



*Shidco*



AUDIO / VIDEO / LIGHTING EQUIPMENT





**THE TASTE OF A GOOD SOUND !!**



Blue Star Store 2003

- 2 In 1980 the war between Iran and Iraq led us to move the Capital of Iran; Tehran. At the end of the war Iran got the possibility to have new connection with international companies and producers. Therefore, this opportunity marked a turning point for our company.
- 3 It's been about 35 years, that we are active in Iran's market; we have been selling and also providing services for specialized audio, video and lighting systems. We are honored to be an exclusive distributor of various famous European and American brands in this field in Iran such as RCF, FBT, DTS, POWERSOFT, Brahler and ADAMSON. Except our collaboration with European companies we are also in charge with selling the products of different companies of Asia as their exclusive distributor in Iran including AUDIOCNETER, BKR, JTS, ACM and ROXTON.

## LOOK BACK

Initially, we would like to let our customers get to know how Shidco Company began to work and how it gradually become bigger.

- 1 We have started our activity in Abadan city located at Khozestan province. The oil reserves in this region and its popularity as the cradle of economic in Iran made this city the best choice for the ones who wanted to start a new business. So we have started our activity in the field of producing electronic equipment's in Abada.



Central Sound Store 2000



## COMPANY MISSIONS

### VISION

Despite our extensive activity in audio, video and lighting industry, it is good to mention that Shidco Holding is always a pioneer in introducing, distributing and using the newest technologies in all fields due to the culture, character and the need of our customers and the society.

### Products

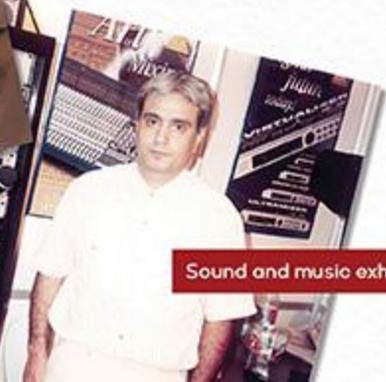
In fact, apart from variety of our products, our crucial need for providing engineering services and also designing made us having integrated different parts in our company and that's why we gradually changed to Shidco Holding.

### Technology

Now a day the important role of technology in every single part of our life particularly its intense impact on verity and extensiveness of sound and video products gave us the cue to start informing people about recent improvements in this proper filed especially our electronic products by holding several public conferences which were admired by participants.

### Priorities

As it is obvious, customer's need is always our top priority. Hence, the procedure from selecting products from different companies to sale and after-sales service will be controlled by Shidco Holding managers.



Sound and music exhibition 2003



# HOLDING SHIDCO

## AUDIO / VIDEO / LIGHTING EQUIPMENT

- The office space of the holding's main office is in a building with an area of 300 square meters in Tehran. Most of the units, such as foreign trade, accounting, advertising, engineering and design, and a part of the sales department are based there.
- Considering the problems of foreign commercial department caused by political issues for direct business cooperation with Iran, we have established a company in Erbil, Iraq in our commercial department, in addition to the main company in Iran, and we do some of our business activities with our Iraqi company. Also, due to the business facilities in Dubai, we have close business activities with several Emirati companies





The efforts of managers with company experience, the speed of action and response to the needs and expectations of customers, the attraction, growth and promotion of expert and efficient forces, the variety of prices and the quality of the portfolio of products and services according to the needs of customers, and obtaining the official representation of reputable brands in order to be a leader in the audio market, is light and image.



**Mahmoud Moghaddis**

Chairman of the Board of Directors of Shidoo Holding



**Mehdi Moghads**

CEO of Shidoo Holding



**Mohsen Moghads**

Member of the Board of Directors of Shidoo Holding

## SHIDCO HOLDING SERVICES

### Company Overview

Shidco Holding specializes in fostering strong connections between the Iranian market and major European and Asian companies. This extensive network allows us to provide tailored solutions for the diverse needs of our clients and domestic projects.

We cater to various cultural events, ranging from music concerts to religious ceremonies rituals and festivals, by offering comprehensive equipment solutions. Our services extend beyond the provision of professional lighting and audiovisual equipment; we pride ourselves on delivering scientifically designed solutions that adhere to global standards.

Our Services include:

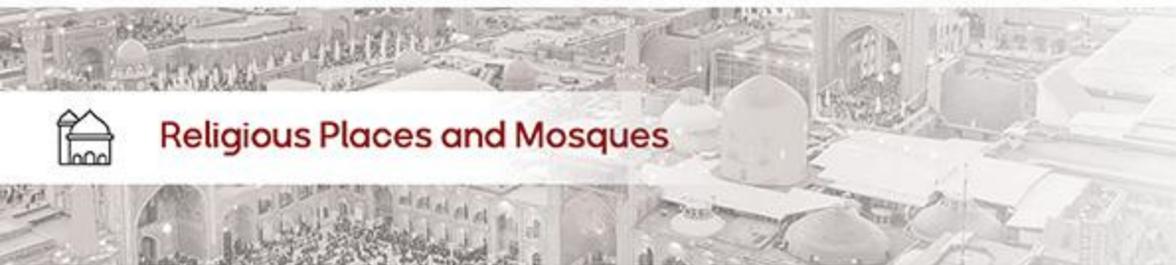
- ◆ Domestic Production of Standard Products
- ◆ Importing Professional Audio, Lighting, and Visual Equipment
- ◆ Consultation and Design
- ◆ Training



## Stadiums



## Religious Places and Mosques



## Multipurpose halls



## Cafes and Restaurants



## Shopping centers and Stores



## Amphitheater and Cinema Hall



## SHIDCO HOLDING SHOWROOMS



**Samimm Technology Store and Exhibition**  
Tehran - Ferdowsi Street - Bobby Sands corner



**Blue Star Store and Exhibition**  
Tehran - Jomohri St. - Corner of Amir Building





**Central Sound Store and Exhibition**

Tehran - Jomohri Street - in front of Charso Mall



**Shidco Sharq store and showroom**

Mashhad - Ayatollah Behjat Street - 18/1 Ayatollah Behjat corner



## WAREHOUSE

The holding's main warehouse is in the outskirts of Tehran with an area of over 1000 square meters. Considering the time-consuming import of goods, one of the company's main policies in all years of activities is to have a warehouse of different products, which is one of our advantages over other competitors in the market.





## AFTER SALES SERVICE

Another advantage of Shidco Holding is having a specialized repair shop in its own company. In this repair shop, warranty and after-sales services are provided for the company products. We receive the required parts of the repair shop unit from the companies with each order, and provide after-sales services to the customers according to the conditions of each company. In the repair shop, there are specialized people familiar with the company products who have received specialized courses from the main companies if needed. All products sold by Shidco Holding have a warranty label with an exclusive serial number enabling tracking.





📍 No. 2, -1st floor, Babi Sands St., before the intersection of Istanbul, Jumohri St., Tehran



## SEMINARS & WORKSHOPS

The engineering and design team consists of sound engineers who are responsible for the technical review of new products presented to the market. Then, they provide the necessary information to the sales department, so that our salespeople enjoyed benefit from the latest technological advances. Providing design services to the sales department and project department customers is one of the other responsibilities of the company's technical department. Also, we periodically organize workshops and seminars to introduce our products, in which the technical and educational part of these events is carried out by the technical unit.



Acoustics and architecture training workshop - 2016



Powersoft training workshop - 2017



DTS workshop \_ 2017



Specialized lighting conference .With the presence of DTS Italy

Parsian Enghelab Hotel in July 2017



Sound engineering conference .With the presence of ADAMSON company

Parsian Enghelab Hotel in August 2017



Sound engineering conference . With the presence of FBT Italy

Ferdowsi Grand Hotel 2014



Specialized conference of power amplifiers . With the presence of Powersoft Italy

Ferdowsi Grand Hotel 2016

## AFFILIATED COMPANIES

### Fares Technology Kish



Fares Technology Company has been specializing in professional interior design, illumination, audio and video systems for more than a decade.

Through exploiting the experience and expertise of professional members, the company has been pursuing the target of providing outstanding service in audiovisual system of auditoriums, theater halls, cinema halls, conference halls, stadiums and mosques.

It is the principle held dear in Fares Technology company that the consultation, design and execution of equipping auditoriums, theater halls, cinema halls, and conference halls calls for professionalism in the form of teamwork. Relying on this principle, the company has allocated two departments of architecture and equipment which, from the very beginning of the commencement of a project in form of design, work correspondingly. Also our design- process is based on acoustic and electroacoustic calculations.

The brilliant fruits of our work in the company have been several successful projects all over Iran. The letters of satisfaction we have received from our clients are the evidence of the capability and efficiency existing in this company.



## AFFILIATED COMPANIES

### Farayand System Mandegar

Designing and equipping sound, light and video systems



#### Company Overview

Farayand system Mandegar is actively engaged in consulting, designing, and implementing audio, lighting, and visual systems. Founded in 2017, our company aims to provide expert audio and visual consulting services. generally Our core activities include:

- Consultation and Design
- Training and Support
- comprehensive training and after-sales services
- Equipment Provisioning

In The context of audio, video, multimedia systems, and lighting systems (design for facades, studios, and stages).

We specialize in equipping conference and concert halls with complete audio, video, paging systems, simultaneous translation, acoustics, and electro-acoustics for both public and private organizations.



## AFFILIATED COMPANIES



### Company Overview

In alignment with the national development program's objectives for self-sufficiency across various economic sectors, the members of Samim Tech have established the company in the Arvand Free Zone and the Abadan Industrial Area. Our goal is to manufacture specialized electronic products related to audio, lighting, and visual technologies.

With over 35 years of experience collaborating with renowned European and Asian companies such as Powersoft, FBT, RCF, DTS, BKR, and ACM, we are equipped to transfer technology and produce equipment in the fields of:

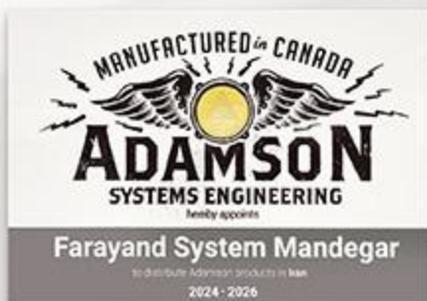
- Professional Audio Systems
- Specialized Studio and Stage Lighting
- Professional Video Playback and Recording Systems

Our management team is committed to addressing the country's needs in these sectors within the next few years. By leveraging the knowledge and skills of local specialists, we aim not only to meet domestic demands but also to export certain audio products, contributing to the localization of these technologies.





# CERTIFICATES







**SHIDCO HOLDING**  
AUDIO / VIDEO / LIGHTING EQUIPMENT



EQ



ON OFF

BASS



0

10

M.VOL

TREBLE



0

10

ECHO

VO  
2 4 6 8 10 12 16 18 20

MIN

**THE SAME THING FOR AN EXCEPTIONAL START!!**

MIC.1

MIC.2

0 10 0 10

**Sound System**



VOLUME

2 24 2



INPUT



MAX USB DVD

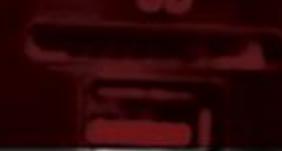
LEVEL



METER



MM MM SD



USB

60 100 400 70 20 20 1000



## PRODUCTS AND BRANDS



Samim Tech



RCF



Powersoft



FBT



ADAMSON



DTS



brahler



TOA



RENKUS HEINZ



acm



JTS



KATOVISION



AUDIOCENTER



BKR



Seetronic



YME Systems



icon



**Professional Audio Speaker**

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**Paging and Intercom system**

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**Pro Audio Power Amplifier**

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**Audio & Video Conferencing  
Solutions Systems & Equipment**

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**Microphones and Wireless Systems**

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**professional lighting**

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**CREATING AN UNFORGETTABLE SOUND !!**



 City: Mashhad

## The Imam Reza shrine



It is the largest mosque in the world by area. Also contained within the complex are the Goharshad Mosque, a museum, a library, four seminaries, a cemetery, the Razavi University of Islamic Sciences, and other buildings. The shrine itself covers an area of 267,079 square meters (2,874,810 sq ft) while the seven courtyards which surround it cover an area of 331,578 square meters.

**Challenge:** The customer requires total control over the audio network with Dante protocol (source, volume and audio adjustments) over the many different zones.

**Audio Solution:** Powersoft Quattrocanali & Duecanali amplifiers





**SHIDCO HOLDING**

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City: Ardebil

## Mosal Mosque



It is one of the oldest mosques in Iran. Friday prayers are held every week in this city. The capacity of this mosque is over than 2000 square metres.

**Challenge:** Reverb and noise

**Audio Solution:** FBT MLA and CLA speaker, RCF Mixer





 City: Sori

## Sari Cultural and Artistic Complex



For project which includes a theater hall with 612 seats, a music hall with 165 seats, and a cinema and convention hall with 190 seats, building acoustics has been a significant technical challenge, since the halls are situated near busy streets. A peaceful and noise-free environment is necessary for the optimal functioning of theater, music, and cinema halls.

**Challenge:** High standards of audio for music concerts

**Audio Solution:** FBT Muse, Horizon and Ventis speakers, Allen& Heath Mixer





 City: Tehran

## Stock Exchange Hall



It is an organized and self-regulating market in which securities are traded by brokers or traders according to the law. Stock Exchange is established and managed in the form of a public company.

**Challenge:** Integration of Sound, Light and complete AV Wiring and Integration

**Audio Solution:** RCF NXL speakers, Brahler Conference System, Allen& Heath Mixer





 City: Isfahan

## SNOWA FACTORY



Snowa factory is one of the most famous factories in Iran in the field of household appliances in Isfahan.

**Challenge:** Challenging acoustical environment.

**Audio Solution:** FBT Shadow Speakers, Powersoft Quattrocanali amplifiers





**SHIDCO HOLDING**

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City: Chabahar

## Free Zone Conference Hall



The total area of the available spaces in this hall is 28,676 square meters, including public parking, exhibition hall, corridor, conference hall, waiting room, and conference halls. Chabahar International Free Zone has a conference hall with a capacity of 351 seats, a VIP conference hall with a capacity of 24 seats, conference hall number one with a capacity of 55 seats, conference hall number two with a capacity of 61 seats and other technical and installation departments and 46 exhibition stands in The dimensions are different.

**Challenge:** Integration of Sound, Light and complete AV Wiring and Integration.

**Audio Solution:** Brahler Conference System, RCF NXL speakers, Allen& Heath Mixer





**SHIDCO HOLDING**

AUDIO / VIDEO / LIGHTING EQUIPMENT



City: Yazd

## Shahid Nassiri Soccer Stadium



The Shahid Nassiri Stadium is a multi-purpose stadium in Yazd, Iran. It is part of the much larger Shahid Nassiri Sports Complex. It is used mostly for Soccer matches. This stadium is hosting a pro league football match in Iran. The capacity of the stadium is 15,000 people.

**Challenge:** The customer requires Horn Speakers with FIFA standards.

**Audio Solution:** FBT Shadow Speakers



