

ENGINEERING WHAT'S NEXT.

Engineering connected, future-ready technology ecosystems
for major projects and landmark destinations.





INTRODUCTION

Who we are

EvoPro is an independent strategic technology and ICT consultancy based in Doha, State of Qatar. We provide planning, design and independent design-review advisory for complex infrastructure, connecting audiovisual, broadcast, digital media and ICT disciplines across stadiums, transport hubs and urban destinations.

Independent by design

Our advice is requirements-led and vendor-neutral. Technology decisions follow project needs, interoperability and lifecycle value rather than products, so clients can build compliant, operationally sustainable ecosystems for legacy use and major-event readiness. EvoPro does not supply on projects it advises.

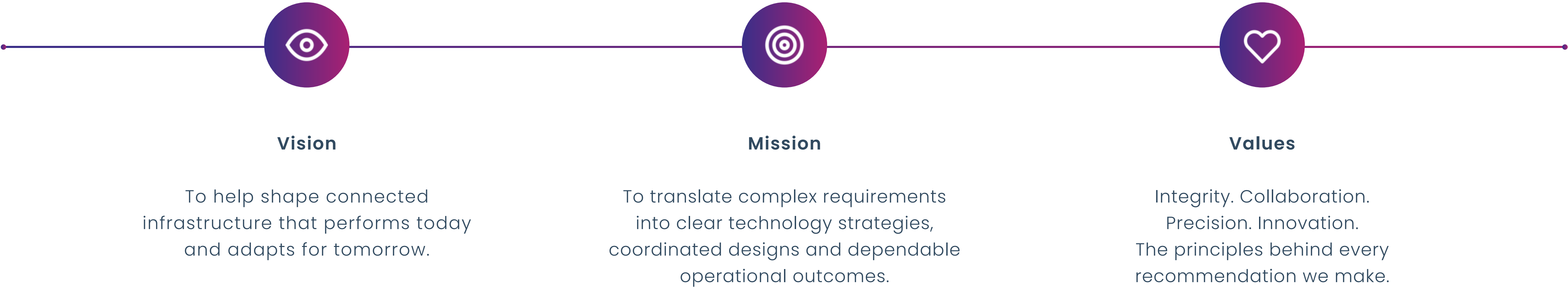
Built on experience. Focused on the future.

Our principal team's experience began in major-event delivery at the Doha Asian Games 2006 across more than 107 venues, and extends through the AFC Asian Cup, Arab Games, IHF Men's Handball World Championship 2015, the ATP and WTA Qatar tennis tournaments, Formula 1 and FIFA World Cup Qatar 2022™.

OUR PURPOSE

Vision. Mission. Values.

Integrity | Collaboration | Precision | Innovation



A WORD FROM THE CEO

From delivery experience to independent advisory

Modern venues need technology decisions that extend beyond hardware selection.

Our journey began in major-event environments. At the 15th Asian Games Doha 2006, complex audio-visual frameworks were engineered and managed across more than 107 venues. That experience shaped how we think about technology: it has to perform on the biggest nights and stay useful long after the crowds have gone.

It has since taken us through the AFC Asian Cup, the Arab Games, the IHF Men's Handball World Championship 2015, the ATP and WTA Qatar tennis tournaments, Formula 1 and the FIFA World Cup Qatar 2022™.

Today, EvoPro brings that experience to clients as an independent advisor. We provide design and independent design review for stadium digitalization, connecting professional sound, large-format LED, IPTV, infotainment, broadcast and command-and-control systems with legacy operation and event overlay. Fan Zone interfaces are included where required by the client or relevant authority. Because we are vendor-neutral, our advice follows your objectives, not a product catalogue.



Hadi Arzouni

Principal Consultant & CEO

OUR SCOPE

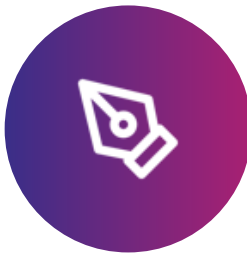
Six service lines. One independent perspective.

Strategy | Design Review | Digitalization | Procurement | Assurance | Lifecycle



Strategy & master planning

Technology strategy, requirements definition, feasibility, system and network architecture, cybersecurity and CAPEX planning.



Design / independent design review

Concept / HLD, independent design review, performance specifications, BOQ, interface requirements and tender documentation.



Stadium Digitalization & integration

Audio, LED, IPTV and infotainment, centralized control, BIM / AV / ICT / MEP coordination, legacy and event interfaces.



Procurement & technical evaluation

Vendor-neutral tender review, compliance matrices, technical bid evaluation and OEM assessment.



Technical governance & assurance

Design review, QA/QC, factory inspections, FAT/SAT, commissioning governance and acceptance.



Operations & lifecycle advisory

Operational readiness, SLA strategy, FM requirements, asset and spares planning, refresh and upgrade strategy.

SECTORS AND SOLUTIONS

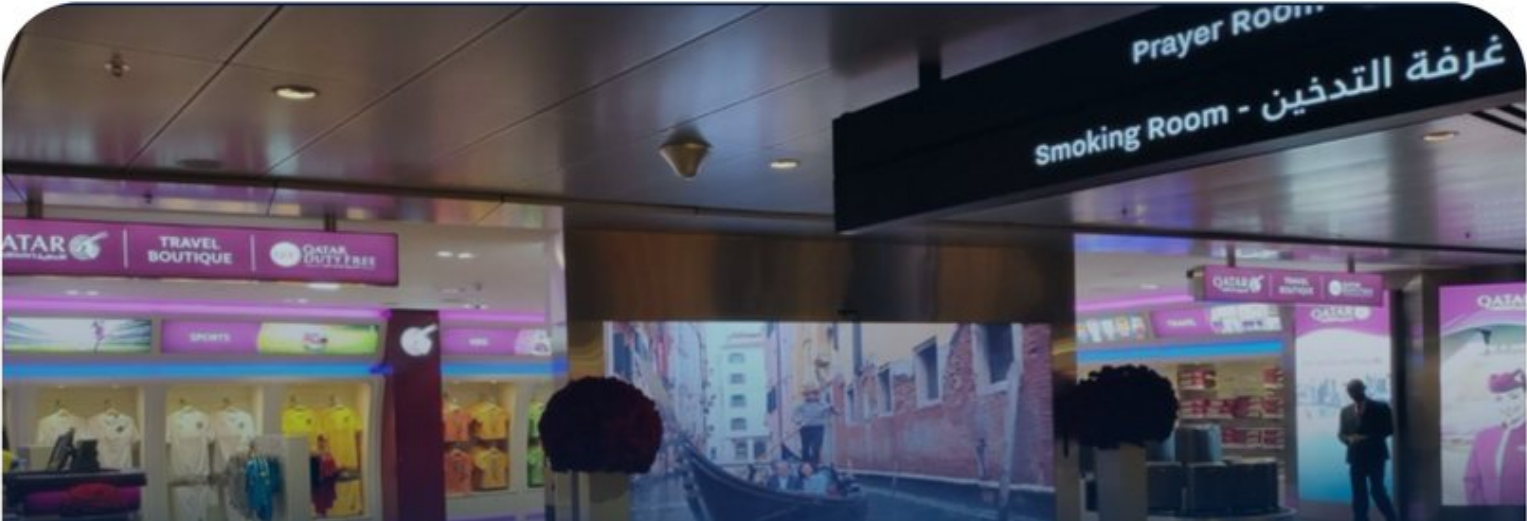
Where our expertise makes an impact

We apply integrated technology thinking to places where performance, safety, communication and experience matter. Stadium digitalization is our core focus.



Stadium Digitalization

Technology planning for stadiums, arenas and multi-venue tournaments: scoreboards, LED ribbons, sound reinforcement, public-address and voice-alarm systems, infotainment, sports presentation , broadcast connectivity and event control.



Aviation & transportation

Passenger-facing displays, digital media, centralized control and coordinated infrastructure for airports and transport environments.



Smart cities & government infrastructure

Planning frameworks for connected public environments, municipal digital media, command-and-control interfaces and integrated ICT and data services.



Digital media & DOOH

Outdoor and indoor display planning, visibility studies, LED specifications (pixel pitch, brightness, IP rating), architectural integration, content zoning and centralized management.



Commercial & mixed-use destinations

Integrated audiovisual, digital signage, acoustic and entertainment systems designed around architecture, visitor movement and operational needs.



Broadcast & mission-critical environments

Technical infrastructure for IP (SMPTE ST 2110) and SDI signal routing, production connectivity, monitoring, system resilience and coordinated control.

STADIUM DIGITALIZATION

Design or independent design review of integrated stadium systems

For spectator experience, operational readiness and long-term value



Professional audio & acoustics

Coverage, speech intelligibility (STI) and sound performance for everyday operation, sports presentation and major events.



Large-format LED & digital experience

Screen sizing, sightlines, scoreboards, ribbons, IPTV and infotainment, coordinated with content, structure and maintenance access.



Life safety & PA/VA

Design or review of PA/VA and emergency interfaces, preserving approved safety authority and essential local operation.



Broadcast & event interfaces

Broadcast connectivity, approved feeds and production interfaces for matches, opening ceremonies and live events.



Independent review & assurance

Design reviews, interface checks, performance criteria and factory / site acceptance oversight.

ONE CONNECTED STADIUM

Centralized command & control · Monitoring · Authorized control · Local resilience · Cyber-secure networks

Planned legacy interfaces for event overlay and Fan Zones, where required by the client or relevant authority.

WHAT WE DELIVER

Tangible Outputs at Every Stage

Strategy | Design | Coordination | Tender | Assurance | Readiness

01

Strategy & concept

Feasibility review, requirements definition, concept design and technology master planning.

02

Design / independent review

Design package or independent review report, screen-sizing and sightline criteria, performance specifications, BOQ and interface matrix.

03

Digital coordination

System architecture, BIM / 3D coordination, spatial and interface reviews, maintenance access and asset data.

04

Tender & procurement

Tender documentation, technical evaluation and vendor-neutral compliance review.

05

Technical assurance

Design reviews, factory inspections, FAT/SAT, QA/QC and technical acceptance.

06

Operational readiness

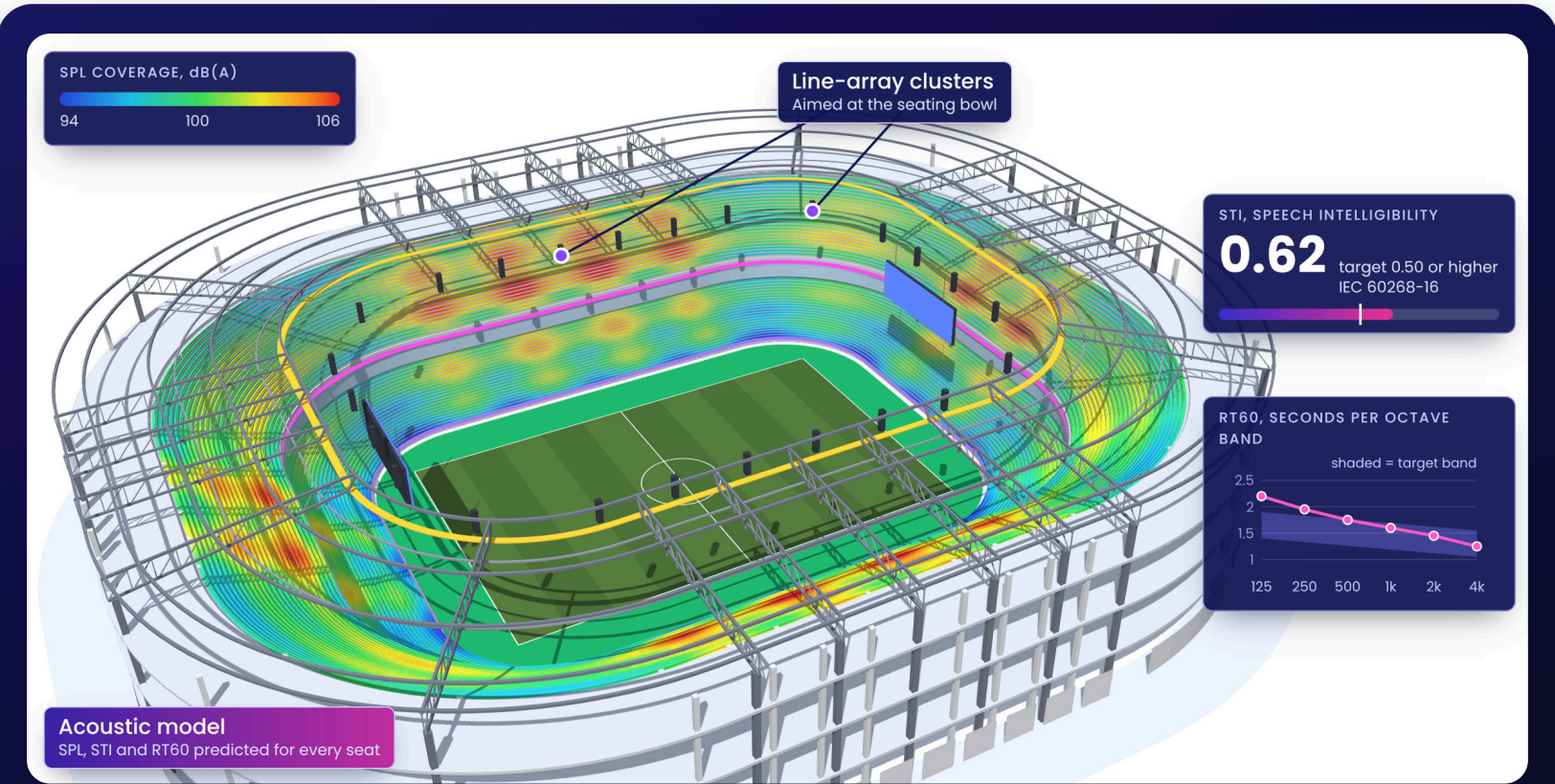
Commissioning governance, training requirements, manuals, readiness and handover planning.

SERVICES IN ACTION

Analysis, modelling and design behind every recommendation

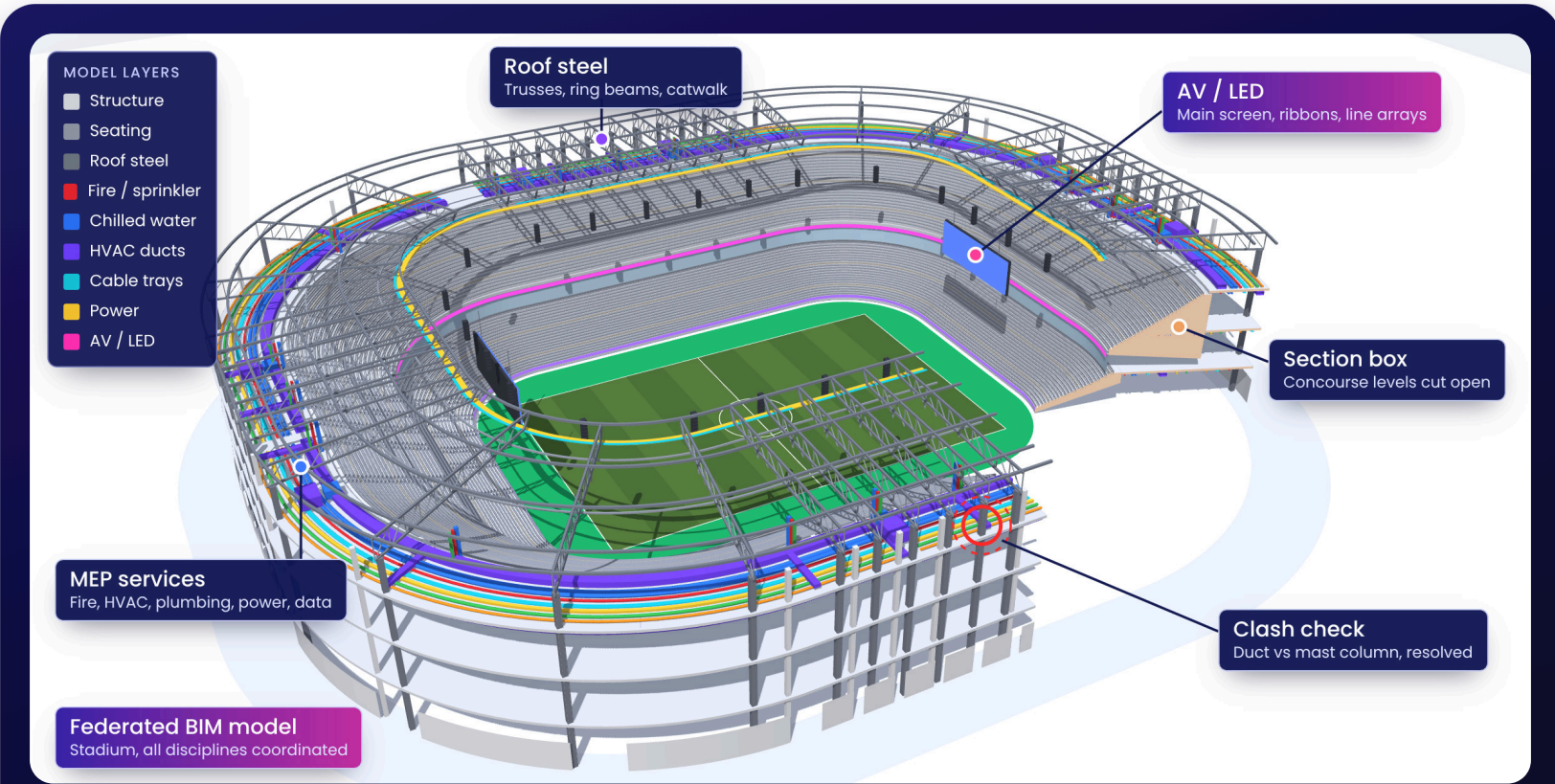
From acoustic prediction and BIM coordination to electrical and structural drawings and 3D design for stadiums and DOOH.

SMART VENUES
BRIGHTER EXPERIENCES



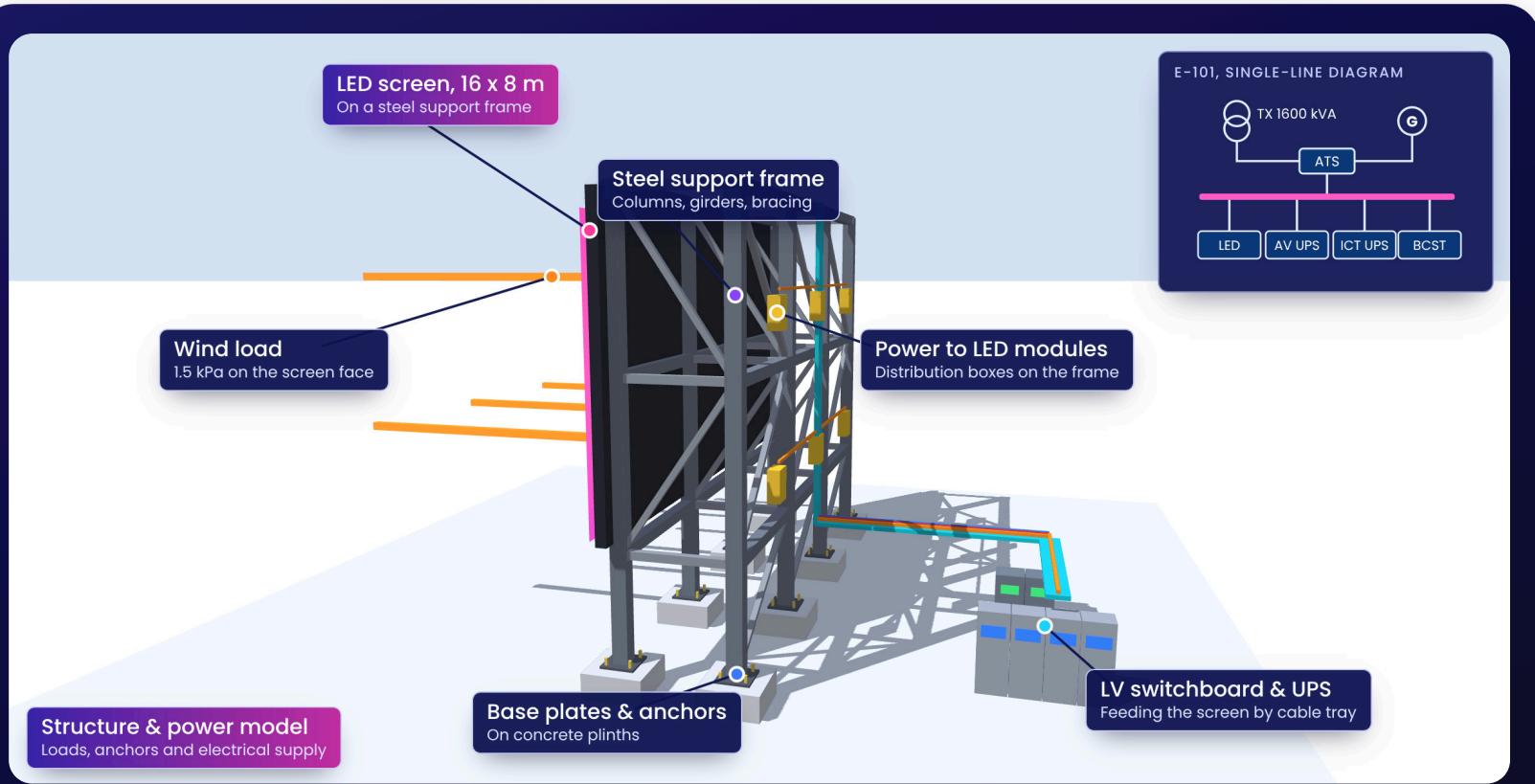
Acoustics: SPL, STI & RT60

Sound pressure level coverage, speech intelligibility to IEC 60268-16 (target STI 0.50 or higher) and octave-band reverberation time, modeled and verified before installation.



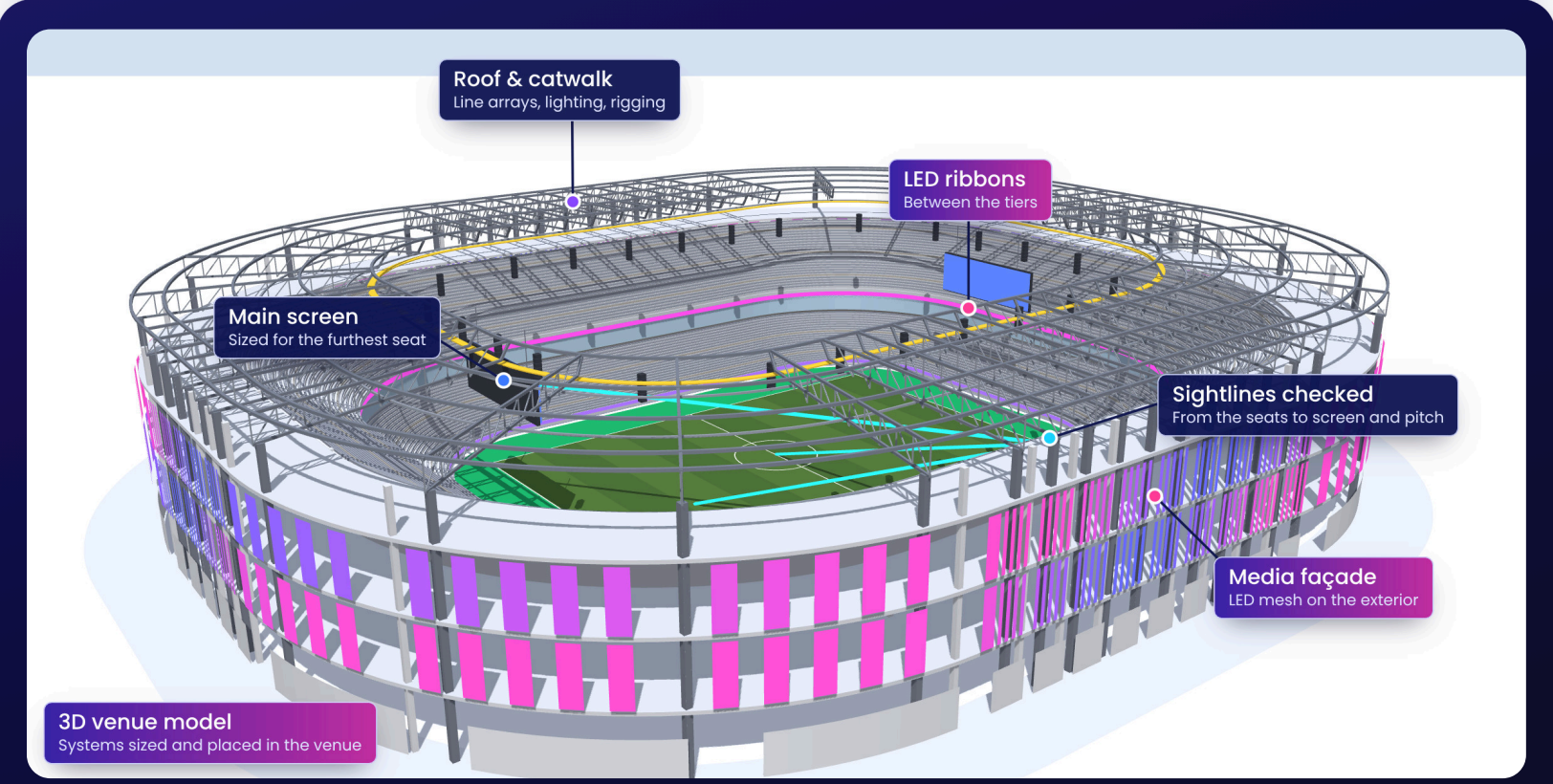
Stadium BIM coordination

Federated models of structure, seating, roof steel, MEP and AV / LED systems for large stadiums, clash-checked and coordinated before construction.



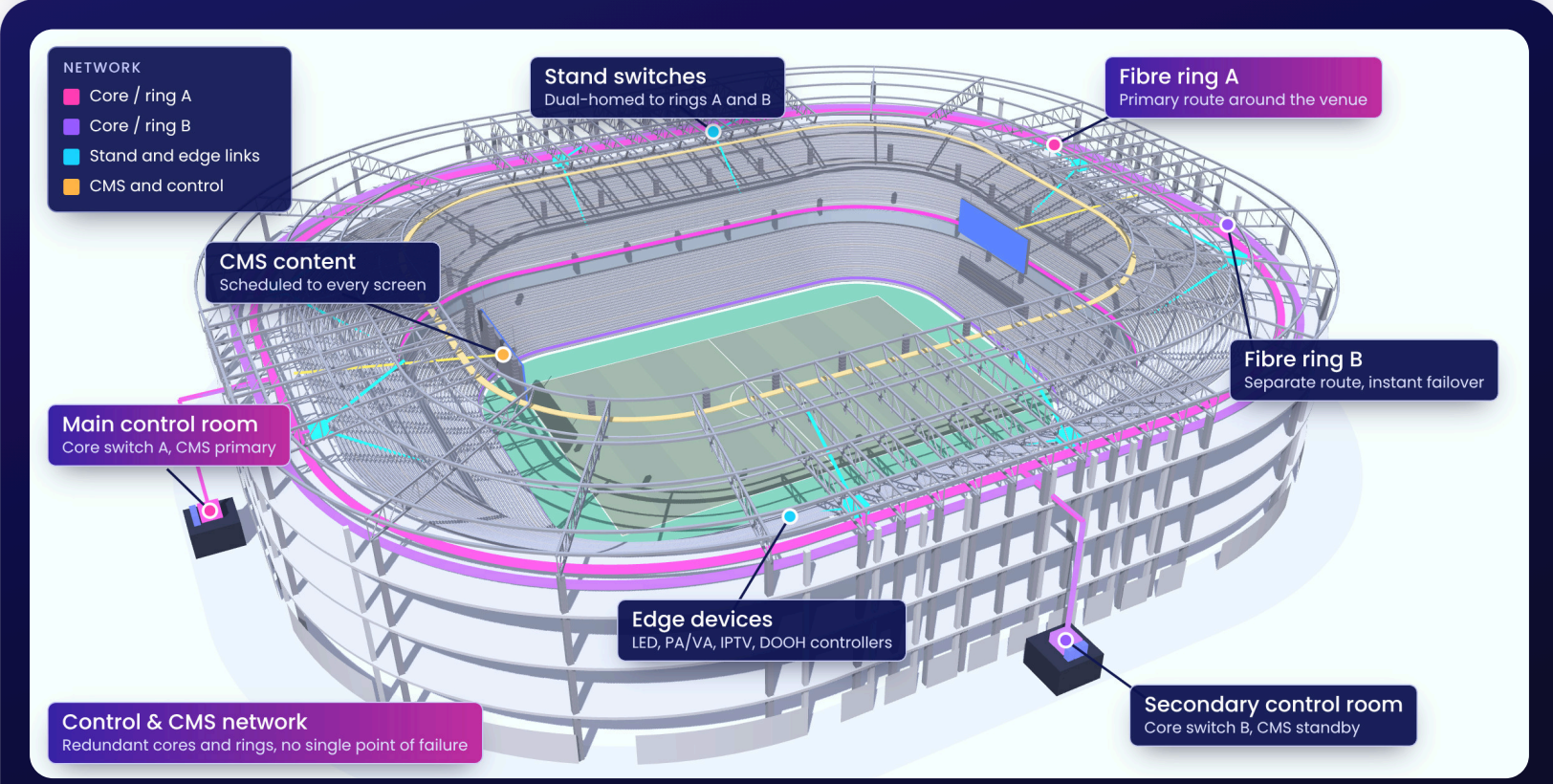
Electrical & structural drawings

Single-line diagrams and power distribution for AV, LED and ICT, with structural loading, wind-load and anchoring criteria defined by EvoPro and verified with qualified engineers.



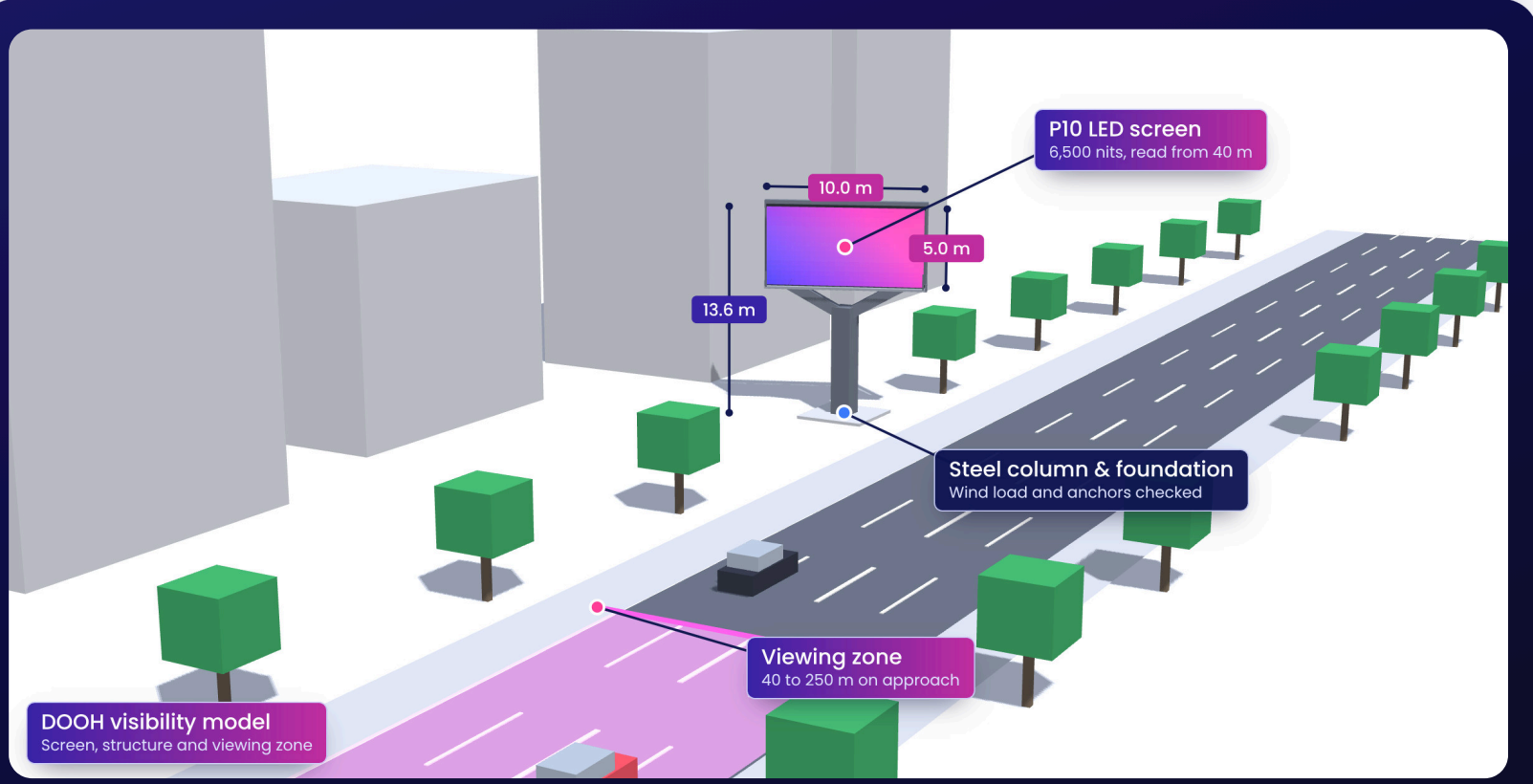
3D stadium & arena design

LED ribbons, main screens, media facades and roof-mounted systems sized and placed in the 3D venue model, with sightlines checked from the seats.



Control, CMS & AV-over-IP networks

No single point of failure for control and CMS: dual cores in separate control rooms, fibre rings A and B on different routes, and dual-homed stand switches.



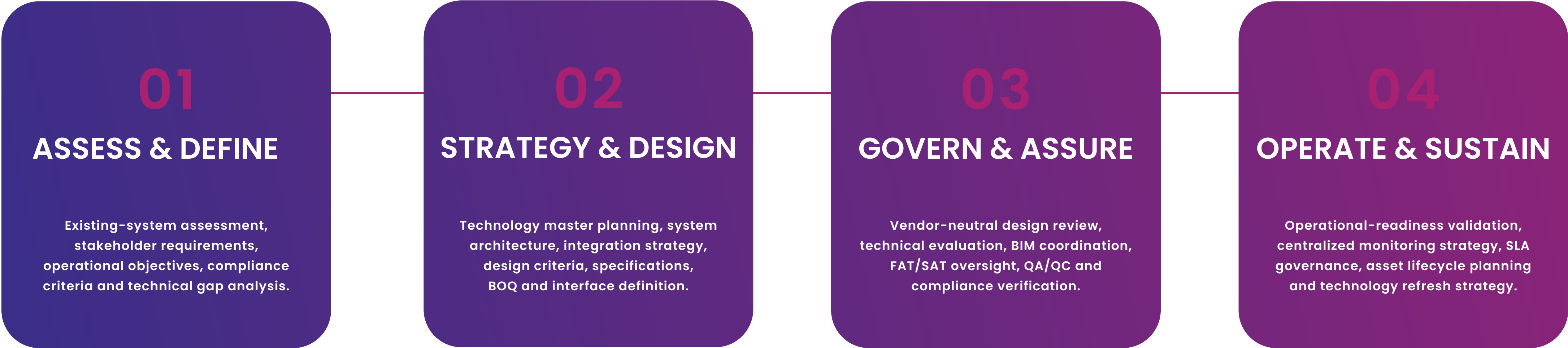
DOOH screens & structures

Screen size, pixel pitch, structure height and viewing zones for roadside and landmark displays, based on mapping and visibility studies.

HOW WE WORK

From vision to operational readiness

A four-phase advisory framework, independent and vendor-neutral from first assessment to handover.



ENGINEERING STANDARDS

Designed around applicable standards

Compliance and technical assurance, defined by project requirements, from acoustics and life safety to DOOH visibility, pixel and screen-size studies

Acoustics & intelligibility	IEC 60268-16 (STI) / ISO 3382	STI prediction, acoustic modeling and field-validation criteria aligned with applicable project standards.
Life safety audio	EN 54-16 / EN 54-24 / BS 5839-8	PA/VA and emergency communication design criteria coordinated with Qatar Civil Defence (QCDD) and life-safety requirements.
Structural & electrical engineering	Wind-load certification & anchoring	Structural loading, wind-load certification and anchoring criteria, defined by EvoPro and verified with qualified structural and electrical engineers.
Networked audio-visual	Dante / AES67 / SMPTE ST 2110 / SDVoE	Interoperable AV-over-IP architecture using appropriate industry protocols and network design principles, with structured cabling to ISO/IEC 11801.

**DOOH visibility
& viewing-angle studies**

Viewing distance · viewing angle · sightlines

Viewing-distance and viewing-angle analysis, sightline and obstruction checks, approach speed and dwell time, and sun-glare and orientation review, so each location is proven before it is specified.

**Pixel pitch, screen size
& content mapping**

Pixel pitch · resolution · aspect ratio

Screen dimensions and pixel pitch matched to minimum viewing distance and content resolution, with pixel mapping and content zoning so artwork is never cropped or scaled.

Outdoor display performance

IEC 60529 (IP rating) / IEC 62471

Brightness and automatic dimming, contrast and colour uniformity, thermal and ingress protection for Qatar’s heat, dust and sunlight, with photobiological safety evidenced by manufacturer test reports.

DOOH content & control

Content zoning · scheduling · remote monitoring

Control-system architecture, content management and scheduling, proof-of-play reporting and 24/7 remote monitoring requirements, with cyber-secure access.

Quality assurance

ISO 9001-aligned QA / FAT & SAT specs

Structured FAT, SAT, commissioning, acceptance and technical handover requirements.



OPERATIONAL READINESS

Resilience & continuity strategy

Define project-specific redundancy, failover, power, network, cybersecurity and processing strategies according to venue criticality and event requirements.

SLA & fault-response governance

Establish measurable service levels, escalation workflows, diagnostics, reporting and corrective-response requirements for each asset class.

Lifecycle asset optimization

Plan total cost of ownership, maintainability, spare-parts strategy, technology refresh cycles and long-term asset performance.



CAPEX, LIFECYCLE & LONGEVITY

Responsible design. Enduring operational value.

- Right-size permanent infrastructure to avoid unnecessary early CAPEX and over-specification.
- Plan reusable legacy interfaces for event-specific overlay and required Fan Zones, without unnecessary permanent capacity.
- Prioritize maintainability, accessibility and longer useful asset life.
- Phase technology procurement where rapid innovation makes early deployment inefficient.
- Consider energy, cooling, resilience and operational efficiency in technology selection, aligned with GSAS where applicable.
- Plan phased stadium digitalization upgrades, retaining suitable assets and avoiding unnecessary whole-system replacement.

OPTIMIZE
CAPEX

REDUCE
OPEX

EXTEND
Asset life

ENABLE
Future overlay

SELECTED EXPERIENCE

Engineering landmark experiences

The following selection draws on the AVT/EvoPro project portfolio. Each snapshot summarizes documented design, consultancy and technical-delivery experience; final credits should distinguish the contracting entity and the precise role performed on each project.





Experience Across World Cup Qatar 2022™ Venue Technology Ecosystems

A tournament-scale technology environment across eight host stadiums. Documented scope includes stadium technology criteria and performance specifications for scoreboards, perimeter LED, broadcast connectivity, VAR-room connectivity, IPTV, open-bowl sound and PA/VA, with coordination across venue architecture and event operations.

Venue readiness: legacy- and event-mode planning, interoperable media systems, performance / BOQ review, FAT/SAT acceptance criteria and operational readiness for major events.

CLIENT Supreme Committee for Delivery & Legacy

ROLE Technology design services, design review and engineering support during preparation and the tournament

EVENT DATES 20 Nov – 18 Dec 2022

One tournament. Eight venues.

- Lusail Stadium
- Al Bayt Stadium
- Al Thumama Stadium
- Stadium 974
- Education City Stadium
- Ahmad Bin Ali Stadium
- Al Janoub Stadium
- Khalifa International Stadium



IHF Men's Handball World Championship 2015

CHALLENGE Integrate event technologies within complex indoor arena architecture.

SCOPE Technical criteria and system layouts for scoreboards, LED ribbons, sound reinforcement, broadcast patching and sports presentation.

CLIENT QLC

ROLE Arena technology design, master criteria, system layouts and specification

EVENT DATES: 15 Jan – 1 Feb 2015



Doha Asian Games 2006

CHALLENGE Coordinate sports-presentation requirements across more than 107 diverse venues.

SCOPE Planning and standardization of scoring, LED display, public-address and sound-reinforcement systems, and sports presentation, with attention to visibility, intelligibility and venue-specific operation.

CLIENT Doha Asian Games Organising Committee (DAGOC)

ROLE Technical planning and system design across more than 107 venues.

EVENT DATES: 1 – 15 Dec 2006



Qatar National Olympic Committee Federations Portfolio

Project period: 2005 – 2026

CHALLENGE

Standardize sports-presentation systems across arenas, courts, training halls and other venues with different requirements.

SCOPE

Design criteria and specifications for scoreboards, LED displays, professional sound, broadcast fiber, control systems, UPS and security integration.

CLIENT

Qatar Olympic Committee (QOC)

ROLE

Design criteria and specifications for 35 indoor arenas, 17 outdoor courts and multipurpose facilities.



AFC Asian Cup & Arab Games 2011 Stadium Upgrade Programme

Event dates: AFC Asian Cup 7 – 29 Jan 2011

Arab Games 9 – 23 Dec 2011

CHALLENGE

Modernize different existing stadiums while maintaining a consistent event-operation standard.

SCOPE

Upgrade guidelines and specifications for scoreboards, PA and open-bowl sound, OB connectivity and match-day media infrastructure.

CLIENT

Qatar Olympic Committee (QOC) · QLC

ROLE

Upgrade guidelines and technical specifications for existing stadiums.



FIVB Beach Volleyball World Cup & World Tour Finals

CHALLENGE

Maintain display visibility and sound performance in temporary outdoor venues exposed to sun, heat, wind and sand.

SCOPE

Technical criteria for daylight-visible LED screens, scoring, media routing and weather-proof sound systems for repeatable event setup.

CLIENT

Qatar Olympic Committee (QOC) · QLC

ROLE

Design criteria and specifications, sound, LED, broadcast and sports presentation.



Qatar ExxonMobil Open (ATP) & Qatar TotalEnergies Open (WTA)

CHALLENGE

Upgrade legacy broadcast infrastructure across active tennis courts while keeping connectivity reliable and unobtrusive.

SCOPE

Broadcast fiber and media patching design, signal-path upgrades, court-side connectivity and sound coverage specifications.

CLIENT

Qatar Tennis Federation (QTF)

ROLE

Design criteria and specifications, sound, LED, broadcast and sports presentation.



Msheireb City: Downtown Doha

Project year: 2021

CHALLENGE

Align digital-media visibility with architectural character, pedestrian flow and long-term operation in a premium urban development.

SCOPE

DOOH display consultancy and system specification: screen locations, viewing angles, brightness, pixel pitch, content orientation, façade integration and maintenance access.

CLIENT

ELAN / Msheireb Management

ROLE

Turnkey solution covering structure, MEP, locations and screen sizes for all DOOH.



Lusail Boulevard

Project year: 2021

CHALLENGE

A coordinated digital-media ecosystem for buildings and public spaces, serving daily operation, football matches, public events and festivals.

SCOPE

DOOH and LED display consultancy: display positioning, solid and mesh LED selection, façade integration, content management and live-broadcast readiness.

CLIENT

Qatari Diar

ROLE

Turnkey design of the LED system, integrated within the façade and building and ready for Qatar 2022 as a major fan-zone experience.



Mall of Qatar: Oasis

Project year: 2016

CHALLENGE

Create a live-entertainment environment within an active retail destination.

SCOPE

Technical planning for stage, rigging, acoustics, live sound, lighting, 360° LED displays and production support.

CLIENT

Mall of Qatar (MOQ)

ROLE

Turnkey design for live-production events and international live-show performances, including stage, rigging, motorised solutions, sound, lighting and live-production systems for the performing artists.



Outdoor LED billboard network

Multi-location outdoor media |

Environmental performance and

centralized management

Project period: 2015 – 2026

CHALLENGE

Specify outdoor LED billboards for continuous operation in Qatar's heat, sunlight and dust, with reliable centralized monitoring.

SCOPE

LED technology and structural / environmental criteria, brightness and control-system specifications, with centralized management connected to ELAN Media HQ.

CLIENT

ELAN
Design, mapping and screen sizing, with one control solution covering Doha for DOOH, before 2022.

PEOPLE & CREDENTIALS

Expertise behind every decision

Our multidisciplinary approach brings together advisory, system design, acoustic engineering, audiovisual and broadcast specialists, led by an experienced principal consultant. Read the message from our CEO.

Professional foundations. Relevant project standards, team qualifications, memberships and accreditations are provided on request and attributed to the appropriate legal entity. Commercial Registration (CR) No. 251817.



WHY APPOINT EvoPro?

More than experience:
a different advisory perspective

01

INDEPENDENT

Vendor-neutral
advice aligned with
client objectives.

02

EXPERIENCED

Major-event and
complex-venue
knowledge built
through real delivery.

03

INTEGRATED

One technology strategy
across AV, PA/VA, LED,
IPTV, broadcast and
control.

04

LIFECYCLE- FOCUSED

CAPEX, OPEX,
maintainability and
refresh planning
from design.

05

EVENT-READY

Legacy infrastructure
planned with future
overlay and
major-event interfaces.

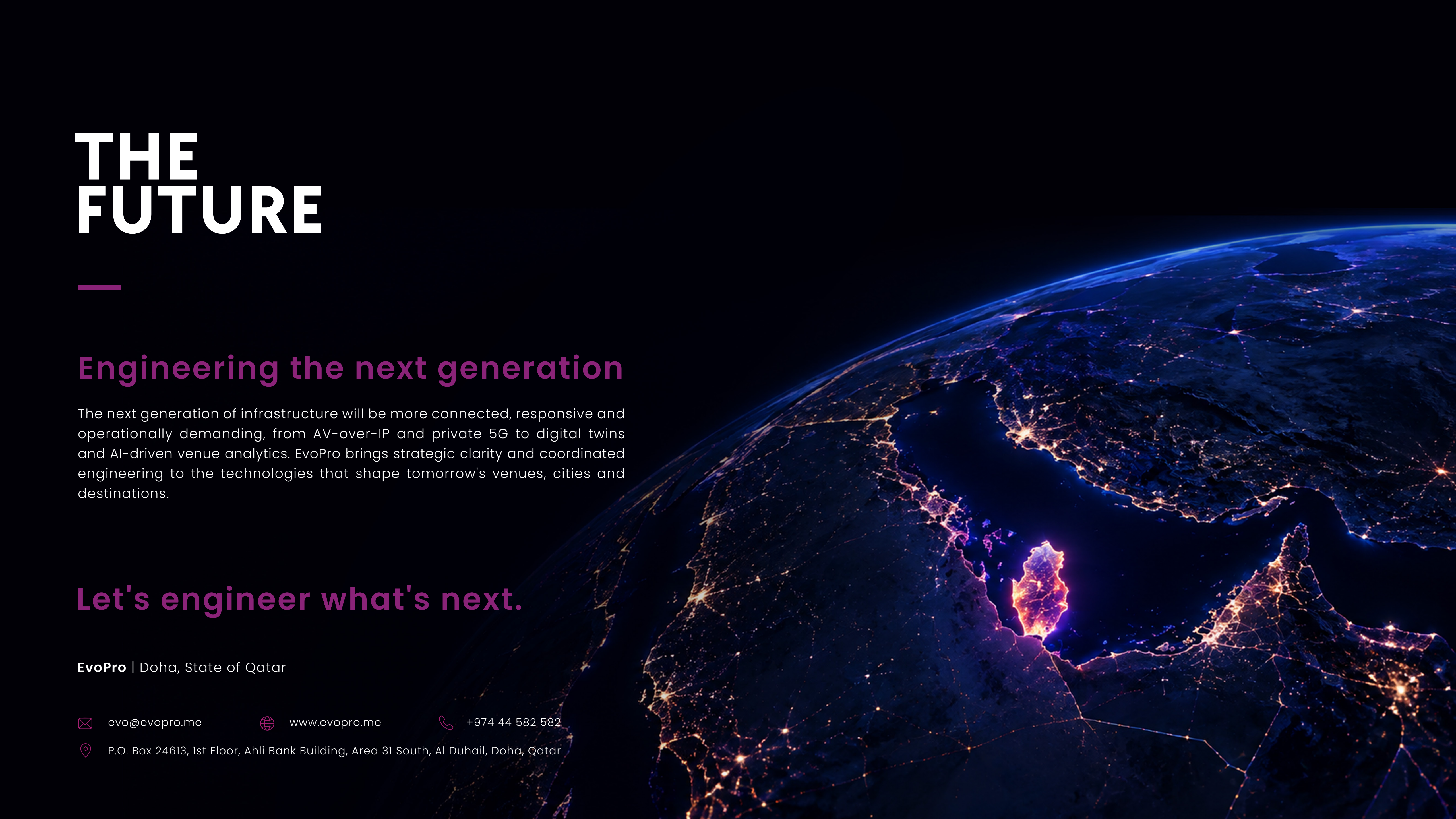
06

ACCOUNTABLE

Technical governance
from concept through
acceptance and
operational readiness.



THE FUTURE



Engineering the next generation

The next generation of infrastructure will be more connected, responsive and operationally demanding, from AV-over-IP and private 5G to digital twins and AI-driven venue analytics. EvoPro brings strategic clarity and coordinated engineering to the technologies that shape tomorrow's venues, cities and destinations.

Let's engineer what's next.

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