



### **A new Dubai firm hopes to replicate the success of Britain's Amscreen with advertising displays in retailers and at gas stations.**

SmartScreen is licensing Amscreen's displays and software for the Middle East and Africa, and has already signed up the Enoc and Eppco fuel chains as well as the Zoom convenience stores in Dubai's metro stations.

Advertising is being sold for SmartScreen by AIR Media.

"We were thoroughly impressed by Amscreen's network in the UK and were keen to replicate this in our territories," said Abdul Bakhrani, SmartScreen's CEO. "We already have one key petrol operator on board, and are really excited to see our forecourt network grow and to modernise digital-signage solutions in the Middle East and Africa."

Amscreen operates screens at more than 3000 sites in Britain and has recently launched its first push into continental Europe.

[www.amscreen.co.uk](http://www.amscreen.co.uk)

[www.smartscreen.ae](http://www.smartscreen.ae)