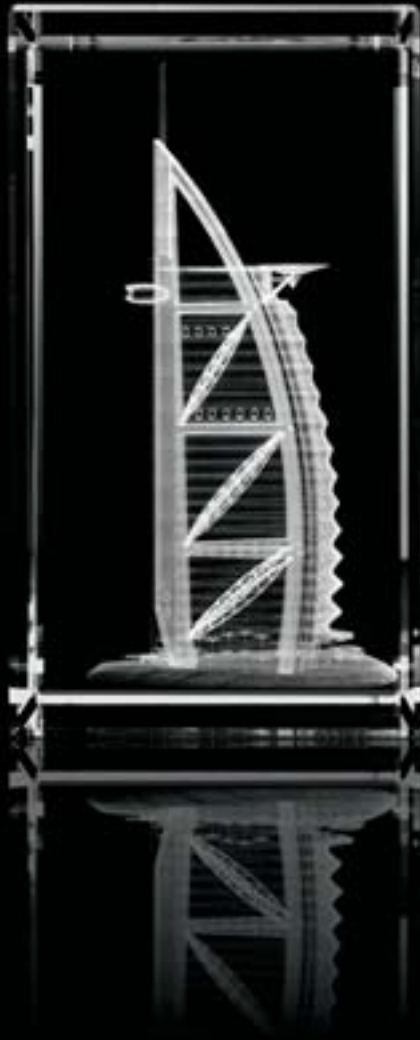
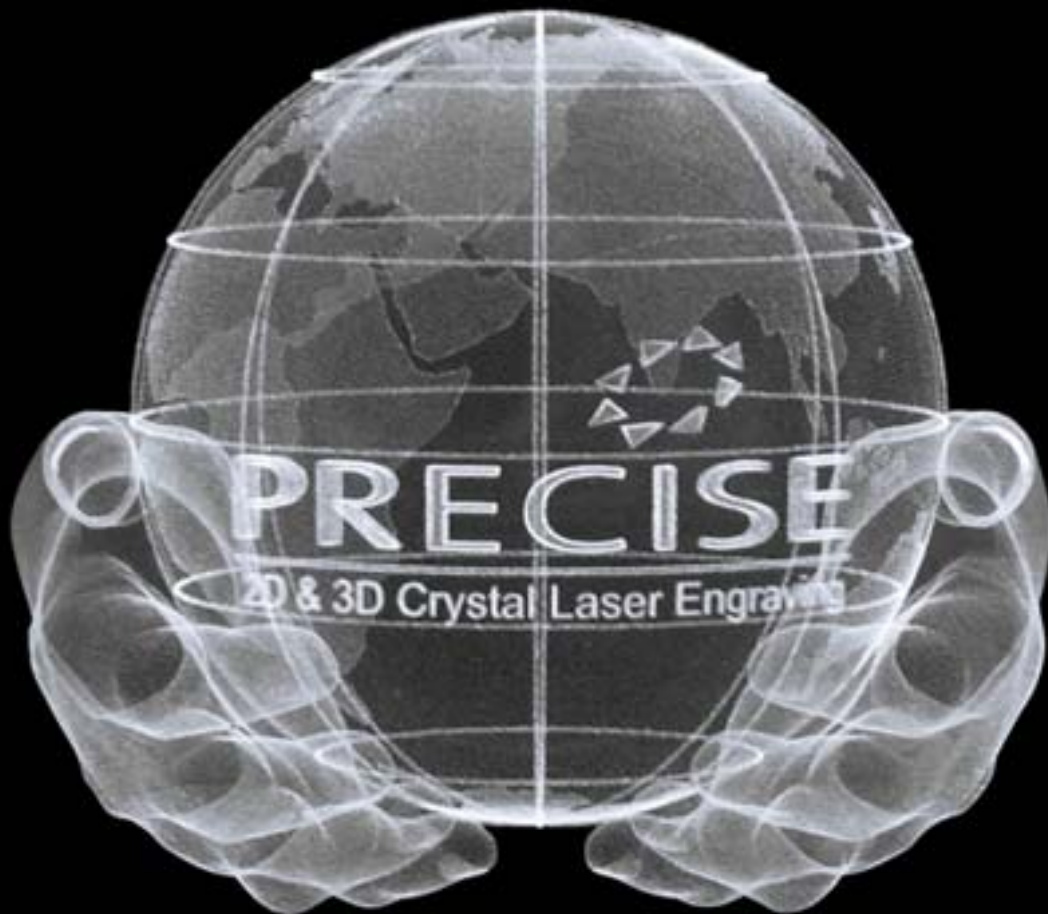


Vision · Precision · Perfection







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**Background** PRECISE is recognized as the industry leader of sub-surface laser etching of high-quality crystals. With this unique invention and state of the art equipment from Germany PRECISE produces extraordinary 2D and 3D portraits, trophies, awards, corporate gifts and mementos, all laser-etched into pure optical crystal.

This revolutionary technology allows virtually any form or design to be engraved into a solid piece of crystal. Only by our method can an image of beauty, clarity and detail be preserved in crystal for centuries to come.



**Quality** This remarkable technology allows both creativity and flexibility, enabling us to realize virtually any concept that you can imagine. In the end, you are left with a product that manifests beauty, class and elegance in one brilliant piece of art.

PRECISE uses the highest quality optical crystals and constantly monitors production to ensure the flawless creation of beautiful engravings.

Sub-surface laser engraving technology does not infuse any foreign materials into the crystal. The process involves laser beams that penetrate the crystal surface with a speed of 30.000 pixel beams per minute, leaving permanent marks inside the crystal without damaging the surface of the crystal. The markings in the crystal can be compared to the pixels in a photograph. The resolution of any engraving is 75.000 pixel per square inch and can be compared with that of a 3 Megapixel picture.

## Technology



The PRECISE head office at Al Fattan Plaza accommodates a showroom with a large collection of crystal trophies, awards and mementos. The retail outlets located at Dubai Duty Free, Deira City Centre and Mall of the Emirates are equipped with the Crystalizer Laser units where we produce amazing 2D and 3D Portrait Crystals of our customers. At our production facility in Rashidiya we manufacture everything starting from awards and trophies to corporate mementos.

## Our Operations



Creative Vision.

## 3D Portrait Crystals

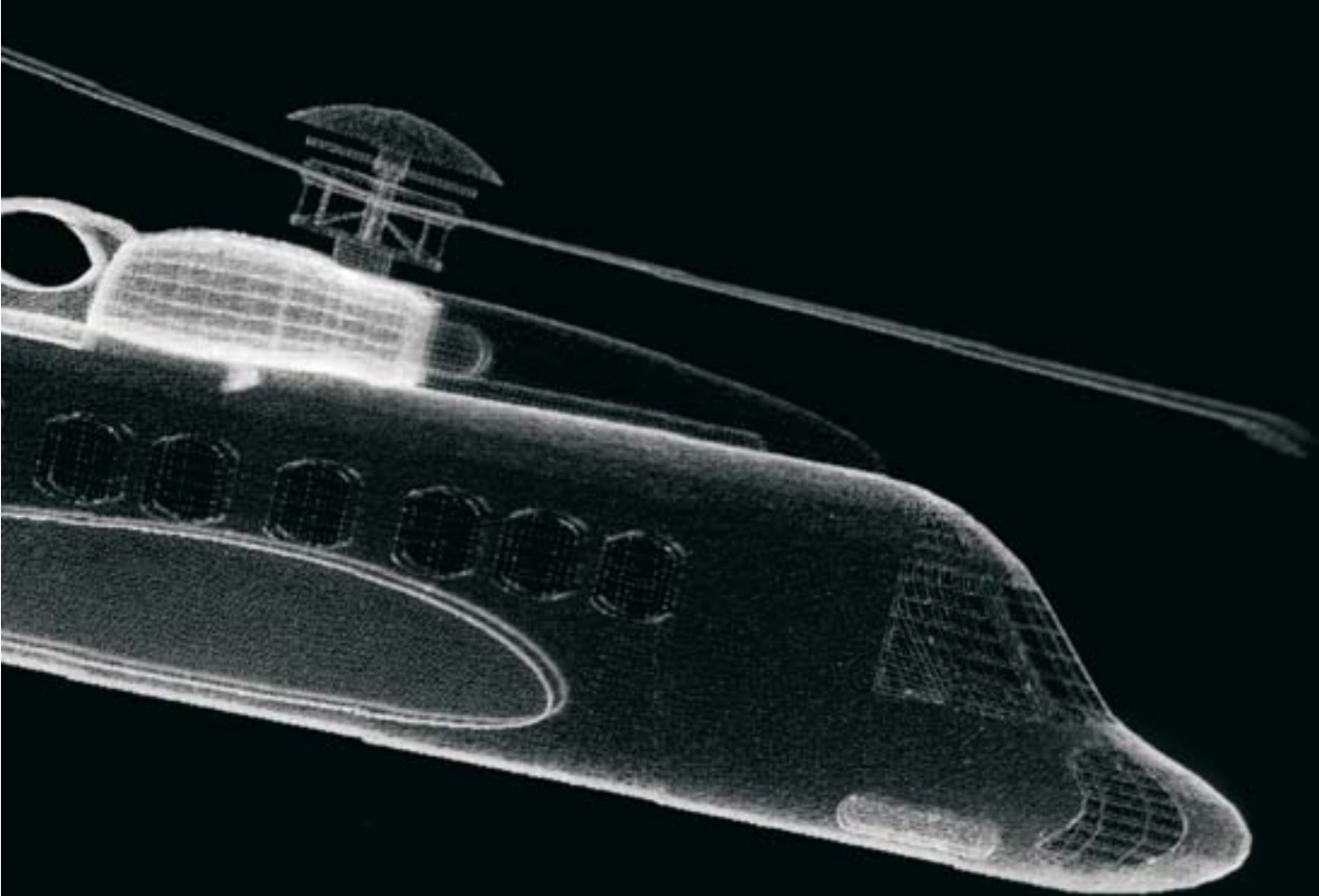
The combination of our in-house developed Scandesk Camera and the Laser Crystalizer (Made in Germany) enables PRECISE to produce sensational 3 dimensional portraits of the facial image of the customer. The smallest details are reproduced with amazing detailed accuracy, let us fascinate you by engraving your unique features.

## 2D Portrait Crystals

Two dimensional reproductions are created from photos that can be supplied in electronic or hard copy formats. PRECISE technology converts the image into printing files for engraving into the optical crystal.

## The fine art of engraving memories





Extreme Precision.



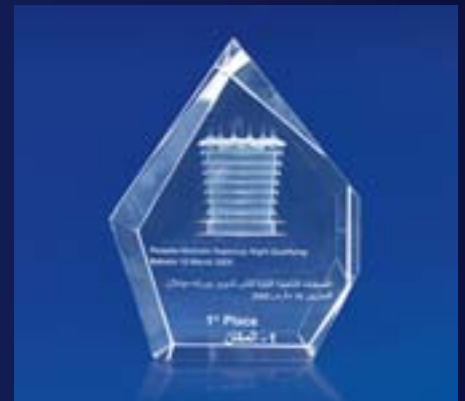
## Corporate Products

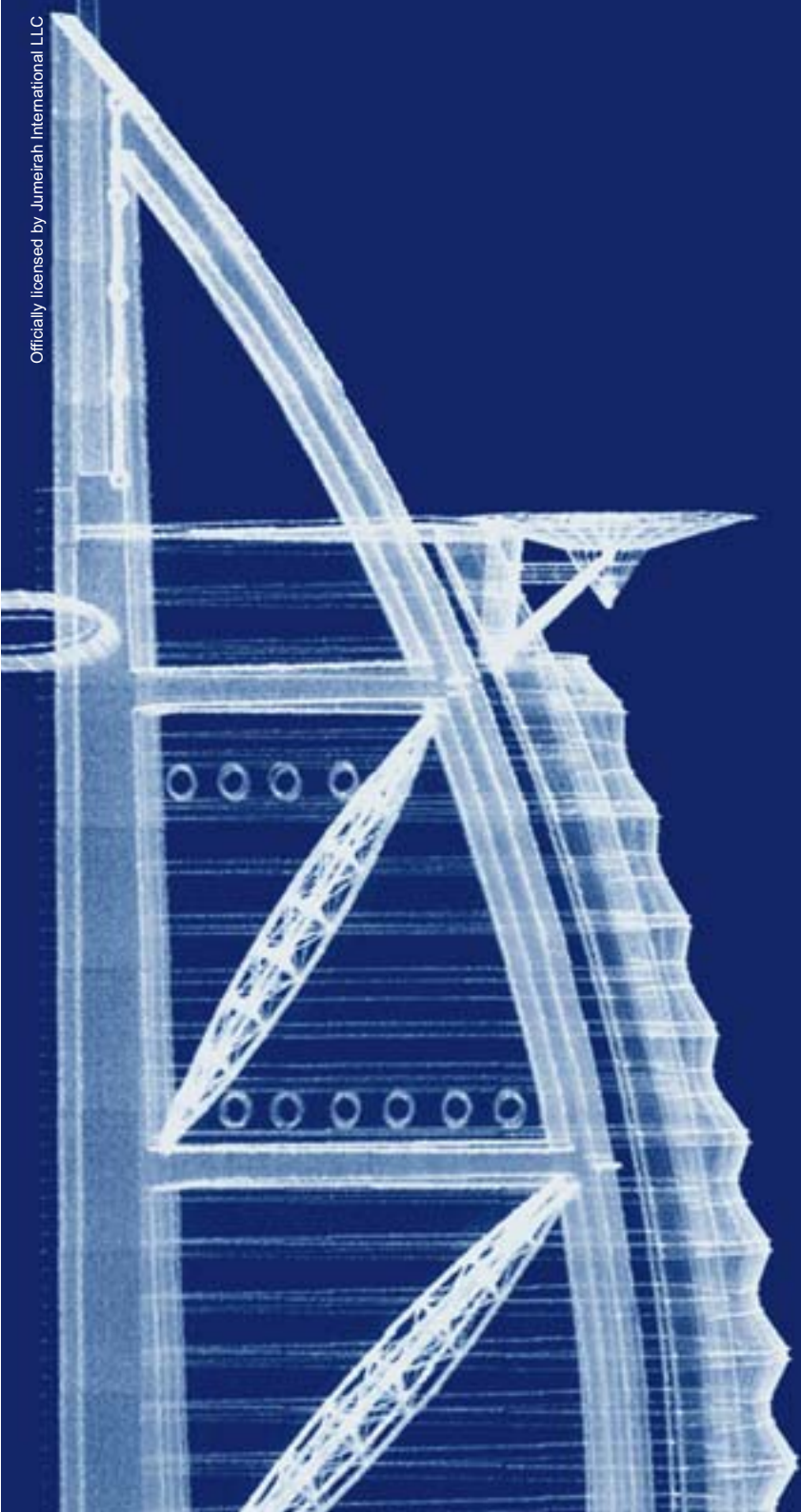
Let the purity and elegance of crystal reflect the corporate identity of your company. Be it your company logo, your products or your values; let us create something to impress your customers and business partners with a precious work of art.

## Awards & Trophies

With our in-house team of designers we create awards and trophies for all types of business, social and sporting events, as well as for any other individual needs. Choose from a wide range of crystal shapes or our craftsmen will design virtually any shape you desire.

# Masterpieces of timeless beauty





Visual Perfection.

## Licensed Products

Be a part of our world. The PRECISE license program offers you the possibility to have your own unique exclusive designs.

In close consultation with licensing partners – such as Jumeirah International, Emirates Airline and Hydropolis Underwater Hotel and Resorts – we strategically plan, design and produce the product range that will enable your brand or enterprise to be captured forever in crystal.

## Imaging brands to perfection



المهيتة . الحى . القيوم . الواجد . الماجد .  
الأحد . الصمد . القادر . المقتدر .  
المؤخر . الأول . الآخر . الظاهر . الباطن .  
المتعال . البير . التواب . المنتقم . العفو  
مالك الملك . ذو الجلال والإكرام . المقسط  
الغنى . المغنى . المانع . الصنار .  
البيدع . الباقي . النور .  
السوارث . الرشيد .

and more...

## Crafted and Colored

PRECISE offers a wide selection of stock crystals and coloured elements that are readily available, but is also capable of fulfilling your specific requirements – whatever they may be.

## Islamic Designs

The beauty of Islamic design – from calligraphy to geometric art, represented accurately in the clarity of crystal is yet another range of designs and products PRECISE has to offer.

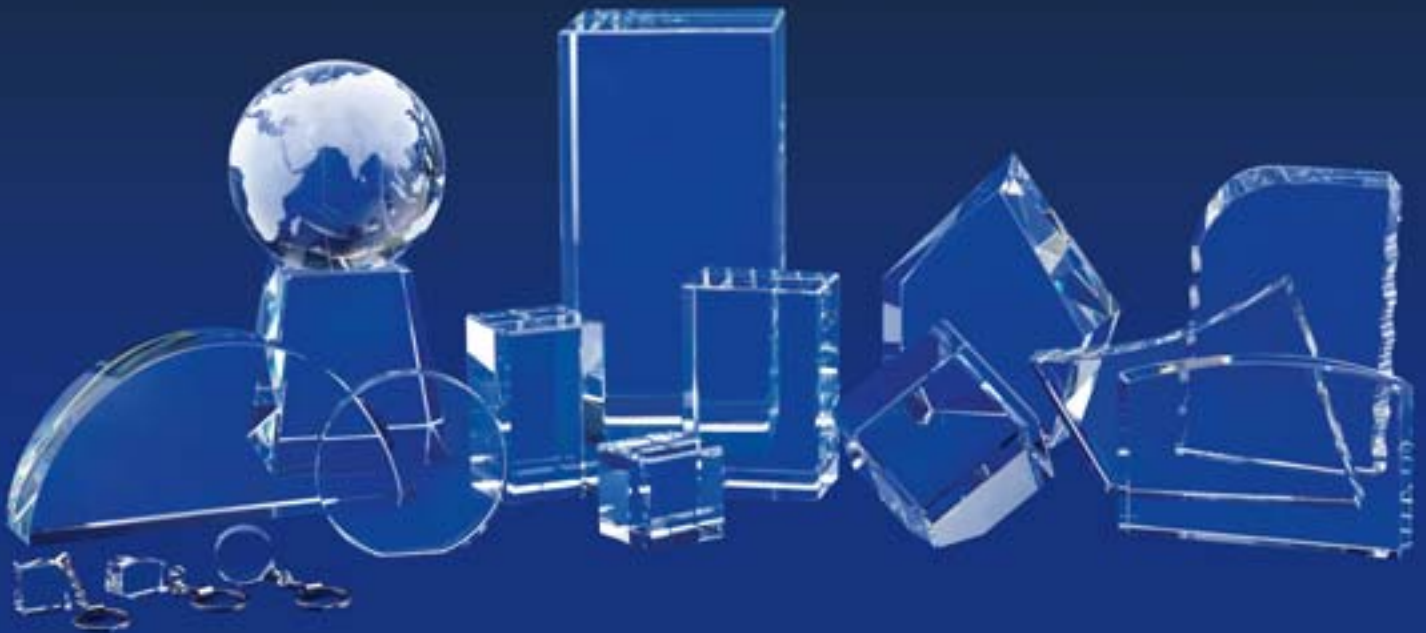
# Fusion of tradition and technology



# Crystal Shapes

PRECISE offers a wide variety of shapes and sizes, in the highest quality optical crystal. Here we feature only a small selection of our available crystals. From tiny ornaments to crystals big enough to accommodate your entire family, we have crystals for every occasion and every budget.

If you are thinking BIG, we can do BIG. Crystal blocks as heavy as 35 kg are available to laser engrave entire building complexes and structures that only PRECISE can offer. Please contact us with your specific requirements.



# References

The Wolfi's Team Time Trial 2006 was held this year at the Jebel Ali Hotel and Spa was an even bigger success than the year before. 250 cyclists competed on 30 kilometer race track in team of two for the fastest time. In a beautiful setting the awards ceremony was held to congratulate the winners and to present the Cliff Stewart Memorial Trophy for the first time in memory of our dear friend to Chris Whately.



His Highness Sheikh Ahmed bin Saeed Al Maktoum, Colm McLoughlin and Lothar Hohmann at the opening of the PRECISE Dubai Duty Free branch at the Dubai International Airport.



Colm McLoughlin, Managing Director of Dubai Duty Free is presented with a special PRECISE memento in recognition of the Frontier 'Lifetime Achievement Award' – presented by Lothar and Uwe Hohmann.



## Quality milestones of success



Rashid Zakaria Doleh and Manager Operations Uwe Hohmann celebrating the opening of the latest PRECISE retail outlet at Mall of the Emirates which is the third one in Dubai, besides the Dubai Duty Free and the Deira City Centre.



The 8th Annual Suppliers Forum 2006 organized by the Department of Civil Aviation and Dubai Duty Free was held under the motto "Building a Strong Strategic Alliance between all Sectors of our National Economy". His Highness Sheikh Ahmed Bin Saeed Al Maktoum and Jamal Al – Hai awarded PRECISE with a Certificate of Appreciation for the performance in 2005. The trophies presented were a special creation by PRECISE.



Hydropolis Underwater Resort Hotel and PRECISE entered into a licensing agreement. Joachim Hauser, the visionary founder of Hydropolis, is receiving a 3D laser image of the first underwater hotel from Lothar Hohmann. PRECISE now has the right to exclusively produce and sell under license the properties of Hydropolis Underwater Resort Hotel.

[www.preciseme.com](http://www.preciseme.com)

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