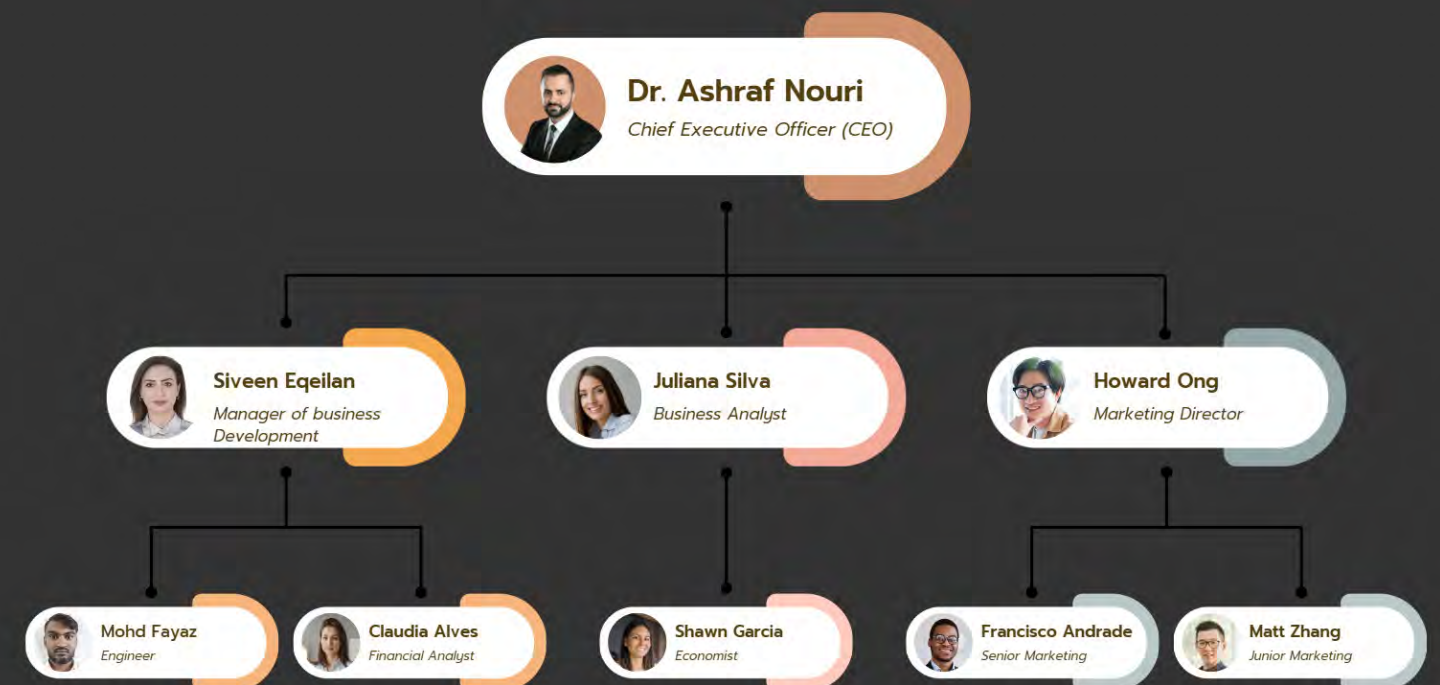
We have a team of dedicated experts who are passionate about creating innovative solutions that will make your home safer and more efficient.

We are comprised of experts in software engineering, hardware engineering, electrical engineering, and product design. Our team has years of experience in developing state-of-the-art automation systems for homes and businesses alike. We strive to provide our customers with innovative solutions that make their lives easier and more enjoyable.

we are a team of experts who are dedicated to making your home smarter and more efficient. We have a wide range of experience in the smart home industry, from product design and engineering to marketing and customer service. Our goal is to provide you with the best products and services available, so that you can enjoy the convenience of a smarter home.

Our team is passionate about creating innovative solutions that make life easier for our customers. We strive to stay ahead of the curve when it comes to technology and design, so that you can have the most advanced products available. With our expertise, we can help you create an ideal smart home environment that

At Smart Citizens, we believe that smart home automation is the way of the future. Our team is dedicated to providing the best possible solutions for our customers and helping them to create a more comfortable, efficient, and secure home environment.



Our Smart Products

Smart Thermostat



Smart Switches



Smart Solar Cameras



Smart Curtains/Shades



Smart PD Cameras



Smart Door/Win Sensors



Smart Intercom



Smart Lock



Room Temperature



Smoke/Gas Detectors



Smart Plugs & Sockets



Smart Plugs & Sockets



90+ smart devices in one mobile app

Our smart home products are becoming increasingly popular as they can make lives easier and more comfortable. With our smart app, you can control your lights, thermostat, security system and other appliances with just a few clicks. They are designed to make lives easier by automating tasks such as turning on the lights when you enter a room or setting the temperature to your preferred level.

Further, they also provide additional security features such as motion sensors and cameras that can be used to monitor your home. They're not only convenient but also provide peace of mind knowing that homes or workplaces are secure at all times.

Our Smart Packages

Starter Smart Home

This includes a smart speaker (such as an Amazon Echo or Google Home), a smart thermostat, and a few smart plugs for controlling lights and small appliances.

Total Home Control

This package includes a smart home hub, multiple smart switches and dimmers, smart locks, smart window shades, and a security system with cameras and door/window sensors.

Entertainment

This package includes a smart TV, a soundbar with voice control, and smart lighting that can be controlled via an app or voice commands.

Energy Efficiency

This package includes a smart thermostat, smart plugs, and smart light bulbs that can be controlled remotely or scheduled to turn on and off automatically to save energy.

Peace of Mind

This package includes a security system with cameras, door and window sensors, and a smart lock, as well as a smart smoke and carbon monoxide detector.

Outdoor Living

This package includes smart outdoor lighting, a weather-resistant smart speaker, and a smart sprinkler system that can be controlled remotely or automatically based on weather conditions.

Some of Our Projects

Our team has been working on a range of projects across the emirates that focus on making homes smarter. We have developed solutions in VillaNova, Dubai Townsquare, Dubai Harbour Towers, Nad Al Shiba, Al Raha, and many more urban areas for automating and controlling home appliances, security systems, lighting and other features.

We are dedicated to providing you with the best experience possible when it comes to smart home technology. Our projects involve the use of AI-driven algorithms, sensors and other cutting-edge technologies to ensure that you get the most out of your smart home.

Private Villa

The Palm, Dubai

100% Smart Home Automation (Smart CCTV, Smart Lighting, Smart Thermostats, Smart Curtains, Smart Intercom, Smart Lock, Smart Sensors, Smart Sound Systems, etc.)



Private Villa

Damac Hills, Dubai

75% Smart Home Automation (Smart CCTV, Smart Lighting, Smart Thermostats, Smart Sensors, etc.)



Private Villa

Abu Dhabi

100% Smart Home Automation (Smart CCTV, Smart Intercom, Smart Lock, Smart Lighting, Smart Thermostats, Smart Curtains, Smart Sensors, Smart Sound Systems, etc.)

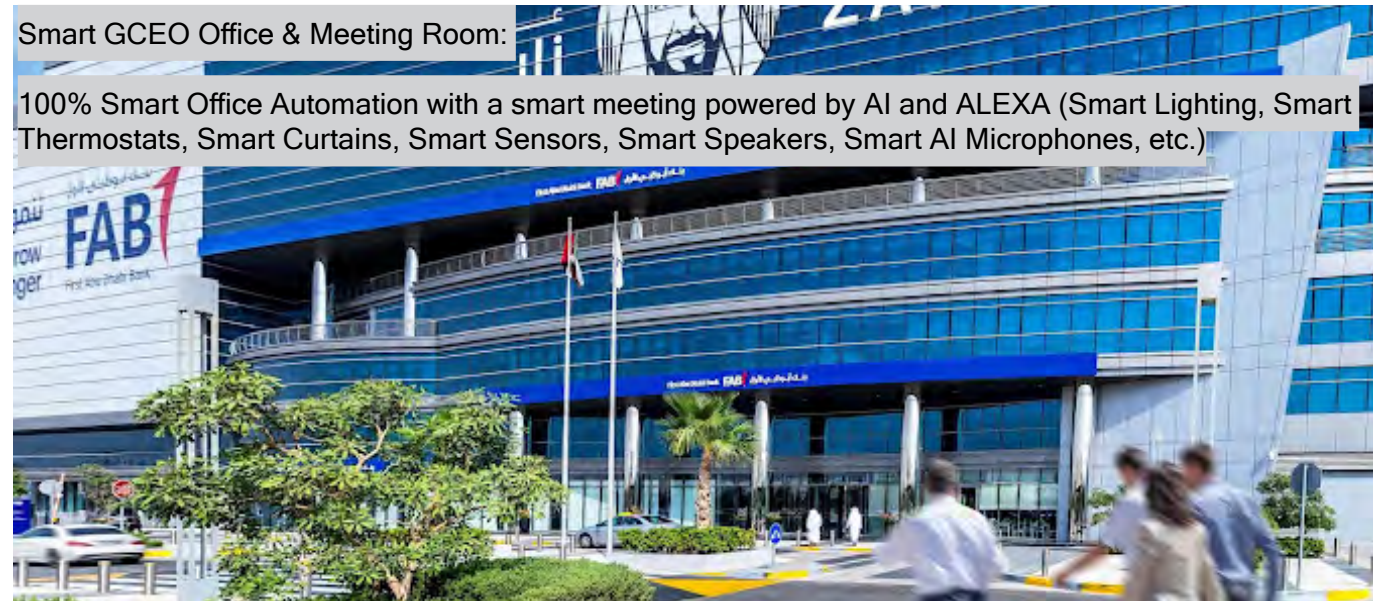


Some of Our Featured Projects

FAB Al Qurm Business Park, Abu Dhabi (Head Quarter)

Smart GCEO Office & Meeting Room:

100% Smart Office Automation with a smart meeting powered by AI and ALEXA (Smart Lighting, Smart Thermostats, Smart Curtains, Smart Sensors, Smart Speakers, Smart AI Microphones, etc.)



FAB Al Qurm Business Park, Abu Dhabi (Head Quarter)

Smart Media Room:

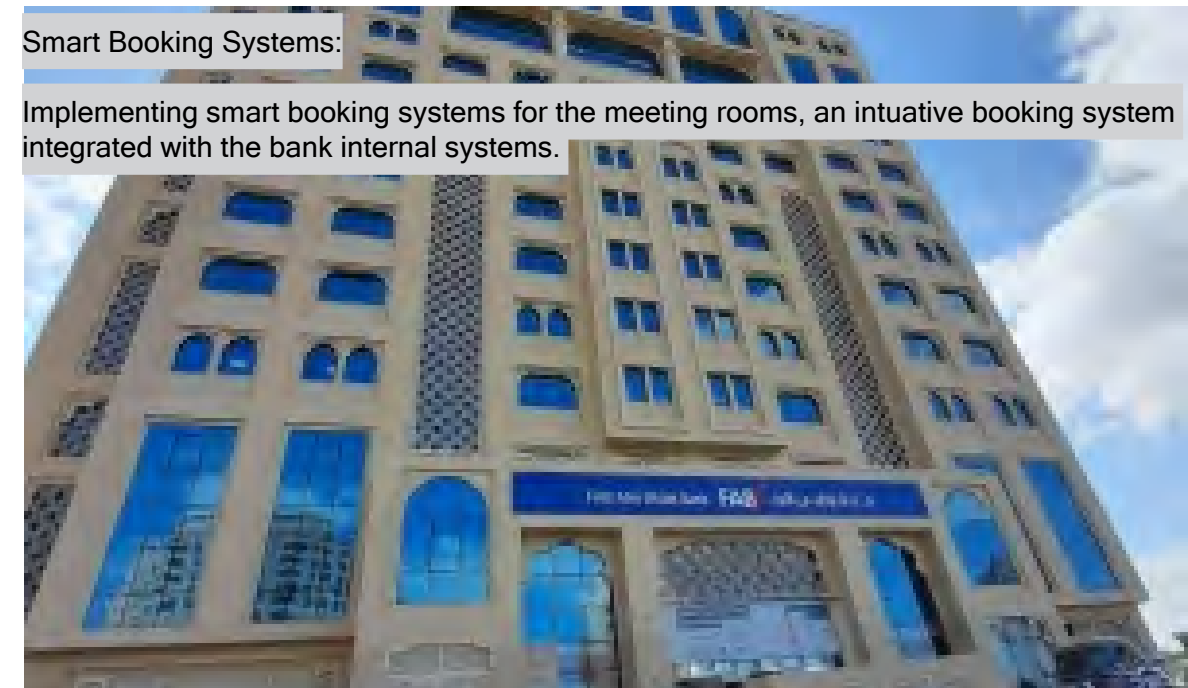
%100 Smart Media Centre, fully equeiped with a smart touch screen and a professional smart media kits, etc.



First Abu Dhabi Bank (FAB) | Al Jaddaf Building, Dubai

Smart Booking Systems:

Implementing smart booking systems for the meeting rooms, an intuitive booking system integrated with the bank internal systems.



First Abu Dhabi Bank (FAB) | Al Jaddaf Building, Dubai

GCEO Smart Office and Meeting Room:

100% Smart Office Automation with a smart meeting powered by AI and ALEXA (Smart Lighting, Smart Thermostats, Smart Curtains, Smart Sensors, Smart Speakers, Smart AI Microphones, etc.)





Contact us & Summary

We, at Smart Home, strive to provide customers with the best possible service.

Home automation is a rapidly growing industry, with many new and innovative products being released every day. It is one of the most exciting applications of Artificial Intelligence.

We are committed to delivering state-of-the-art smart solutions powered by AI to make your home or your workplace smarter and more efficient. With AI, you can control your home appliances, lighting, security systems, and other devices through voice commands or mobile apps. This can help you save time, energy, and money while also making your home safer and more comfortable.

We are dedicated to providing the latest AI technology for home automation that can make your life easier and more enjoyable.

Thank you.

Thank you for taking the time to learn more about our company.

We are a leading provider of innovative solutions and services that help our clients reach their goals.

Our team is dedicated to providing the best customer service and highest quality products in the industry. We believe in creating long-term relationships with our customers and strive to make sure we meet their needs every step of the way.

Our commitment to excellence has enabled us to become a trusted partner for many businesses around the world.

We look forward to serving you and your business needs!

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SCAN ME



Our Office & Showroom