



IAD

Innovative Automation Design

Profile 2020

IAD Headquarters

IAD headquarter is located in the heart of downtown Minneapolis.



EFFICIENCY, INTEGRITY, AND INGENUITY. BEYOND YOUR EXPECTATIONS

2010

Founded

18

Projects Delivered

\$20 M

Largest Consulting
Project



OUR VISION

01

Efficiency

IAD maintains a high standard in our employees and mandates a certain amount of continued education each year to deliver the project on the proposed cost..

02

Integrity

IAD distills fundamental value in all our employees, so our client feels comfortable working with all of our employee in the company.

03

Ingenuity

IAD drive for being different and bring new ideas to the market, we encourage creativity with all our employees in the company.

04

Expectations

IAD understands that client has certain expectations, and our employee is trained to identify this as one of the most import aspects of a project.

OUR VISION

At IAD, we feel our people are our greatest assets. Thus, our values are set around our employees. Supporting our employees in continuing education is at the heart of the organization. These values are:

- Cultivate high standards of ethics and responsibility amongst staff as a corporate culture.
- Nurture mutually beneficial long-lasting relationships with all customers.
- Create teams in pursuit of excellence in all disciplines.
- Assimilate quality and safety as a way of corporate functioning.
- Treat all employees as assets and provide environment to attain their full potential

IAD is offering its services to a wide array of customers such as design, audio, video, content production, network solution, lighting, lighting control, large scale electrical systems, control system and many leading private industries. These services can be enhanced through IAD many associations and established working relationships with local and international companies.



OUR SERVICES

Expertise

IAD has qualified, trained engineers with support from leading manufacture in the audio, visual, lighting, lighting control, control system, and electrical.

Design

No project to big or too small, IAD can deliver a comprehensive design for all the above fields of expertise.

Support

IAD has support from all leading manufacturers and has tremendous buying power in the USA market..

Maintenance & Operations

IAD not only deliver the project on time but with there in-country service center and Maintenance and Operation department it can support client for years to come.

Expertise

- AVIXA Member
- BICSI Member
- PLT License
- Credential Upon Request



Support

- *Room Layouts*
- *Systems Design and Specifications*
- *Technical Systems Diagrams*
- *Equipment Elevations*
- *Flow Charts*
- *Performance Criteria*

Design

- *Due Diligence/Needs Assessment*
- *Feasibility Studies/Test Fits*
- *Conceptual Planning*
- *Equipment Research*
- *Budget Preparation*
- *Staffing Projections*

Construction Oversight

- *Project Management*
- *Submittal Review*
- *On-Site Inspection*
- *Acceptance Testing*
- *Contractor Supervision*
- *Compliance Review*

Our Portfolio

Sound and Light Show



Atturaif Sound and Light Show

(Largest museum install in the middle east)

Multiple sounds and light show strategically positioned on 58 acres.



Our Portfolio

Lighting Design, Install, and Control



Atturaif Exhibits
Lighting on 58 acres through
out 16 museums.



Our Portfolio

Design and Install of Video Walls



Atturaif Exhibits

130 exhibits strategically positioned on 58 acres.



Our Portfolio

Design and Installation of Interactive



Atturaif Exhibits

130 exhibits strategically positioned on 58 acres.



Our Portfolio

Our Portfolio



Al Nahkla Lobby

Façade and Lobby lighting system.

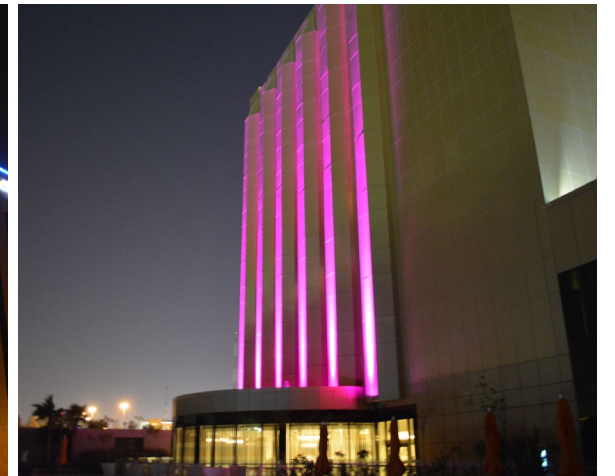


Our Portfolio

Our Portfolio

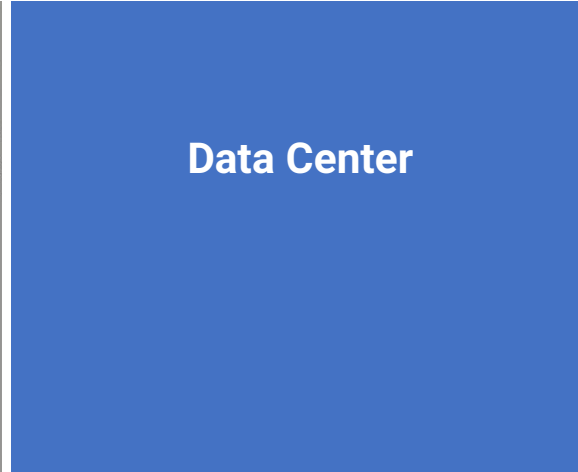


Movenpick Façade
Lighting Design and
Install



Our Portfolio

Design and Installation of Data Center



Highly Qualified Team

Project Manager



TONY SHARP

Project Manager

It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout There are many variations of passages

Greg Quaderer

A/V Project Manager

Gregory Quaderer is from Somerset, WI with 20+ years of knowledge in the Audio/Visual Design, Installation and Automation Control Systems.

He is a Licensed PLT in Minnesota and is a member of BICSI.



Highly Qualified Team

Specialist



AYAZ AHMED

3D Graphic Designer

It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout There are many variations of passages

Israr Khan

Audio Department Manager

An Information Technologist by profession having 15 years of dynamic experience in IT Management, Audio-Video-Control Design & implementation, Project Planning .



Highly Qualified Team

Specialist



ZEESHAN KHAN

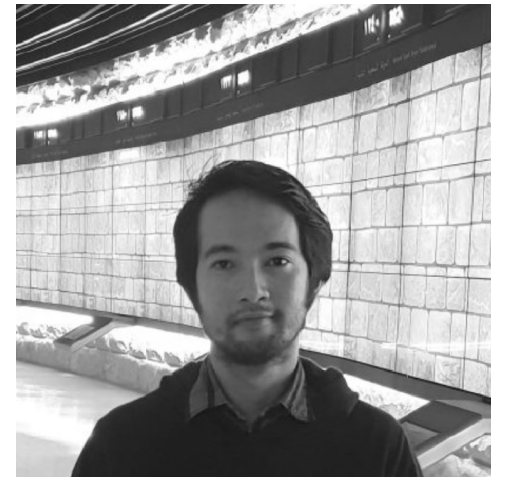
IT Department Manager

A strong collaborator and creative problem solver who possess a demonstrated background in the implementation and maintenance of networks.

Jack Ortega

Video Department Manager

Jack has been in the A/V industry for more then 10 years and has been working with projection mapping and simulations on various projects thru out the Saudi Arabia. He has worked with companies like 7th sense.



Partners Support

DIGITAL PROJECTION

AMX
by HARMAN

7th
Sense



PLANAR
A LEYARD Company

visual engineering
LIGHTWARE

DATA PATH

Extron

pharos

LUTRON

M A
LIGHTING

E LATION
PROFESSIONAL

Martin
by HARMAN

PRODISPLAY

G L I M M
SCREENS INTERNATIONAL
The world leaders in Projection films

SAVANT

GVA LIGHTING

USA I
Lighting

evn-life
LIGHT PANEL INTEGRATION SPECIALISTS

VIOSO

CRESTRON

RENKUS-HEINZ

R D L
Radio Design Labs

ACCLAIM
LIGHTING

DISPLAY DEVICES
Design • Engineering • Manufacturing

Museum Technology Source, Inc.

QSC

VISTA GROUP
INTERNATIONAL

PANPHONICS

DA-LITE

Case Study

OASIS OF CULTURE



North-west of Saudi Arabia's capital Riyadh sits Atturaif – once the seat of governance of the House of Saud. In 1818 the city was seized by the Ottomans and subsequently abandoned until 2007 when an ambitious project to restore the site into an engaging and educational visitor attraction commenced. The ruins cover a staggering 58 acres, which have now been transformed into 16 museums and 20 outdoor multimedia shows.

One of the aims of the restoration was to earn the city recognition as a Unesco World Heritage Site, a goal that was achieved in 2010. As a result, there were strict stipulations on the development of Atturaif, and one of the crowning achievements has been to use projection to bring ruins to life without having to alter them physically in any way. The project is overwhelming with a myriad of architectural, design, consultancy and integration firms involved. It's hard to unpick, but the AV system design and installation effort largely comes back to Innovative Automation Design (IAD). Robert Cole, the company's CEO, first heard of the project in 2013. Cole takes up the story: "A contact of mine, John Brooks from Brooks-Flemming Associates, an engineering and project management firm out of Los Angeles, was working on a TV studio in Jeddah. A contractor there had been awarded the Atturaif project and asked John to come out and see it. That was in 2012.

*** Ask for full story or visit our website

Case Study

Vision 2030 is good for business in Saudi Arabia



US-based IAD set up Saudi systems integrator ACE to deliver projects in the Kingdom in 2011. CEO Robert Cole outlines even more opportunities: “There are lots of theme parks and 2,000 movie theatres opening across Saudi Arabia. Companies like AMC and VOX are getting involved.”

Cole [pictured above] says that there is still an underlying current that investors will look outside the kingdom for engineering expertise and technology deployment but adds ACE, the Saudi company he was involved in creating, is “making lots of waves”.

“There definitely is a lot of opportunity for companies within the kingdom,” he adds. “The issue the big firms outside of Saudi run into is they have to make a joint venture with the local partner to be allowed to work. Or they must go through SAGIA (Saudi Arabian General Investment Authority) to get their company set up in Saudi Arabia.”

*** Ask for full story or visit our website

Case Study

Integration Firm Automation Control Company Helps Bring Atturaif Living Museum to Life.

Use of D-Tools System Integrator software facilitated the successful execution of 16-museum, 58-acre, \$20 million retrofit project.



It isn't every day that King Salman of Saudi Arabia takes time to tour a project completed by Automation Control Energy Systems (ACE). Undoubtedly, the Kingdom of Saudi Arabia-based Systems Integrator that delivers fully automated systems to a variety of vertical markets has completed some significant undertakings, including the Al Nakhlah Tower, Marriott Courtyard on Olaya, Mall of Arabia in Jeddah, Saudi Arabia.

But only ACE's most recent accomplishment, the design & engineering, installation of audio, video, lighting, and control systems in the Atturaif Living Museum, warranted a visit from the king. The historical project, part of the UNESCO World Heritage Site and a major tourist attraction in the Middle East, spans 16 museums across 58 acres. "The museum, itself, is a city," says ACE General Manager Robert Cole. "ACE got involved due to the historical importance in Saudi Arabia and, most importantly, because it is the Jewel project of the Royal family of Saudi Arabia."

Encompassing 5,000 pages of technical drawings, schematics, Network LLD/ HLDS, Installation of 400 loudspeakers, 110 projectors within 130 exhibits, and seven light and sound shows, Atturaif Museum is, perhaps, ACE's most impressive integration to date.

Noting the critical foundational role system design played, Cole said, "We could not have managed, completed, or profited from this project without [D-Tools System Integrator \(SI\) software](#)."

Link to Full Article : <https://d-tools.com/ace-atturaif-living-museum-case-study/>

Case Study

Renkus-Heinz Helps Living Museum Tell Atturaif's Ancient History



One important feature of the Living Museum is an outdoor amphitheater situated to allow projections onto the old walls. Animations about the site's key role in the country's long story are currently being shown. Delivering clear sound to accompany the projections to an audience situated across the large open space was a difficult challenge, which was handled with highly controlled sound beams from a high-impact Renkus-Heinz

loudspeaker system, installed by Robert Cole of Automation Control Energy. "The biggest challenge was the huge area and the distances between the sound system and the public," points out Norbert Bau, Renkus-Heinz Middle East Sales Representative, "but as you would expect at a World Heritage site, there also is a particular need for impressively loud and clear sound." Naturally, cosmetics are important in a restored historic site, too. "There are architectural restrictions on what we can do here," Bau admits, "and the system needs to be as invisible as possible and not interfere with the projection."

The Living Museum installed left and right arrays of five Renkus-Heinz STLA/9R line array loudspeaker systems per side, which play to the wide margins of the space. The STLA/9R maximizes its output with dual CDT1.5 CoEntrant mid/high drivers and maintains constant directivity down to 200 Hz using Renkus-Heinz's exclusive Isophasic Plane Wave Generator technology. STLA/9R loudspeakers are RHAON-empowered for flexible analog and digital signal distribution, as well as loudspeaker management and control over an Ethernet network. Link to full article : <https://www.renkus-heinz.com/renkus-heinz-helps-living-museum-tell-atturaif-s-ancient-history>

Customer Quotes

"Working with Rob Cole, and his IAD & ACE team on the Atturaif Project was a pleasure. Rob's expertise and flexibility encouraged improvements to the design that optimized the specifications and cost. The project had many unique challenges and risks, however Rob's steady leadership and the quality of the IAD & ACE team lead to a successful delivery of an incredible project. - Daniel Henderer, AIA, Atturaif Design Supervisor"

CONTACT US

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