



**COMPANY PROFILE 2015**







## Introduction

The e-learning - or the use of technology in education - is becoming one of the most important requirements in modern age, and hence, Nations have accelerated efforts in the implementation of e-learning as a top priority within their national projects' long termed plans.

Since early inspections of e-learning technology specialists agreed on the role of technology and its effectiveness in the development of the educational process of communities, which keeps pace with the requirements of the future, and that there is no retreat from its application or doubt in its success. We can not imagine our students and our teachers without mastery of technology nor without the use of computers and the Internet, and we can not compare a state to another developed country without a considerable measure of the use and application of technology in education.

Aware of the importance of this sector and due to its long and rich experience which extends for more than ten years; Semanoor has insisted to be a pioneer innovator in the field of e-learning and its applications worldwide. Remarkably, Semanoor has produced a range of systems and applications which aim to provide the infrastructure for developed e-learning and e-book applications serving all general and higher learning levels as well as training in all languages. The fact that makes Semanoor the first web-based leader in implementing a global network for e-learning with the widest collection of both e-learning and educational content under one umbrella, an achievement which is now becoming unprecedented and priceless to any Government.

All our solutions in education technology aim at attaining the latest e-learning technologies for the Saudi Universities and Schools' students; in terms of interaction and participation, and to provide all the characteristics of Internet surfing and enrichment of content with the best joyful engagement. Giving them merits like: creating their own learning material, enjoying interactive experiments, adding notes to the learning material, collecting all available resources & references, text navigation, translation, advanced and online research, and many other options and tools.

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## Chairman Message



**Emad Al Doghaither**  
Chairman / Founder  
Semanoor

Now that educational content can reach everyone, we - at Semanoor - are seeing it as a development play-ground where there is a precious benefit beyond an article, a lesson, a movie or a video game. Everyone has an innate interest in learning a new skill, developing their career, or even the most fundamental capabilities to read, write, do math, and understand science. Our applications from Semanoor have most valuable benefits of media content, because, in general, they give any user an immediate gratification and a better self improvement.

When you complete or even create a lesson or a course, you know that you have added a lot to yourself intellectually, and that creates an emotion and personal gratification that - eventually -reinforces our true objectives at Semanoor.

Through the implementation of our technology-based learning, in a blended learning format, the users get the best of all potential approaches from Semanoor's solutions, where, our new output is based on engaging content with graphics, video and interactive responses of Social Media. Semanoor Solutions are created to develop and deliver this type of educational experience, and provide the professional development for professionals to be the best in engaging the 21<sup>st</sup> century learning world. While limited in their logistic or geographic market place, they can excel and adapt the latest instructional learning material, from theoretical into practical deliverables within a high-quality educational content.

The opportunity is now for us to leverage the market expansion and become a worldwide leader. To accomplish this, additional marketing and sales presence will be provided, and alternative distribution models will be utilized. We will include our best workforces, talents, and specialists' integration with all new projects , and incorporate our best methods to elevate with clients' needs and serve them in the best way.

**Emad Al Doghaither**  
Chairman / Founder





### About Semanoor

At Semanoor we believe that information and knowledge are fuel for the human spirit. They foster understanding, discovery, enjoyment, learning, and commerce around the globe. We believe in a world where people always have access to the information they need, advancing their lives so they can advance the lives of others.

Semanoor's track record goes back to more than 15 years, when the company was established in year 2000, headquartered in Riyadh, Saudi Arabia. We are specialized in information technology solutions and unified communications services, particularly e-publishing and e-learning for multi-languages users and applicants, in addition, we provide a cutting edge array of software and application models for simulation and gaming purposes.





## Legacy

With more than 200 multinational and veteran specialists, the company has flourished its investment in global and mega projects in Canada, India, UAE, Jordan, UK and Lebanon.

With regard to our specialities in education technology and entertainment, our solutions focus on enabling users to learn, enrich, share, rebuild and develop their content into intellectual experience with others within an interactive or programmed platforms that provide efficient and better investment of all educational material in becoming fully accessible, affordable and acceptable to anyone online and offline at any learning level or educational platform, especially among teachers and students.



Our e-learning solutions have all needed software and hardware, smart classrooms and all accessible-web technologies to support and enable e-learning. The e-learning infrastructure management is given a potential care by our administration to provide students and instructors with the most suitable and powerful learning environment.

## Our Mission

We help the world's readers, publishers, information providers, and enterprise marketers grow revenue, deliver superior solutions, optimize their clients' performance, and thrive in a fast-changing global digital market. We advance the business of information as a company "that works" – for each other, our clients, our stakeholders, and our community.

## Our Values

**We deliver and delight, create a "wow" experience, and achieve the win-win situation through:**

**Integrity.** We are honest, ethical, and direct in all of our dealings.

**Service.** We are client-centered, good listeners, easy to do business with, and focused on high-touch relationships.

**Results.** We are committed to helping our clients achieve high-quality, actionable results.

**Influence.** We are a trusted advisor and unbiased thought-leader.

**Innovation and creativity.** We are can-do, agile, and embrace change.

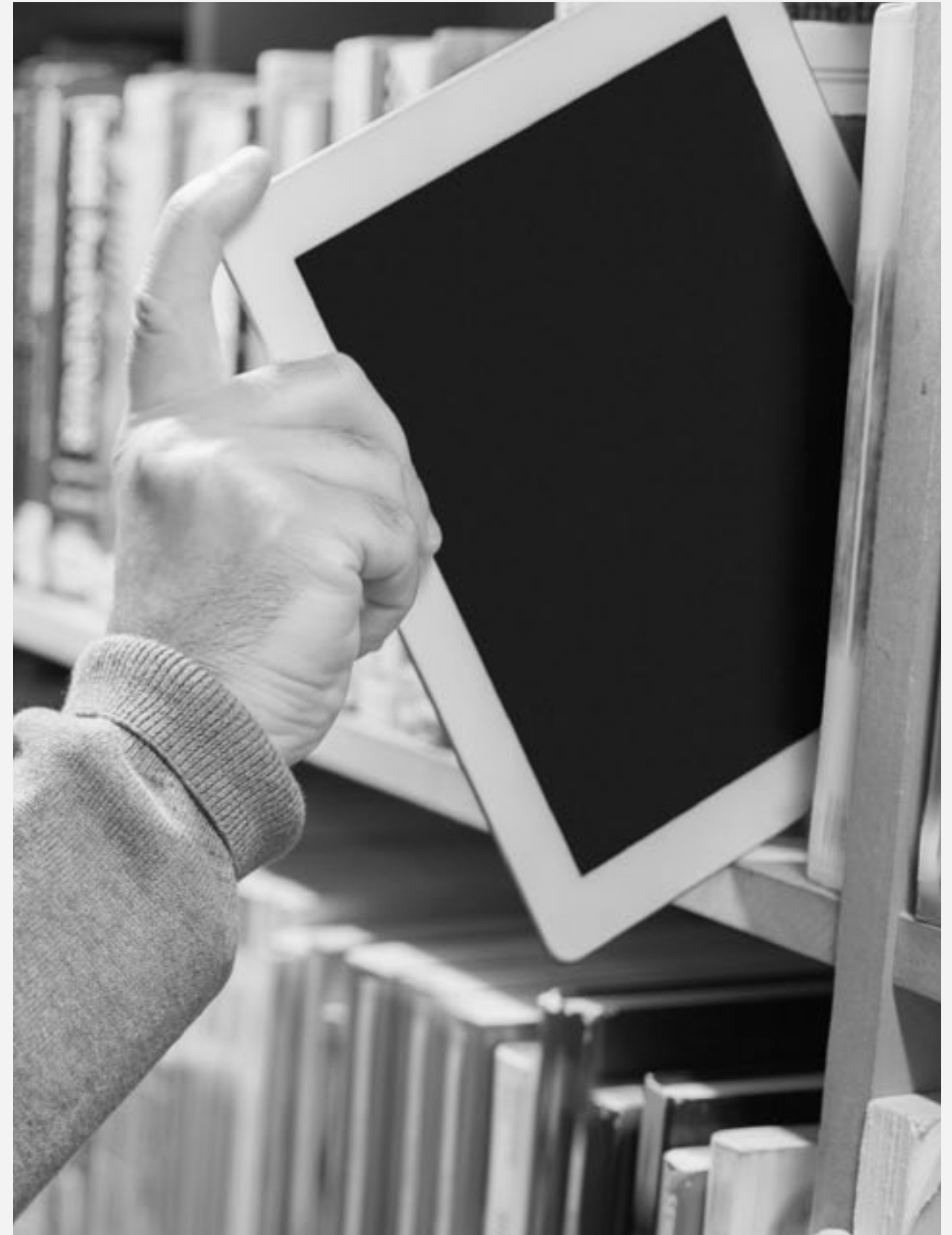
**Accountability.** We say what we'll do, do what we say, and do the right thing.

**Teamwork.** We collaborate with our clients and each other.

**Fun, freedom and family.** We get the job done in a way that works for our clients, our colleagues, and each of us.

**Renewing.** We are always learning and improving.

**Commitment.** We are stewards of what we stand for, focused on running a financially healthy business while being active citizens in the world.

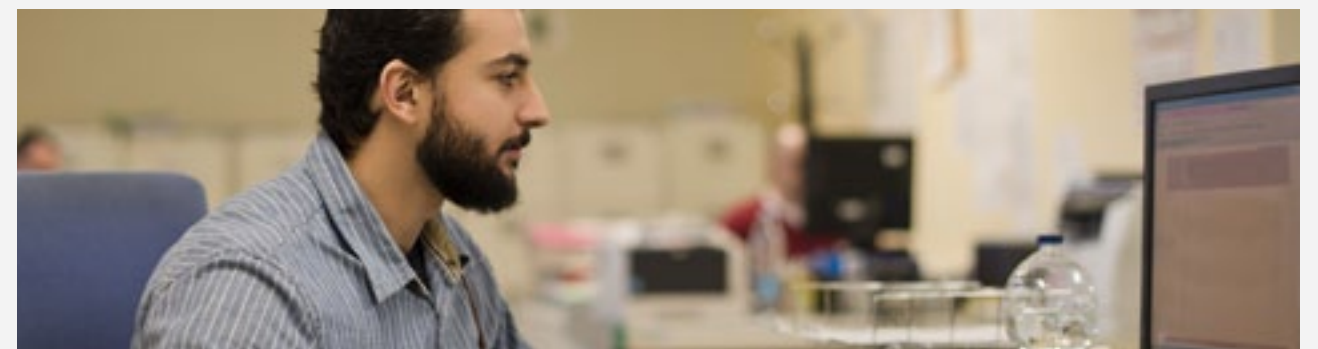






### Creativity and Innovation

Creativity is the core foundation of all our businesses approaches, and the centerpiece of our value creation. We will therefore continue to invest in and expand our creative resources in all what we do. Our headquarters office based in Riyadh as a creative HUB is an open, airy, and engaging environment as much as other branch offices in the region. There are no roadblocks to interrupt the workflow, engagement, or creative process. We are a fast-paced creative team without clutter or confusion. We excel at ramping up our clients' results. While our creative firm has a strong management team, we consider everyone who touches your project to be an inspired and motivated leader.





## Our Management

Semanoor's executive management team is comprised of tenured and widely respected industry leaders who possess diverse backgrounds not only in Information technology and Education, but also consultancy, finance, human resources, law, multimedia and graphic design. Through their expertise and leadership, Semanoor maximizes its full potential in timely development and delivery of solutions that enhances our clients' businesses and helps them secure their own leadership roles in their careers.

Our management is responsible for the strategic direction and the day-to-day operations of the company. Covering all aspects of operations, sales, project strategy, management, and finance, the team works together to ensure the continued success of Semanoor.







## OUR PROJECTS

Semanoor is working to create effective and innovative use of information technology to support education in general, in addition to other sectors businesses like telecommunications, retail and marketing. This involves developing integrated and timely solutions that will facilitate discovery and improved learning and communications outcomes.

For the past 15 years of hard-work, Semanoor team is working to expand the use of information systems in education by implementing new innovative applications and modifying current ones.

- E Learning
- E Publishing
- Simulation
- Animation & Gaming
- Applications



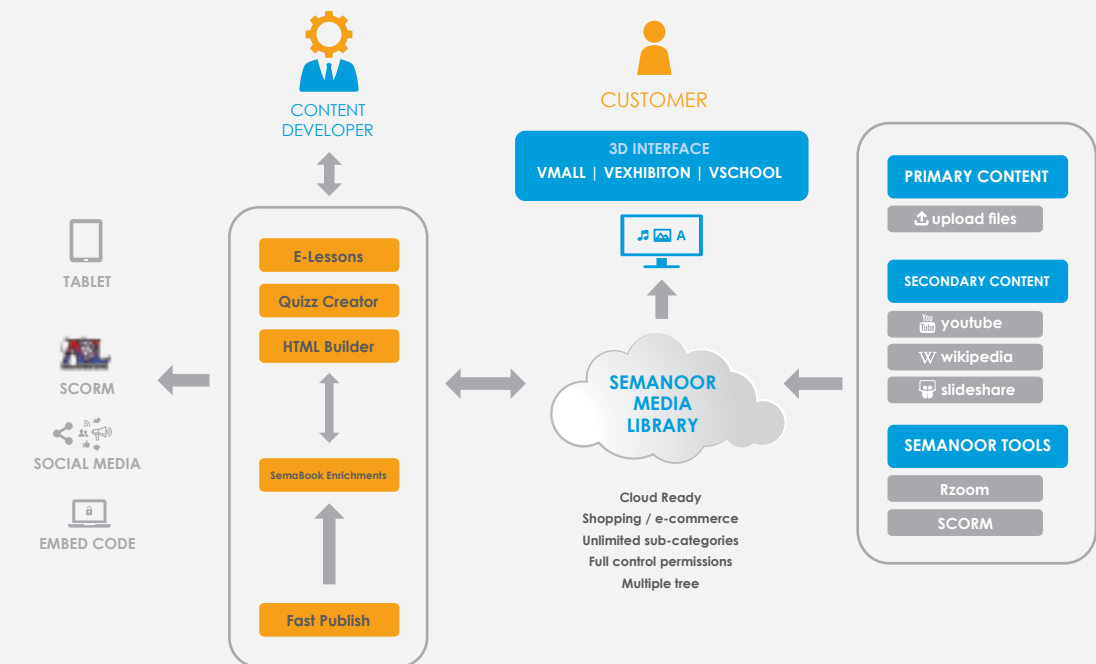


## E-Learning: Media Library



It is an innovative E-Content platform that provides an appropriate, insightful and social learning environment for students everywhere. 'The Media Library by Semanoor' enables teachers and administrators to - more efficiently and effectively - create, manage and align content, assessments, curriculum, standards and supplemental learning material to have a collective educational performance.

Our platform is a 100% online-based solution with Web2.0 technology, compatible with all browsers and operating systems. Available 24 hours a day and 7 days a week with a single Login and Password, no software or plug-in installation is needed. Most importantly it is characterized by an extremely simple interface.

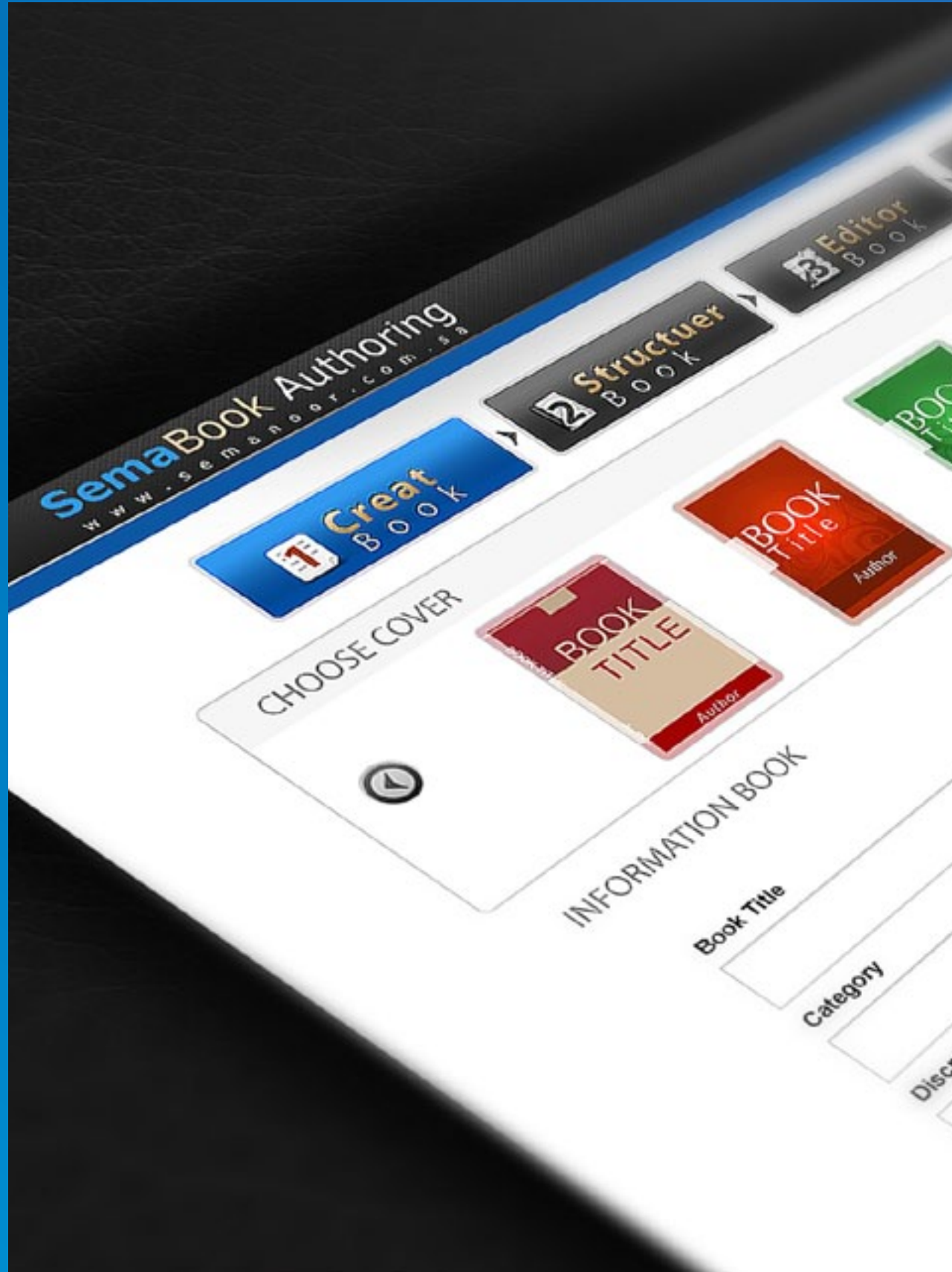


### Media Library Features:

- Class Profiles and Web Pages Creations.
- Create an Online knowledge base
- Track Student Usage & Course Analytics with ranking and recommendations
- Mobile Applications supported for all Media
- Social Networking Features to share collaborate and engage.
- Group Workspaces for Different applications. Class, Topics, Focused group Teams, & More
- Personal File Storage / Bookmarking Management Features
- Privacy Control & Media Managements to control access for any content.
- Advanced Administrative Features
- Single Sign-On (SSO) support for the platform
- Import / Export Courses, Users, web pages and Media to Media library
- Search option available all times for any contents.
- Storage ( Local & S3 & in house )
- Multilingual
- Unlimited Registers / Users
- Users Type and Permissions (Quest, Developer, User,...)
- User Page ( My Profile, My Messages, My Comments ,My Album, My Video, My Note ,My Media , My Favorites)
- Unlimited Upload Media
- All media formats enabled



## E-Learning: Book Authoring

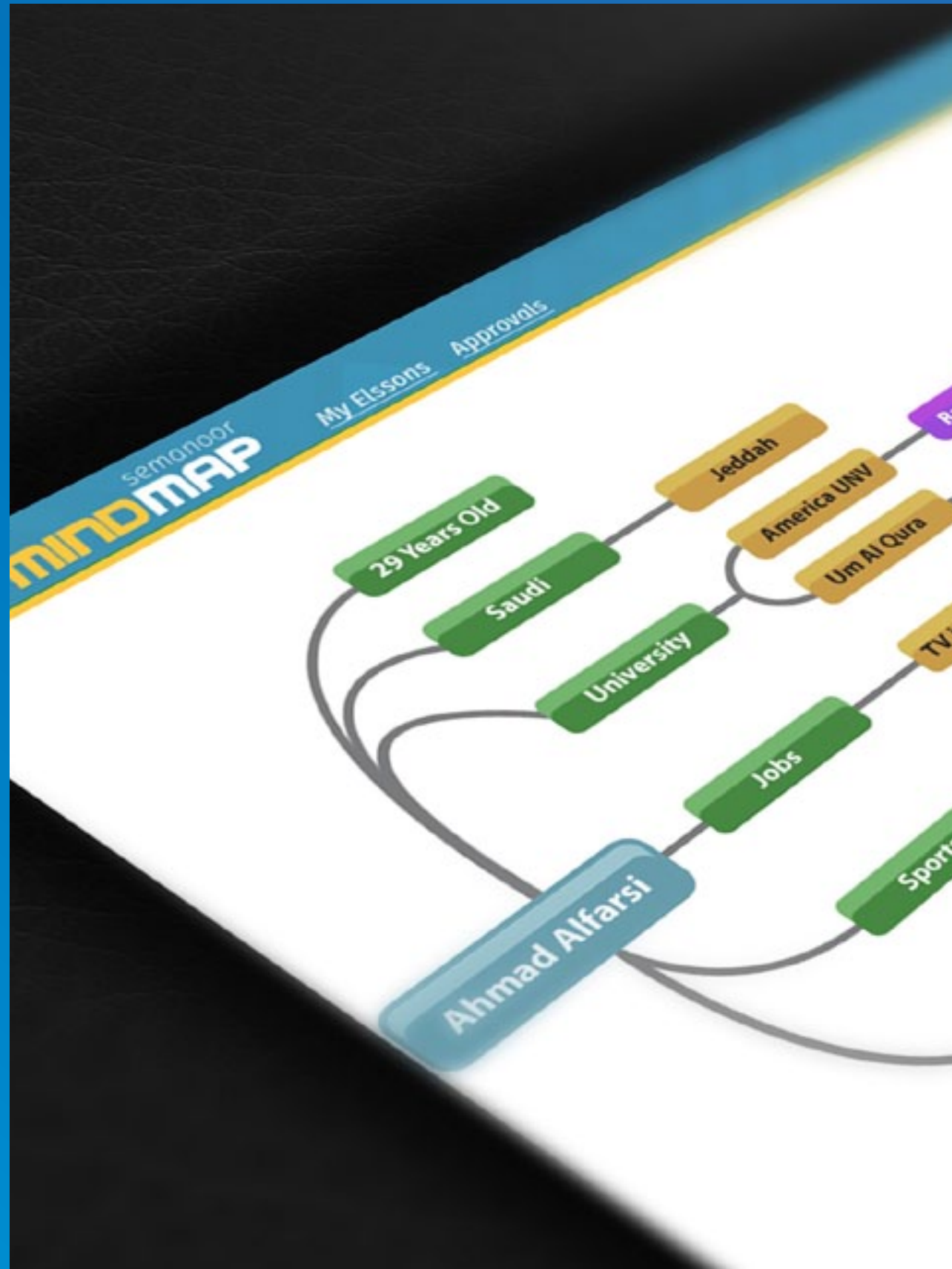


It is the most innovative, enriched eBook compiler available. The software is 'user friendly' enabling the users to design, edit and build e-Books from scratch.

It is characterized by flexibility, interactivity and customization options, as well as the realistic look and feel of the manuscript, which can be enhanced with custom designed templates.

It supports different publishing types, web, ebook enable, pdf , epub, and smart book.

## E-Learning: Mind Map



Powerful and easy, Semanoor MindMap is a distinctive tool developed by experts in the field, which offers a modern way in simulating all brainstorming and thoughts-planning you have on spot. It is a conceptual platform that helps in project-planning, learning and constructive thinking through simple design templates of simplified mind-maps which are related to specific topics or categories. Supported with special forms and objects, and different icons. Its enabled active-linking options add empowerment to any communication of a desired idea, rather saving time and efforts in explaining that idea to others.

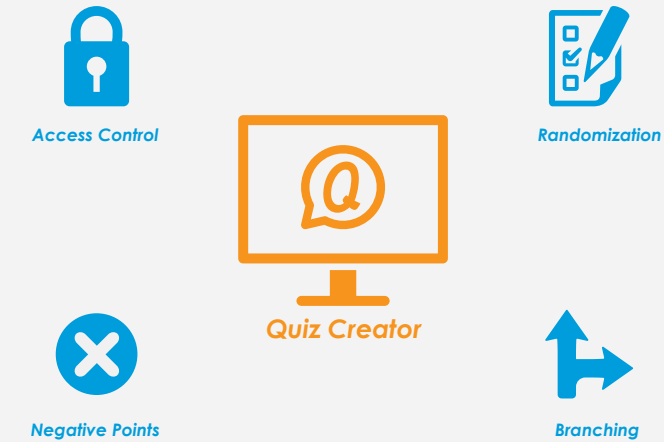
### Features

- . Form a mind map quickly
- . Add links, and attachments, and Notes
- . Organizing the form of a mind map
- . Show or hide the branches of a mind map
- . Movement between parts of the mind map
- . The inclusion of voice, video, or Flash or image files
- . Organize information and ideas
- . Post a mind map
- . Display options mind map zoom in or out
- . Export mind maps as an image PNG, GIF, JPEG, or as a PDF file or as a tool Gadget





## E-Learning: Quiz



The Quiz Creator is considered one of the most successful application Semanoor has developed. It helps the user to create and design interactive Quizzes (Tests) easily without any previous knowledge in the field of programming. Simply by using the Quiz-Creator which the user can build questions and answers with, including built-in objective questions that are displayed in various layouts.

In addition to the ability of enriching Quizzes with images, sound effects/ clips, and animated films, and later previewing and sharing the resulted Quiz instantly with others, and later previewing of results (answers) made by others at each test.

### Highlights

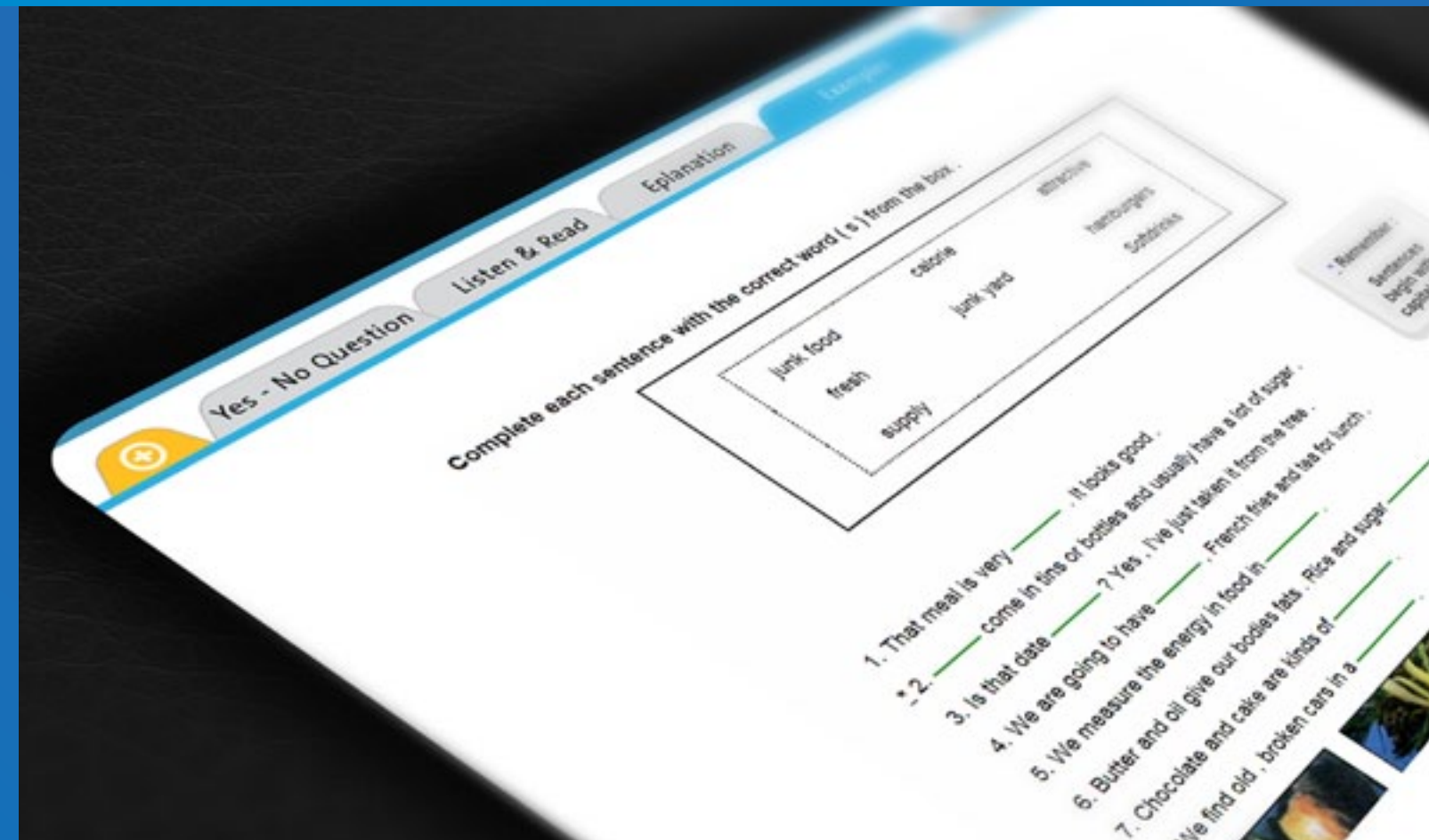
- . Randomize and group questions for participants according to their responses
- . Secure quizzes with passwords or a domain hosting limitation to control the access
- . Measure performance with a self-grading system, no need to manually calculate the score
- . Make quizzes more challenging with time limits and randomization

### Features

- . The use of hypermedia links in the Quiz layouting
- . Promotion of correct answers and hinting out notes for the wrong answers
- . Enriching educational content exercises and activities to achieve the objectives of lesson
- . The ability to measure student understanding of the objectives of the lessons
- . Access to testing or practicing in more than one page in a book
- . The possibility of re-use the test material and modify it
- . Remember the Quizzes and the possibility of returning into them anytime
- . Quiz system provides nine types of question-making
- . Enriching multimedia with Quizzes
- . View and export Quizzes



## E-Learning: SemaBook Enrichments



SemaBook Enrichments helps in innovating enriched pages of different types of multimedia; providing an integrated environment for any teacher- who has no previous experience in web programming - to create enriched pages with ease. And it is offering interactivity and flexibility in enriching e-books.

### Features

- . Create an unlimited number of pages to the enrichment per book
- . Create an unlimited number of enrichment tags per page
- . Preserve the original page and come back to it in at any moment
- . The insert of media in its various forms to enriched threads
- . The possibility of using modulated enrichments on a page level code
- . Link contents of the page with all kinds of multimedia as enriching resources
- . Strong HTML editor and browser easy-to-use covering management and display of enrichments within the original text
- . Export and publish enrichments to the main media library / platform



## E-Learning: Semanoor E-Lessons



A platform that creates web-pages and professionally designed web interfaces; that could be enriched with elements of multimedia, external links; and it enables the user to integrate media content on his own website.

You don't have to know programming to use E-lessons! It simplifies the use of other Semanoor applications. And it empowers the user with a wide range of features and characteristics that help to create a distinctive web-pages in the fastest and simplest.

### Highlights

This system enables all teachers to create electronic interactive lessons as web-pages in various grids, layout schemes, and characteristics that fit their students' learning material all educational methods that they deem appropriate.

With the possibility of continuing to build this online package of lessons for further development or edit, teachers can export them to class in second. Eventually, students will become able to preview and understand any lesson online wherever and whenever he is.



[www.semanoor.com.sa](http://www.semanoor.com.sa)
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### Website Builder Features

Drag and Drop Editor

Cross Platform

Arabic Templates

HTML5, JavaScript and CSS3

Easy to Customize

Publish Online

Includes Marketing Tools

No Coding Required

### **Build your website with a Click!**

SemaStudio provides a useful and distinctive electronic solution, which is essential to all parties in the learning process (Teachers, students, administrators and authors).

SemStudio is a web-based platform tool combines between education and entertainment in a very interesting and updated way. It increases the positive thinking and attracts attention of users and audience as well through out creative designs that combine both simplicity and perfection in rendering an idea or concept in mind.

You can build your own website with few steps. A user's own idea or ambition in publishing a personal website is now a dream come true. SemaStudio contains many 'WOW' pre-set templates of ready made website structures; that have been designed on International standards; fitting best browsers over the world wide web.

### **Produced Website / Control Features:**

- . Themes and templates allowed to choose from
- . Huge number of options available for layouts in one template
- . Exporting of to different websites' formats
- . Enabling control panel updates to the website content and images



## E-Learning: SemaStudio | Fast Publish



Unlimited Support



Beautiful and Advanced Designs



Fast Publishing



Social Networking



Look Great on All Devices



Easy to Use



SEO and Marketing



Publish Everywhere



Make Any Design Your Own

FAST-PUBLISH allows you to modify and add media, logos and take full control on your website, and then publish it in minutes !

### Features

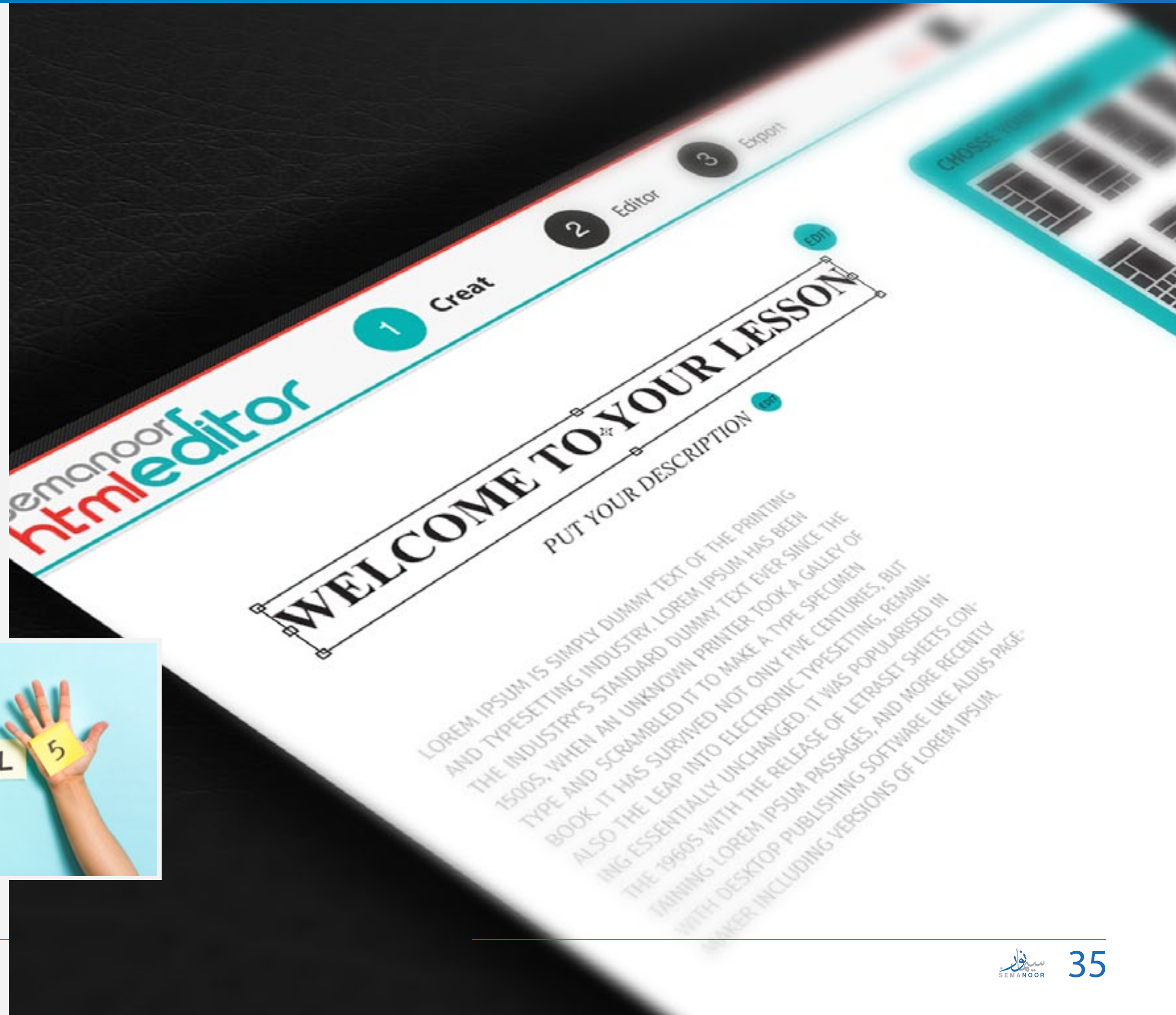
- . User-friendly tool through drag-and-drop for all components of the built website
- . Ability to add any special design of by user at any time
- . Compatible with all browsers and devices
- . Advanced Editor platform to modify the components of any template or theme
- . Good exporting and update speed
- . Involved with social networks links and integration
- . Research and advertising tools / plug-ins your new website

## E-Learning: HTML Editor

The HTML Editor enables the user to review, establish and design interactive HTML templates easily in a professional way without any previous knowledge of HTML programming or code-editing, nor any skills in web-page design. The HTML Editor provided by SemaNoor shares a wide range of options that help in creating an interactive and rich HTML website/ pages; and even, allows to add various multimedia elements, with ability to preview the resulted page instantly and save a lot of time and effort in editing it. The HTML Editor also allows the user to share the template thru embed code on the media library or enrichment book.

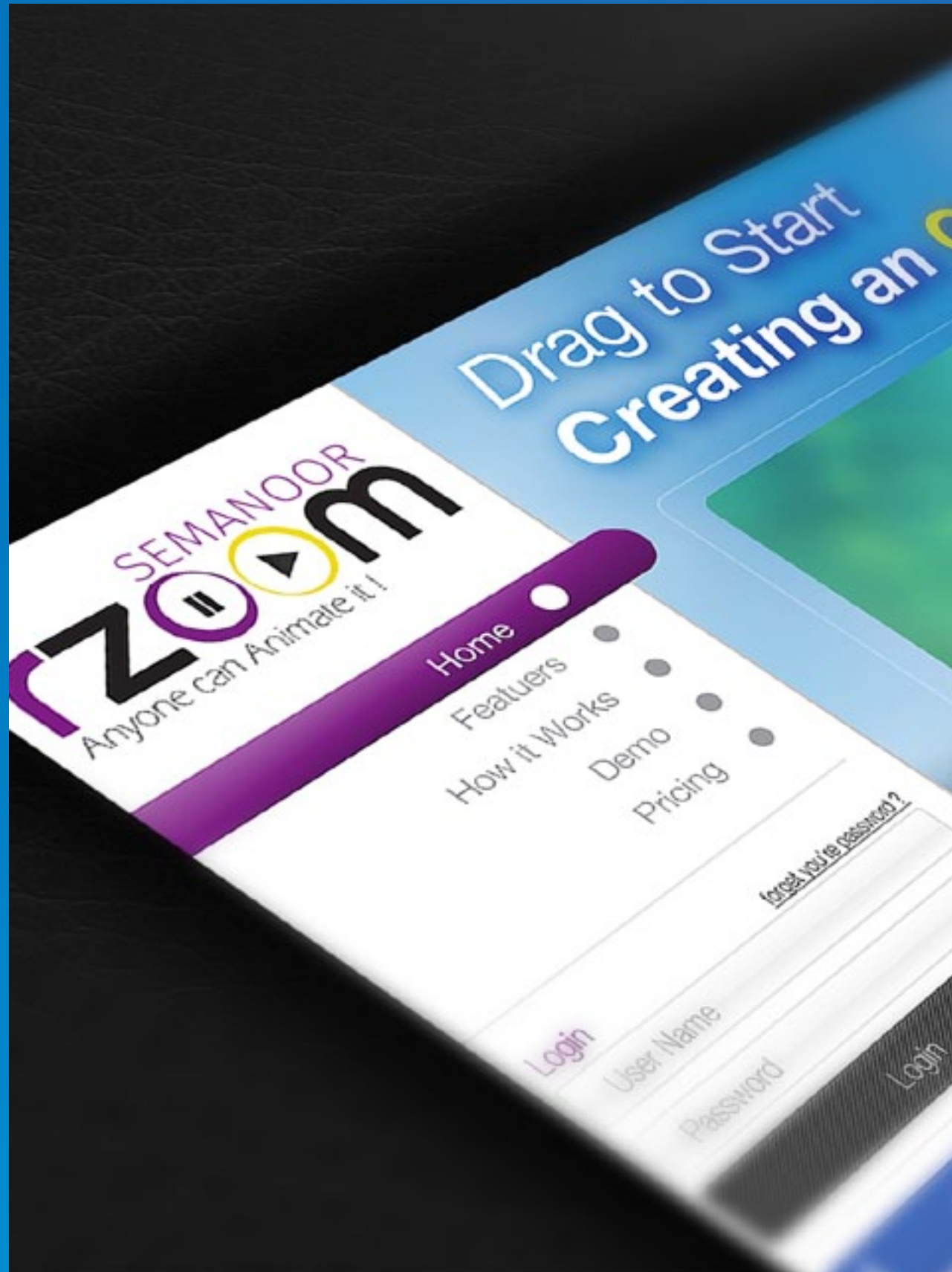
### Features

- . A special account for the user to manage files and data
- . Online library includes a variety of pre-prepared templates and classified in rankings
- . An always updated growing library and multi-function tools
- . Templates previewer
- . Design outcome supports both Arabic and English
- . Exported templates through embedded-code
- . A step-by-step website design and mapping
- . Includes various multimedia elements for each template created





## E-Learning: RZoom



RZoom helps creating animated characters on screen; characters that move according to a pre-set frames, predefined by the user himself.

This solution includes figures' templates, and an effective editor for many special effects and features, that help the user to add more attraction to the character or the animation he is creating. Such as voice-over for any character, or the inclusion of a talk-bubble, adding coordinate colors to the scene and background, adding pictures, and changing character face expressions and body movements through a pre-set command sequence.

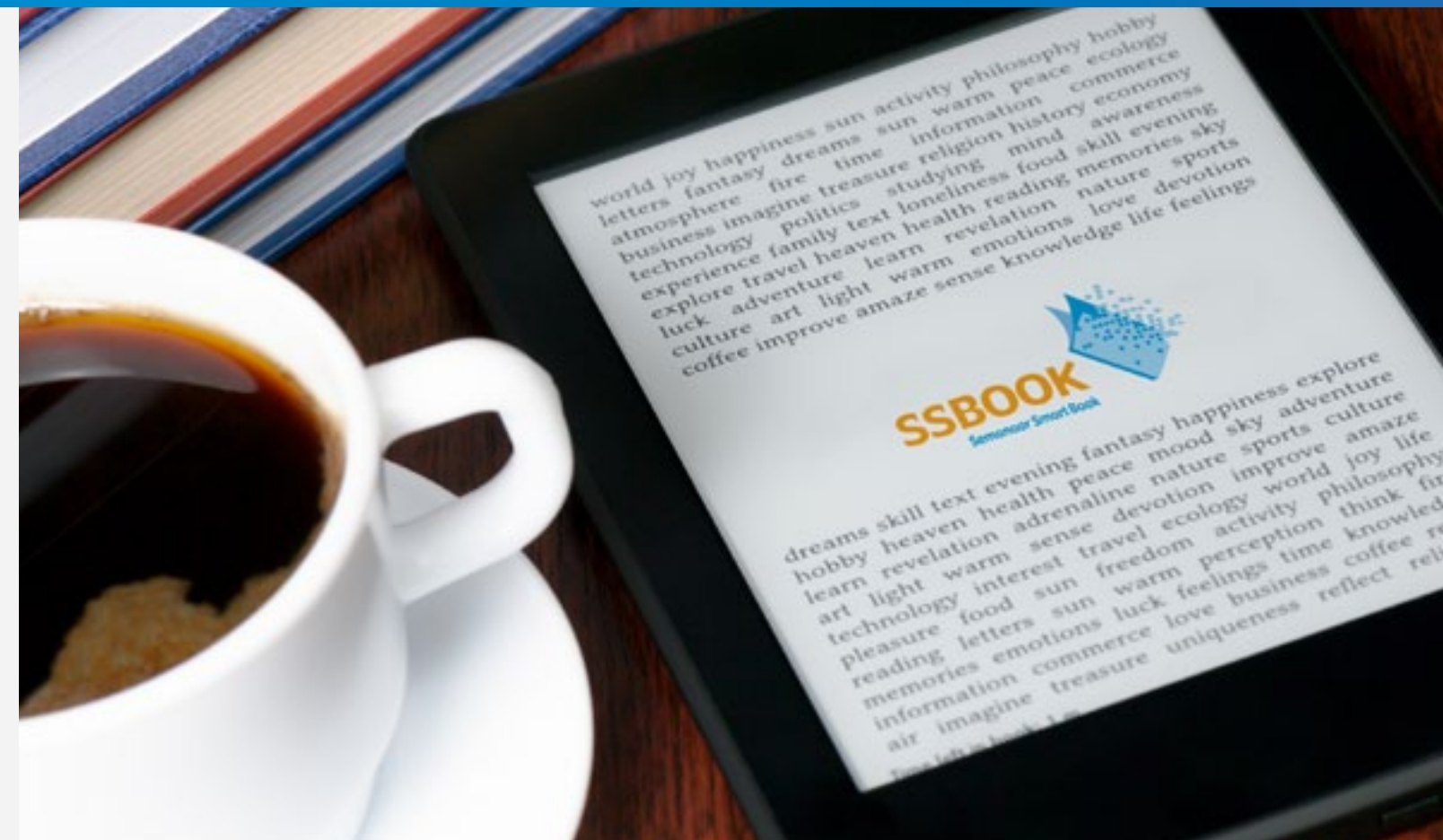
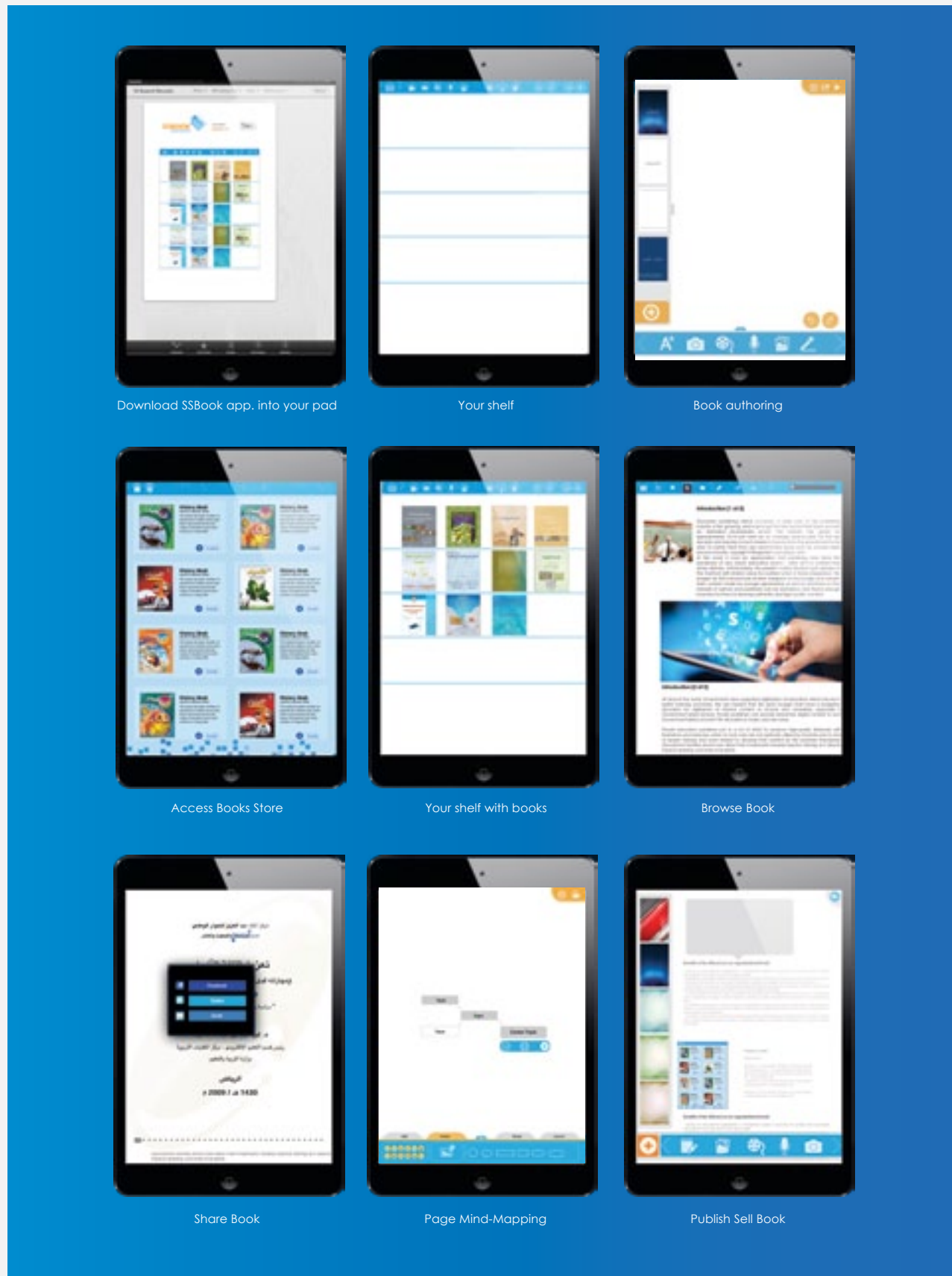
In addition, it provides the possibility of including an audio Soundtrack, and exporting this animation clip in different formats for any interactive personal use on the media library available to the user.

### RZoom Features

RZoom operates to create funny animated characters and bring them closer to reality, by adding movements on certain levels of expressions, that has significance in the learning material itself, which adds a new positive interactive atmosphere to the e-learning material or course, especially for younger students. The work on the characters by RZoom editor is an enjoying experiences that enhance the way presenters design their characters, a handful tool for the always busy teachers.



## E-Publishing: Nooor Smart Book | Highlights

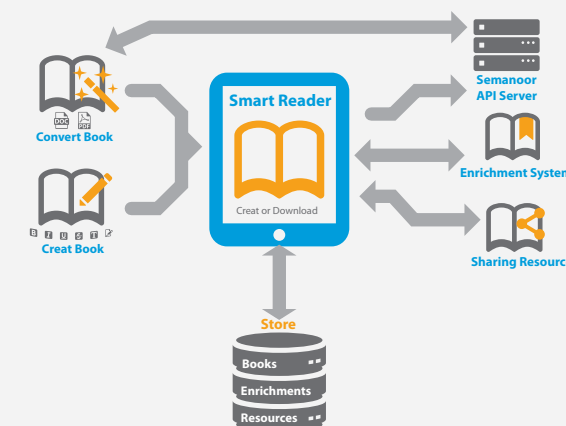


Sharing book sources through groups is also one of the best remarkable features in the Nooor Smart Book, which leads the educational process - per book level - through the creation of groups for references and sources; regardless of the main book-source, as well as sharing observations and educational resources among this group members. Moreover; enrichment can be authored as additional content - or book - by any author (user) onto any original book as long as authorization of enrichment is attained by the admin for that particular user.

Nooor Smart Book provides the University with all technical requirements, training and after-sales support to based on the University's vision and approved contract with all requested components.

### Features

1. Convert printed/ content into smart-books (create your own e-book).
2. Enrich an already established book/ content using the SSBook tools for authoring and recomposing.
3. Create content from scratch using one's own thoughts and system tools.
4. Share original, recomposed content, or a totally new content.
5. Sell any content as a book and generate revenue for an individual or for an organization.





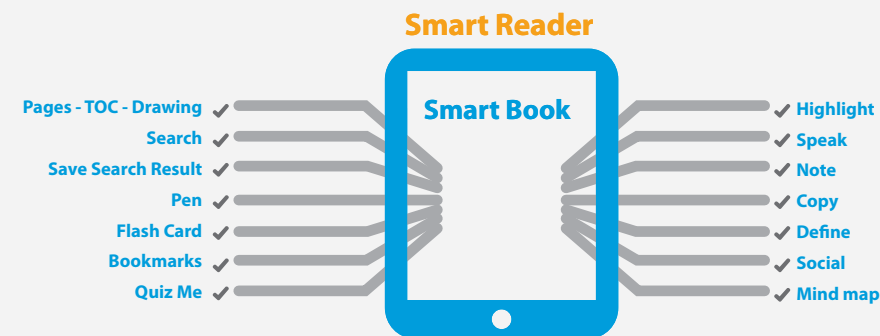
## E-Publishing: Nooor Smart Reader | Nooor Smart Editor

### Nooor Smart Reader

The Nooor Smart Reader is provided on app-stores for tablets devices, therefore any user can download this application. After download is complete, the user is exposed to the Book Store assigned for the project, where learning and sharing hub is centralized for the users with their choice of uploaded books that suit them from the main Book Store, and when previewing any book Smart Reader allows to:

**1). Navigating:** in-between pages per book (indexing): This is done in several ways, including:

- a- Book index
- b- Bookmarks
- c- Pages with drawings (mind maps)
- d- Thumbing



**2). Search:** with a distinguished browsing abilities that enables:

- a- Search in the pages of the book
- b- Search all books
- c- Search in the public library
- d- Google-search and others search engines: from within a page from the individual advantages in the application in the world
- e- Save your favorite search results: the browser can save search results in the form of sources to learn the user can refer to them at any time and moreover to share them with other users

**3). Smart Reader Tools:** Noor Smart Reader browser provides the user with all appropriate tools, which allow him to save his notes and signs for future-reference at any time, or to share with others. Tools like: Pen - Bookmark - Card Review - Shading on words - Auto Reader Voice - The inclusion of notes - Copy text - Word Definition / Translation - Sharing.

**4). Advanced features:** More distinguishing tools on the tools bar of Noor Smart Reader make it more special:

**a- Mind Maps:** During the preview of the book 'shading' can be added to selected word/s in the book and by which user builds his own shortcut mind-map points, saves, and shares them with others. Eventually; the SSBook Smart Reader is the only application worldwide that enables content preview based on mind-mapping.

**b- Quizzes:** Smart Reader offers the 'Add Quiz' tool with a wide range of ways to build a question that becomes interactive with the content meaning or reference and behave as a reminder or note user can reuse or share with others. Smart Reader enables the user to save and investigate the question tag (quiz) at any time on your book.

**c- Download PDFs:** where the PDF content can be posted in, analyzed and previewed as a Smart Book in the environment that can be more useful for students on their tablets without being connected online once the PDF book is downloaded from Book Store.



### Nooor Smart Editor

NooorBook is unique for its Smart Editor abilities of editing the original book and enrich more pages to it. Through the pages preview by Smart Reader, the user can easily edit content and be part of it while preserving the original pages of the book intact, saving his own version of the edited book aside, and acquiring the following advantages:

#### Features

- 1). Editing Tools:** The possibility of dealing with the original page of the book through: a- Edit all the pages of the book: or any page you want to add any enrichment on them. b- Duplicate the original page: Action recurrence of the original page and highlight any element. c- Adding a blank page and the use of authoring tools to create a new content.
- 2). Insert Media Tools:** When you repeat the original page of the book and edit or add a blank page, you can insert: Device camera - add a picture / Add a picture from the tablet library / Add a video of from tablet camera / Add a video from the tablet library / Add a sound from the library or a direct audio recorded on the device voice-recorder
- 3). Insert text:** Including the ability to write with a pen available.
- 4). Search:** flexibility in enrichment of any page reference by searching the content (text and images) online directly on Search Engines, and inserting video references into the applicable page if authorization allows.
- 5). Insert web pages as references:** Enrichment is richer than ever with the Smart Editor; where user can insert a whole web-page as a reference or diagrams or tables browsed on the Internet into his navigated page; and save them as enrichment for further use or sharing with others.

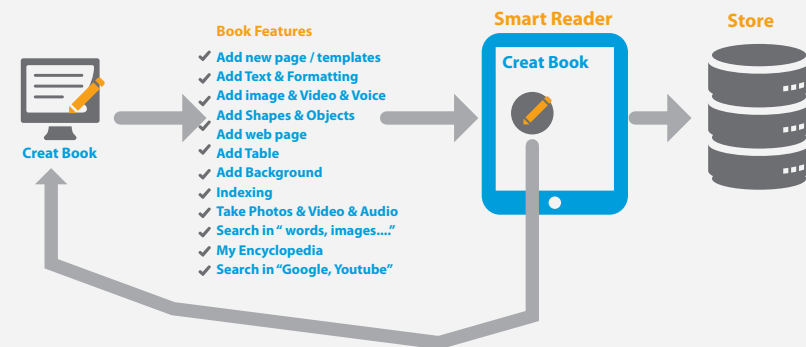
## E-Publishing: NooorBook Authoring, Enrichment and Sharing

### NooorBook Authoring

The role of students' participation in the learning process through research, or learning through available resources in addition to the role of the class-teacher in providing students with a schemed article and the most original sources of knowledge, have all added the necessary and primary role of the authorship-feature in the NooorBook application.

Hence, the failure to provide any book-material in the server becomes a difficult barrier against the user in, and in this case the NooorBook Authoring application becomes the right tool for authoring new content by teachers and students as well, uploading them on the server, and share that content with hundreds of students and teachers.

Authoring tools can be employed to build a research article, or exam references, or graduation researches, and can be applied through groups of students and under the supervision of a particular teacher, or group of students. And with such an engaging platform the University will provide the appropriate innovating system to convert students into authors and teachers to explorers.



### NooorBook Enrichment

Knowledge sharing through exporting Enrichments and adding them, and importing of such Enrichments on the user's Book Store at any time and due to his choice is what distinguishes the NooorBook application most of all.

"Create Book" process is the basic ingredient of NooorBook, and the uniqueness of this application lies in being an enabler in 'user-participation' of whatever is produced as Enrichments by the user during the liberation of the pages of any book in Book Store or after the authoring of a new book.

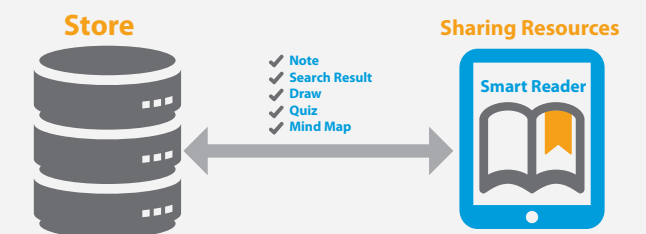
NooorBook allows users to export Enrichments and share them with other users in the group, and this process takes place through the approval of Enrichments categories by the project Admin Team or by the access-features available to users by default. The Enrichments can be updated at any time, and user can get a report on his exported Enrichments status, this feature can also be controlled so that the specialized team recreates these Enrichments and makes them available on the server so that other users select the appropriate Enrichments for them to import on their own shelves.



### NooorBook Sharing

Sharing the book resources by posting share in groups. An enrichment and its sharing process needs to be approved by of the competent team to ensure that it is directed towards the correct information for other users. Other users can read this enrichment pages when they become available on the Book Store that is downloaded by any user.

And the participation process within a group of students including their teacher with a supervising role is featured with sharing some notes and links on the level of any book from any source on the server. Sharing enrichments, mind-mapping points, quizzes, drawings, and notes create more creative environment for learning in the University.



#### Sharing Tools

- Find and sources of learning outcomes
- Mind-maps
- Quizzes
- Notes
- Drawing
- Links (search engines, websites, YouTube, etc.)



## Simulation: VMAKKAH

vMakkah is a 3D application that will take you on a tour to the ultimate destination and the most sacred place in Islam, the Holy Mosque in the city of Makkah (Al Masjid Al Haram). The idea is to utilize the gamification concept and build an interactive educational app that takes the user on a trip to the holy city of Makkah where Hajj (Pilgrimage) is performed yearly by millions of people from all over the world.

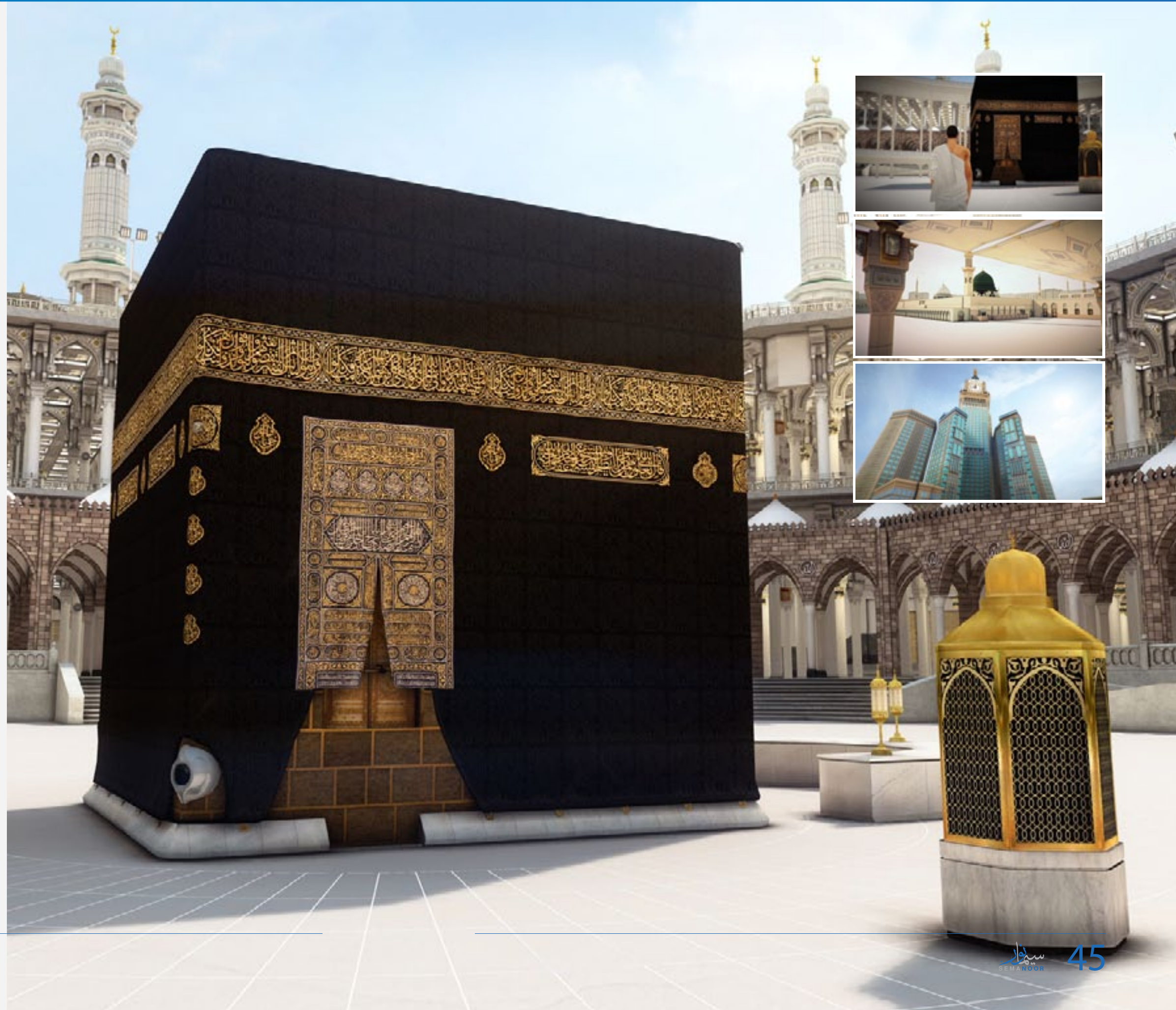
The app is cross-platform, multilingual, in full 3D, and it features the same high end-graphics, controls and multiplayer features that are typically associated with AAA Game titles.

### Features

- . Available in Arabic and English
- . Switchable first person/ 3rd person control mode
- . Avatar customization
- . Multiplayer or single player mode
- . Cross-platform multiplayer (Users on Android, ios, Mac and Windows can see and interact with each other in the same location)
- . Guided Tour with an AI Character that will guide you through all the steps to perform Omrah and Hajj
- . Free roaming mode where you can go anywhere you want

### Including:

- . Leader-boards
- . Trophies and Achievements
- . Mini-Map
- . In-Game Tablet for Quick Access and Quick Travel





## Simulation: vExpo

vExpo platform offers an instantly ready self-service platform, allowing anyone with online access to create virtual conferences and trade shows capable of handling hundreds of attendees in a full 3D Immersive space.

vExpo enables users to create the feel and life-like personal experience of an actual conference or trade-show at only a fraction of the cost. Event hosts can provide the most engaging experience possible with fully customizable environments. Furthermore, users can instantly organize and show their products and services on display and shelf. vExpo keeps event attendees engaged while also encouraging networking by mimicking real-world experiences.

Because of the rich visual component and limitless options in marketing your company or services/ products, attendees will remember the event much better than the traditional alternatives.

### Features

- . Booth owners can design their own booth and add decoration, pictures, audio, video, slideshows, web links and virtual sales characters to represent their booths.
- . Available in Arabic and English
- . Switchable first person/ 3rd person control
- . Avatar Customization
- . Cross-platform multiplayer (Users on Android, ios, Mac and Windows can see and interact with each other in the same location)
- . In-Game Tablet for Quick Access and Quick Travel





## Simulation: vSCHOOL

Executing the same platforms like in vMakkah and vExpo, VSchool introduces the remote study experience to students and scholars by a great attention and interest given through our 3D immersive virtual world vSchool; which is a fully customized platform to build a simulated school/ university with all their classes, courses and simulated libraries and exams. vSchool's potential for supporting and enhancing tertiary learning and teaching is impressive.

vSchool application can serve a variety of research and educational goals, and is useful for examining human behavior VS knowledge online. vSchool personalities differ from each other but are nevertheless significantly related which has a number of implications for self-verification, self-enhancement and other personality theories. The ability to learn and discover more never stops at vSchool.





## Simulation: Entrepreneur World

Entrepreneur World is an online environment where aspiring entrepreneurs get to set up their own exhibits to show their products on display to the biggest audience possible online, while service providers - Incubators, Angel Investors, Banks, Consultancy Firms, and Legal Offices - can represent their services to those who seek it. It is an interactive virtual environment to communicate and collaborate through video, audio, text and voice chat. Entrepreneur World provides a 3D virtual experience like no other on web-browsers and mobile devices.







## Gaming & Animation: UNEARTHED



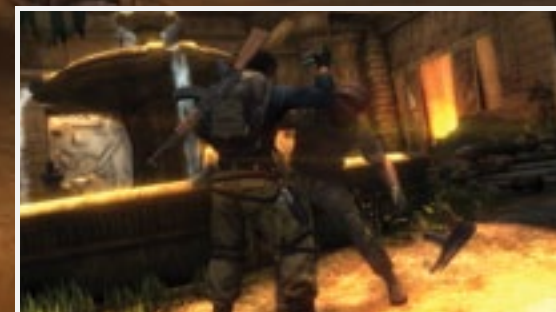
Unearthed: Is Semanoor's original creative manifesto in simulation and gaming business. The adventure game is full of thrust as well as educational values. The game tells the story of a fortune hunter 'Faris Jawad' receives a call to visit Morocco, he embarks on an exotic adventure throughout the Middle East, on the trail for the famous Muslim explorer Ibn Battuta. The trail won't be clear however as Faris and his archeologist sister 'Dania' will have to overcome an unholy alliance of a militia army leader, a weapons dealer and a wealthy antiquities smuggler who are after the same goal.

### Features

- . Unique mix of platforming, melee fighting, shooting and stealth gam play

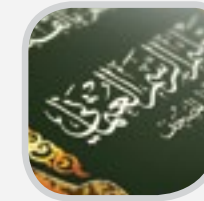
- . Travel across the Middle East from the wild life of the Moroccan Atlas mountains to the alleys of old Damascus through the port of Alexandria and the metropolitan city of Dubai

- . The game is [resented in a TV style episodic format along with recaps of previous episodes and teaser cliff-hanger of what lies ahead





## Applications



### Amma "Allem Bi Alqalam"

An application that allows you to learn the Amma Chapter of the H.Quraan in Uthmanic calligraphy and helps to memorize the Quraan verses at the same time and enrich the knowledge of Arabic language grammar embedded with the rules of Uthmanic calligraphy.



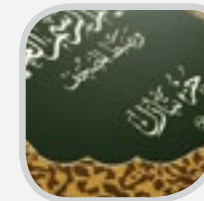
### Semanoor H.Quran App.

Semanoor Quraan is a program that enables browsing the Holy Quran by using 'voice commands', where user can navigate through the pages of the Holy Quran by using 21 Voice Tags. It also enables the user to edit Voice Commands/ Tags by clipboard texting.



### CashFlow App.

An Application that provides users with the possibility of follow-up operations through automatic data entry of financial records, And it shows expenses and income-statement as been expected for each month to show you the expected revenue or loss on a monthly basis.

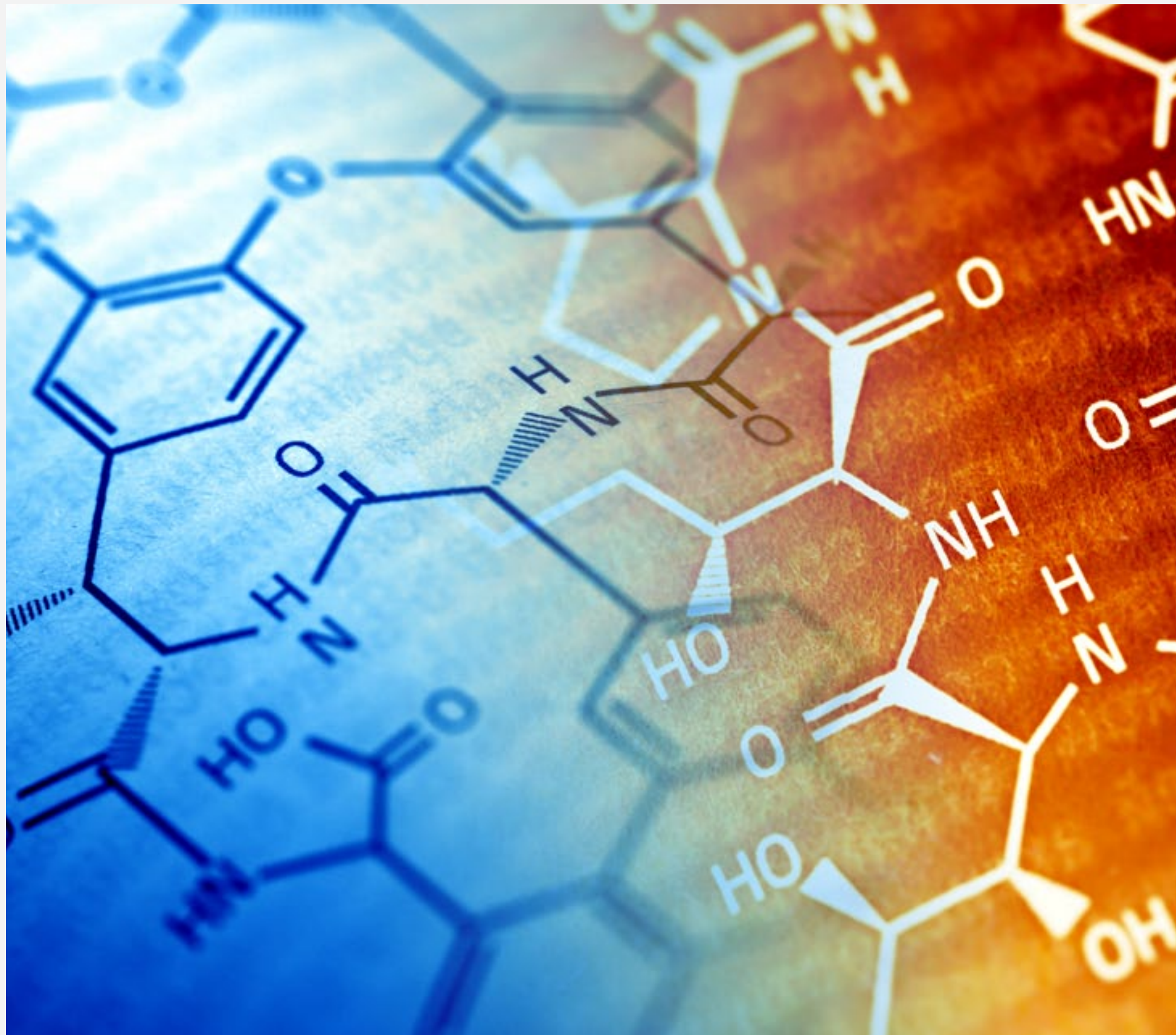


### Tabarak "Allem Bi Alqalam"

An application that allows you to learn the Tabarak Chapter of the H.Quraan in Uthmanic calligraphy and helps to memorize the Quraan verses at the same time and enrich the knowledge of Arabic language grammar embedded with the rules of Uthmanic calligraphy.

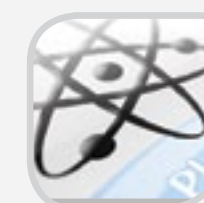


## Applications



### Periodic Table App.

The application of the periodic table lets users study table Interactive rich media and access all information for all chemical elements, and provides them with Illustrations about the chemical formulae of elements and stages their reactions.



### Physical Equations App.

The application of Physical Equations gives you a chance to discover the three laws in Physics that together laid the foundation for classical mechanics and the 24 Variables, which are common in physics and interactive mechanics.



### Raqa'a Typeface App.

A new application to learn Arabic language characters, And the methods of writing them in Raqa'a typeface. Suitable for all ages and genders. In which users learn the shape of letters in Raqa'a typeface and the correct pronunciation of it interactively.



### Alnaskh Typeface

A new application to learn Arabic language characters, And the methods of writing them in Alnasekh typeface. Suitable for all ages and genders. In which users learn the shape of letters in Alnasekh typeface and the correct pronunciation of it interactively.

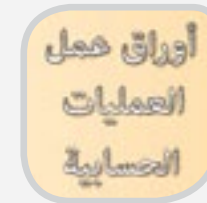


## Applications



### Huruf Lughati Aljamilah App.

A new application to learn Arabic language characters And the method of writing them through recognition of forms of characters, the correct pronunciation and helping users to learn the proper way of pronunciation, using the arrow indicators and phonetic marks in Arabic, and the possibility to practice writing letters perfectly.



### Math & Calculations App.

It is an innovative interactive special application that uses Smart tablet suitable for all ages, and that empower skills of mathematical calculations and develops the way users will analyze and conclude. This application provokes positive thinking and creative stimulated learning, with interesting and challenging content.



### All About Circle App.

Is an interactive application of innovative special smart tablet devices, combines education and entertainment, with an interesting and unusual teaching method, it provokes positive thinking and attracts attention through graphics which combine simplicity and perfection, and a lot of sound effects.



### A to Z App.

It's an amazing application for children, which is designed to teach English letters solely. This application helps children learn the identity of each English letter and pronounce it perfectly with a special term for each letter in an easy way and funny way.







## Gaming & Animation

We develop cutting edge animation through our unique production pipeline which achieves CG quality rendering. Covering the entire spectrum of animation production tasks ranging from concept art, storyboarding, animatics, character and environment modeling and color correction.

We create believable and real-life objects and characters through advanced shading technology such as Skin Shading, realistic eye representation and facial motion-capture that captures all the subtle facial movement. We apply masterpiece artwork to animate any required project whether entertainment or educational. Our animated projects range from 3D lessons, to entrepreneur presentation, from Military training courses, to architectural design, from e-commerce to industrial design.

Semanoor is the region's first development studio to be fully licensed for console development by Microsoft (Xbox One), Sony (PS3, PS4 and PS Vita) and Nintendo (Wii U). In addition to next-generation consoles, we support a wide range of platforms ranging from mobile and tablets (iOS/Android/Windows Phone/Blackberry) to PC (Web Browsers/Standalone Executables) and micro consoles (Ouya/nVidia Shield/GameStick/ Amazon Fire TV).







## Social Responsibility

**'Born from the responsibility for future generations.'**

At Semanoor we consider it as our duty to create something that will last, to act environmentally friendly, to respect our legacy and to preserve it for the future. Our employees make every effort to achieve this goal and Semanoor family supports their commitment with a whole package of measures and respect to community needs and environmental obligations.

Semanoor is committed to building exceptionally engineered e-learning applications, helping change the way students in the Kingdom and around the world use technology. Just as Semanoor is dedicated to providing innovative solutions, we are equally devoted to ensuring that our applications, employees, services and suppliers are following the commitments we have made to socially responsible business practices.

Semanoor embraces the values of user integrity, innovative and entrepreneurial spirit. We seek to integrate these core values into every aspect of our business and into policies and procedures in areas of quality and safety for solutions.



## Quality for all

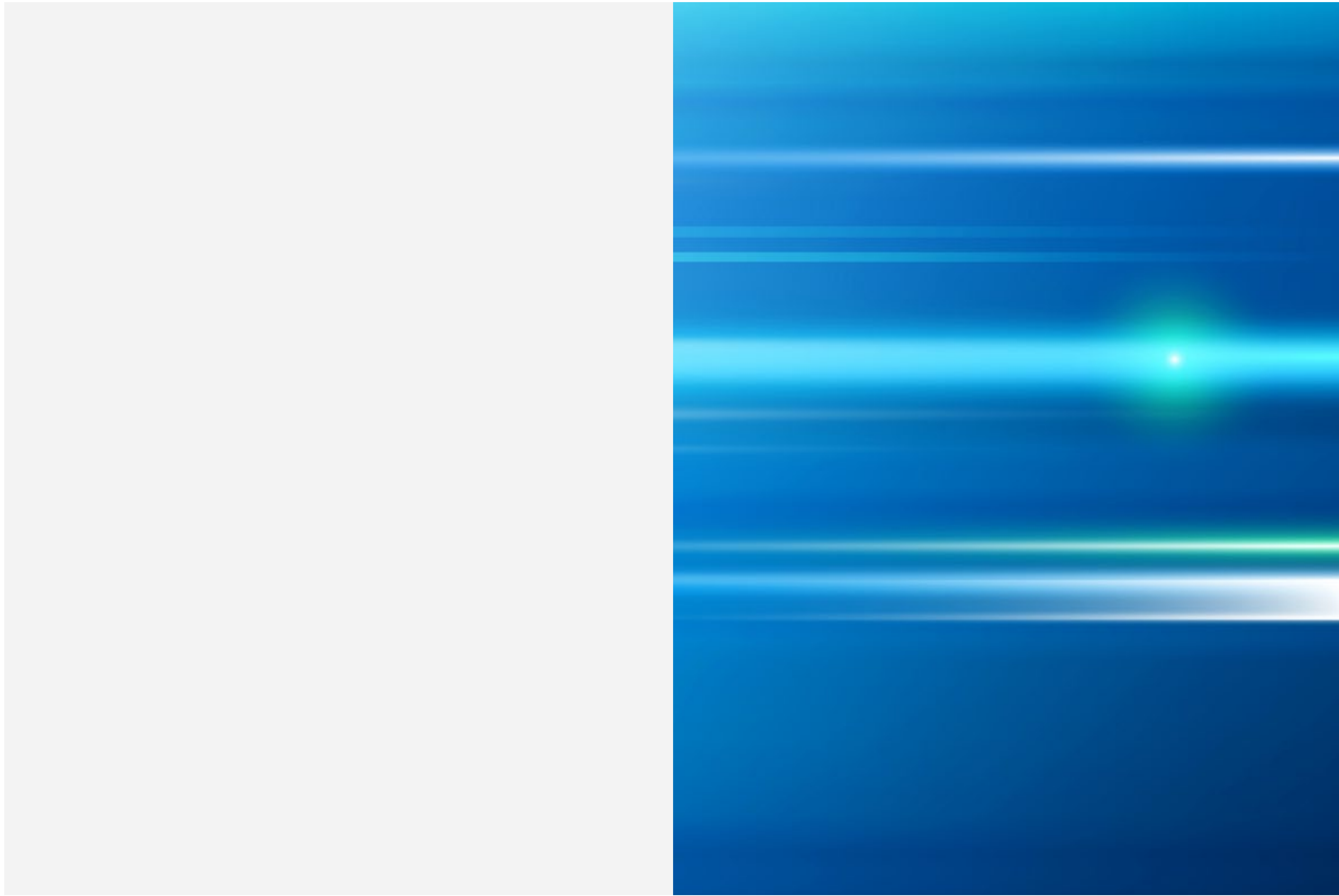
Quality of work is a basic strategic principle that has been adopted by Semanoor with a focus on project needs through delivering a world-class standard of effectiveness and efficiency in all the services we provide.

At Semanoor we give the highest priority to understanding the solution aims & objectives, and to match these with the requirements of our Quality Management policy in accordance with the project's quality plans. All while keeping an eye on site-mapping, pre-installation requirements, API logistics, and hosting specifications.

**This understanding serves as the basis for Semanoor's project specific strategy, through:**

- . The mobilization of adequate resources, including a suitable induction of all project participants.
- . The preparation & verification of project documentation.
- . The management of platform modifications and corrective.
- . The undertaking of periodic audits.









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