



COMPANY PROFILE

MSI Metrosmart International

INTELLIGENT ALUMINIUM
LIGHTPOLE AND STREET
FURNITURE SOLUTIONS BY
METROSMART INTERNATIONAL

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Metrosmart International :

Introduction

- MSI is an international company specializing in sustainable and renewable street, road, parks and gardens furniture and associated infrastructure for the development and integration of Smartcity technologies including, solar, CCTV and passive safe solutions around the world.



Beautifying Streets

MSI Metrosmart International

Metrosmart International Sponsor



Sheikh Hassan has a diverse portfolio of business interests linked to hi-tech marine equipment and other innovative technology companies which includes Metrosmart International



Metrosmart Group Chairman and Technical Director

Graham Vaughan

Graham's background is that of hydraulics, metallurgy, industrial manufacturing processes, product commercialisation and business development.

He has been involved in all facets of road infrastructure design and manufacture for over 40 years.

Graham is responsible for the continued research and development of all products within the growing range of quality products offered by Metrosmart International.

MSI Metrosmart International

Metrosmart International Group Director/ CEO

Christine Nash

Christine is a qualified lawyer of 40 years standing and has spent 10 years in the construction and streetlight pole industry.

She holds the following qualifications from the University of New South Wales:

B.A. LL.B. M.Ed., Dip. Soc. Dip. Ed.



Christine has diverse roles within the MSI. CEO and Director of Public Relations and Marketing. To this end Christine has successfully steered the company through the transitional pains of changing countries, the difficulties of registering and establishing commercial entities and the development of new regional relationships.

**Metrosmart International –
Asia Region CEO
Di Yang.**



Di, is an engineering graduate of Beijing University and Sydney University New South Wales Australia. Di, as the South East Asian director of Metrosmart is based in Guangzhou PRC.

Di is responsible for the oversight of China production and sales for the S.E.A region.

Di works closely with a our supply chain manufacturers overseeing the delivery of a variety of products ranging from bespoke solar solutions, aluminium poles, bollards, bespoke LED lighting solutions, Digital BMS and GMS solutions, cast and extruded aluminium precision components, die making etc.



Hemang Mistry

MSI Regional Manager – India
Senior Product Design Engineer for
MSI International Group

Hemang is Mechanical engineer with exceptional capabilities to execute the most challenging of technical design projects.

- Hemang as senior product design engineer is responsible for product concepts and development including but not limited to aluminium street light poles, gantries in aluminium, street furniture inclusive of bikes racks, trash bins, seating, automated drink fountains. Aluminium extrusion design and simulation.
- Head of additive manufacturing (MSI, India)
- Strength & Performance calculations for mono-structures in aluminium, steel and as composite structures.
- Design and development of IOT management platforms for smart solar systems and other infrastructure as required, which will also include solar shade car charging stations.
- Preparing and or overseeing of production drawings.

GLOBAL PRESENCE

Metrosmart International Offices –
Hong Kong PR of China, Dubai UAE,
Doha Qatar, Gujarat India.

Projects by Country:

Australia

Malaysia

Singapore

China

GCC –

UAE - Abu Dhabi, Dubai, Al Ain

Qatar

Oman - Muscat, Ibra, Sohar

KSA - Jeddah, Riyadh

United States Of America –

Pittsburgh Pennsylvania, Huston Texas, Santa Cruz

California, Pearl Harbor Hawaii

Pole products manufacturing:

Europe, China, India, Qatar.



WHY ALUMINIUM ?

Aluminium Products for Extreme Environments Mega Winter Storm in the Great Southern Ocean

Sydney New South Wales - Australia

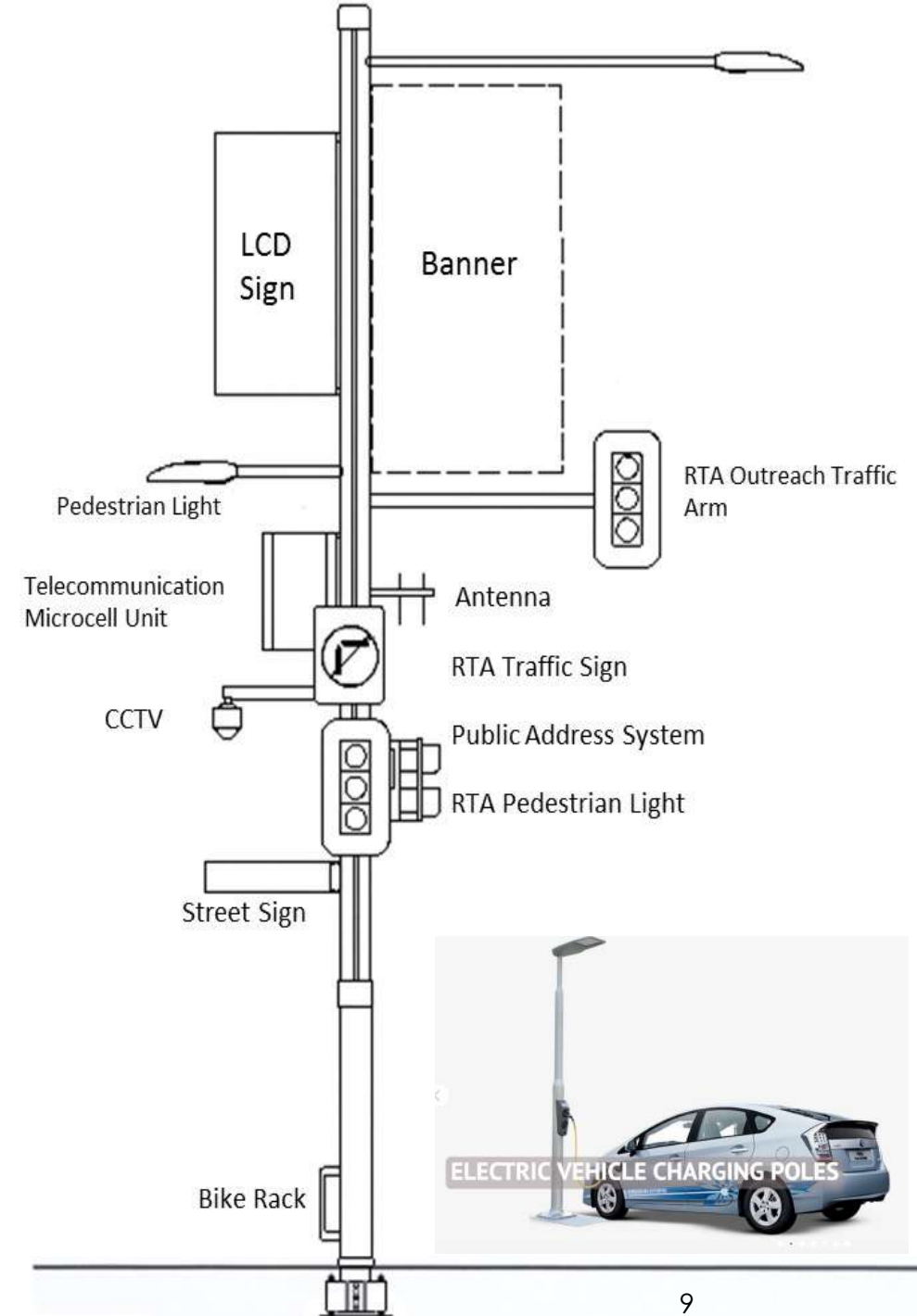
**Wind Speed 203km – Waves 6m
Pole design and Strength Calculation by MSI**

**Does Your City Deserves the Best?
There is no other metal suitable for use
in or near the sea.**

SMART POLE CONCEPT

Multifunctional pole is a single streetpole that has the flexibility to be:

- ✓ a street light,
- ✓ a pedestrian light,
- ✓ a traffic light,
- ✓ a street sign,
- ✓ a parking meter,
- ✓ a cellular network phone relay, (5G)
- ✓ an advertising display panel, (banner- lightbox -digital display)
- ✓ a security camera,
- ✓ a public address system and emergency assembly point,
- ✓ a bike rack



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SMART POLES

Singapore



Smartpole Series Smartpoles with Metrolight LED lighting:

Heights: 4m, 6m, 8m, 10m, 12m, 14m 16m.

Installed Orchard Street, Princess Park, Singapore. Wind Terrain Category 0 / Class 1

Safety Category - Fully Frangible and Non Passive.

Structural Warranty – 40 yrs

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Q SERIES – URBAN STREETScape LIGHTING



AL BIDDA ROAD (RED ROAD) DOHA



Metrosmart technical director Graham Vaughan checking a new extrusion for the Al Bidda project at our Dutch factory in The Netherlands.

Al Bidda Smart aluminium Pole with programable RGB back-lit decorative panels, and Metrolight integrated in-pole Street Lighting system.

Heights: 4m, 6m, 8m, 10m, 12m

Wind Terrain Category 2 / Class 2

Safety Category - Fully Frangible
Structural Warranty – 40 years
Finish – Powdercoat



Education City Doha Tusk Series & Bollards

**Passive Safe Smartpoles:
Heights: 6m 8m, 10m and 12m**

Wind Terrain Category 2 / Class 2

**Safety Category - Passive Safe.
Structural Warranty – 50 years
Finish - Silver Anodised**

WHY NEO CLASSIC SERIES

Central Doha Beautification Project

Multifunctional pole is a single streetlight pole that has the flexibility to be:

- ✓ a Passive and or non passive street light pole
- ✓ a street light,
- ✓ a pedestrian light,
- ✓ a traffic light,
- ✓ a street sign,
- ✓ a parking meter,
- ✓ a cellular network phone relay, (5G)
- ✓ an advertising display panel, (banner- lightbox -digital display)
- ✓ a security camera,
- ✓ a public address system and emergency assembly point,
- ✓ a bike rack



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20M NEO CLASSIC SERIES – NATIONAL MONUMENT LIGHTING



**20m Neo Classic
Smartpoles aluminium Pole with
Metrosun LED lighting: available in
heights: 4m to 20m**

Wind Terrain Category 1 / Class 3

Safety Category - Non Passive.

Structural Warranty

Finish - Gold and Silver Anodise



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NEO CLASSIC SERIES – URBAN STREETSCAPE LIGHTING



**Neo Classic Passive
Safe Smartpoles with Metrolight
LED Street and LED Strip lighting:**

Heights: 10m and 12m

Wind Terrain Category 2 / Class 2

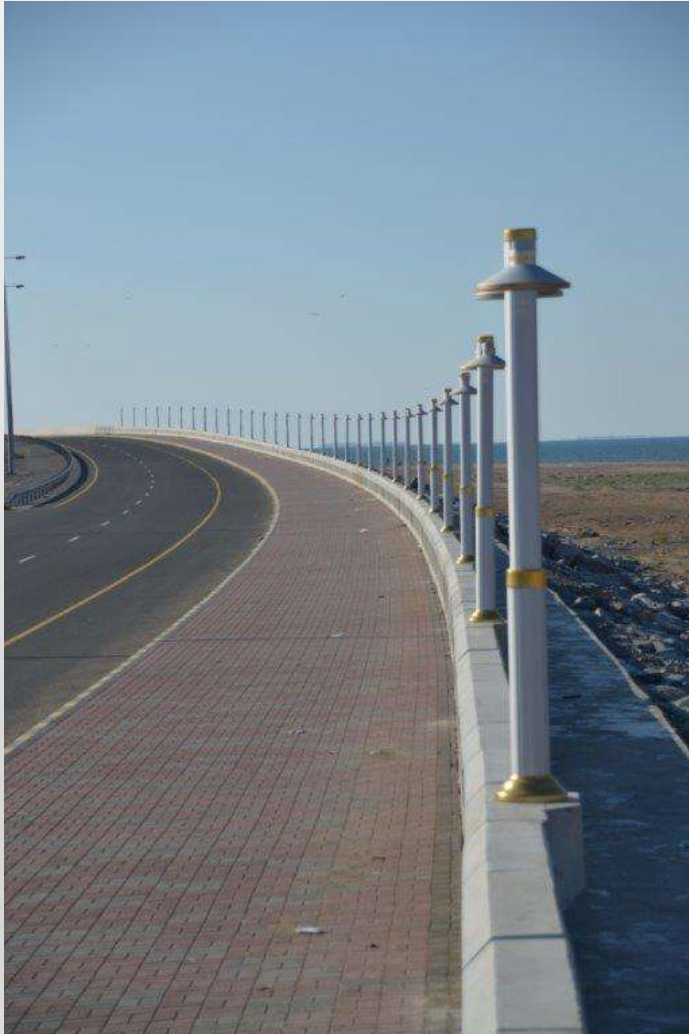
Safety Category - Passive Safe.

Structural Warranty – 40 years

Finish Gold and Silver Anodise

MSI Metrosmart International

NEO CLASSIC SERIES – URBAN STREETScape LIGHTING



**Neo Classic Passive
Safe Smartpoles with Metrolight LED
Street and LED Strip lighting:**

Height: 3m

Wind Terrain Category 2 / Class 2

Safety Category - Passive Safe.

Structural Warranty – 40 years

Finish Gold and Silver Anodise



Batinah Coastal Road Oman – In Gold & Silver Trim

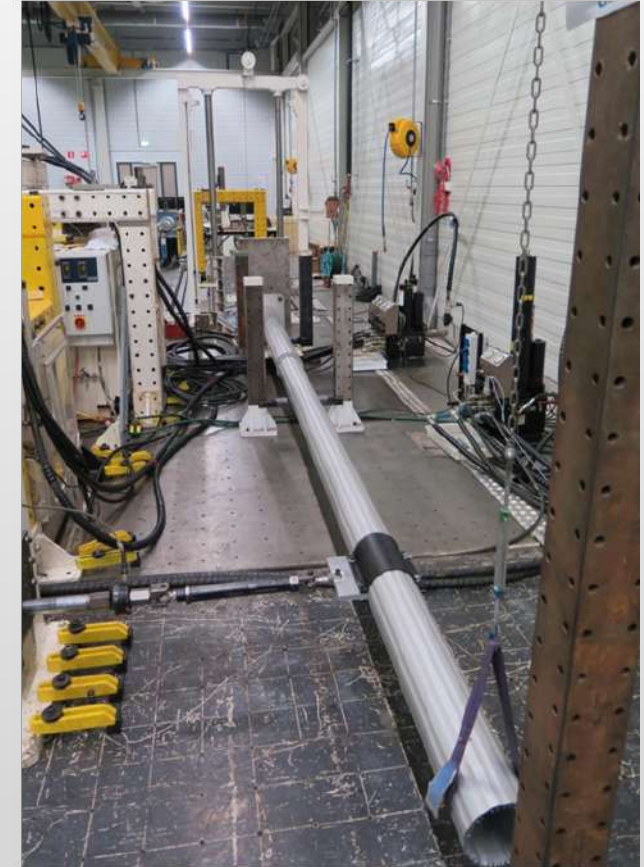
Research & Development – Europe – China & India



Developing new twin arm 12m decorative multifunctional pole

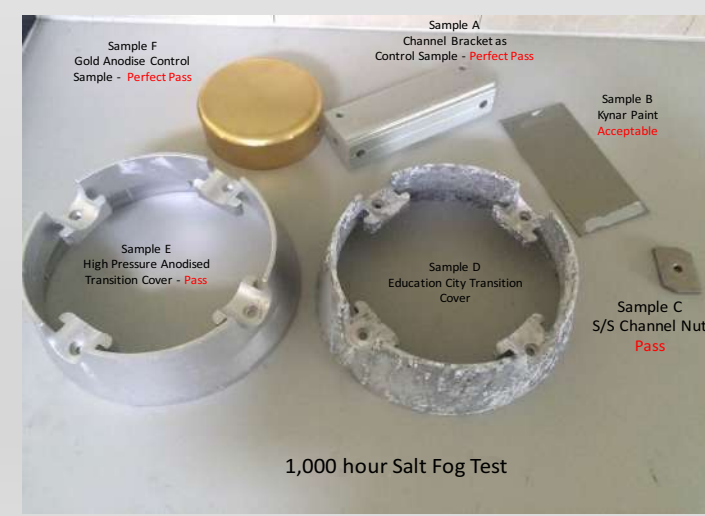
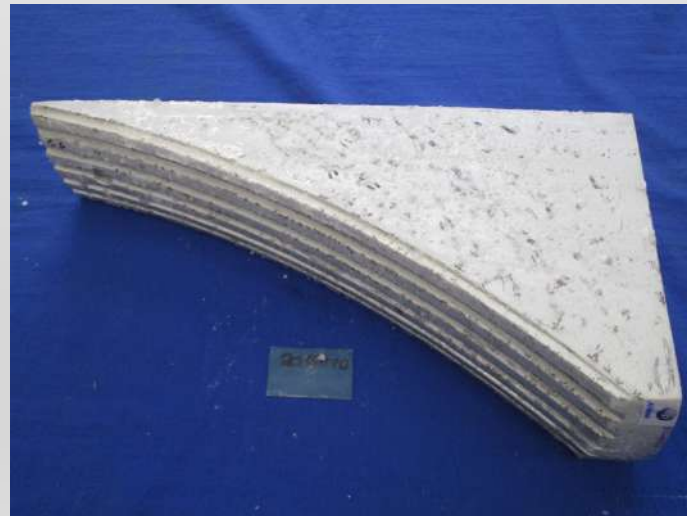
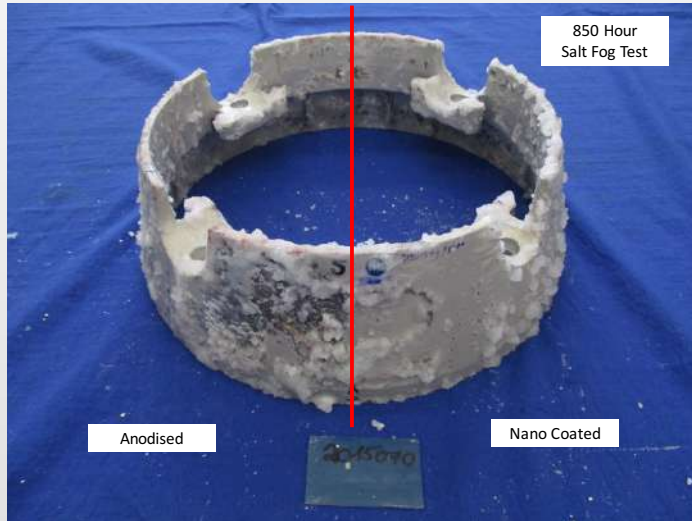


Developing IP68 LED light modules using Cree Diodes and MSI Heatsink lens and housing, and integrating into Pole Light Arm



5 Million cycles deflection test equivalent to 60 years in the field

Research & Development – Europe – China & India



1,000 Hour Salt Fog Test Samples for Education City & Oman Sea Wall – Batinah Hwy

MSI Smart-pole Series– CCTV – Streetlight – Solar Pole



Double door access to twin batteries bank and MOI Surveillance. Doors are integrated into pole without hinges and each door has two security locks. Pole Location City Centre West Bay.

Fully solar compatible

Smart-pole SERIES (SMART INTELLIGENT MULTIFUNCTIONAL POLE)

THIS SMART-POLE SERIES WAS DEVELOPED IN QATAR, TO MEET THE EXTREME HEAT AND SALT AIR CONDITIONS THAT ARE SO DESTRUCTIVE TO POLE PRODUCTS AND THE VAST ARRAY OF ELECTRONIC EQUIPMENT TO IS HOUSED WITHIN THE MODERN SMARTPOLE/CCTV SURVEILLANCE POLES.

THIS POLE PROVIDES, SUPERIOR VENTILATION FOR KEEPING POLES COOL, AND HAS THE CAPABILITY OF HAVING FULL LENGTH ACCESS DOORS ON EITHER ONE OR TWO SIDES WITH AFFECTING POLE INTEGRITY THIS ALLOWS FOR FULL AND EASY ACCESS FOR ALL MAINTENANCE TECHNICIANS TO REPLACE ALL INTERNALLY HOUSED ELECTRICAL COMPONENTS.

POLE HEIGHTS TO 2M TO 10M
100% ALUMINIUM
PASSIVE SAFE FOR SAFER ROADS
STRUCTURAL WARRANTY – 40 YEARS.

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MSI SMART-POLE

Aluminium Passive Safe Aluminium Poles :

Height: 2m to 10m

Wind Terrain Category 2 / Class 2

Safety Category - Passive Safe.

Structural Warranty – 40years

Finish – Anodised or Powdercoated

Pole Capabilities, Functionalities & Features

- Modular design that allows the pole diameter to be expanded or contracted in any direction to be able to best accommodate any size electrical component, electrical switchboard, battery size or shape or number of batteries,
- Dual access doors that allow for easy access to all in pole technologies such as, solar control systems, battery management systems, 5g management and control equipment, MOI CCTV monitoring systems, street lighting drivers & cutout boxes and much, much more.
- Ability to have decorative back lit panel lighting, digital advertising panels,
- Ability to retrofit with solar panels for remote or stand alone operational capabilities.



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MSI SMART-POLE



MSI LED Modular Lighting Solutions



MSI Smart-pole has the ability to have fully integrated modular lighting idea for 360 degree lighting for flood lighting open areas such as Plazzas, parade grounds, carpark, sea & airports, etc.



Qatar providing a smarter, safer future Today

MSI Metrosmart International

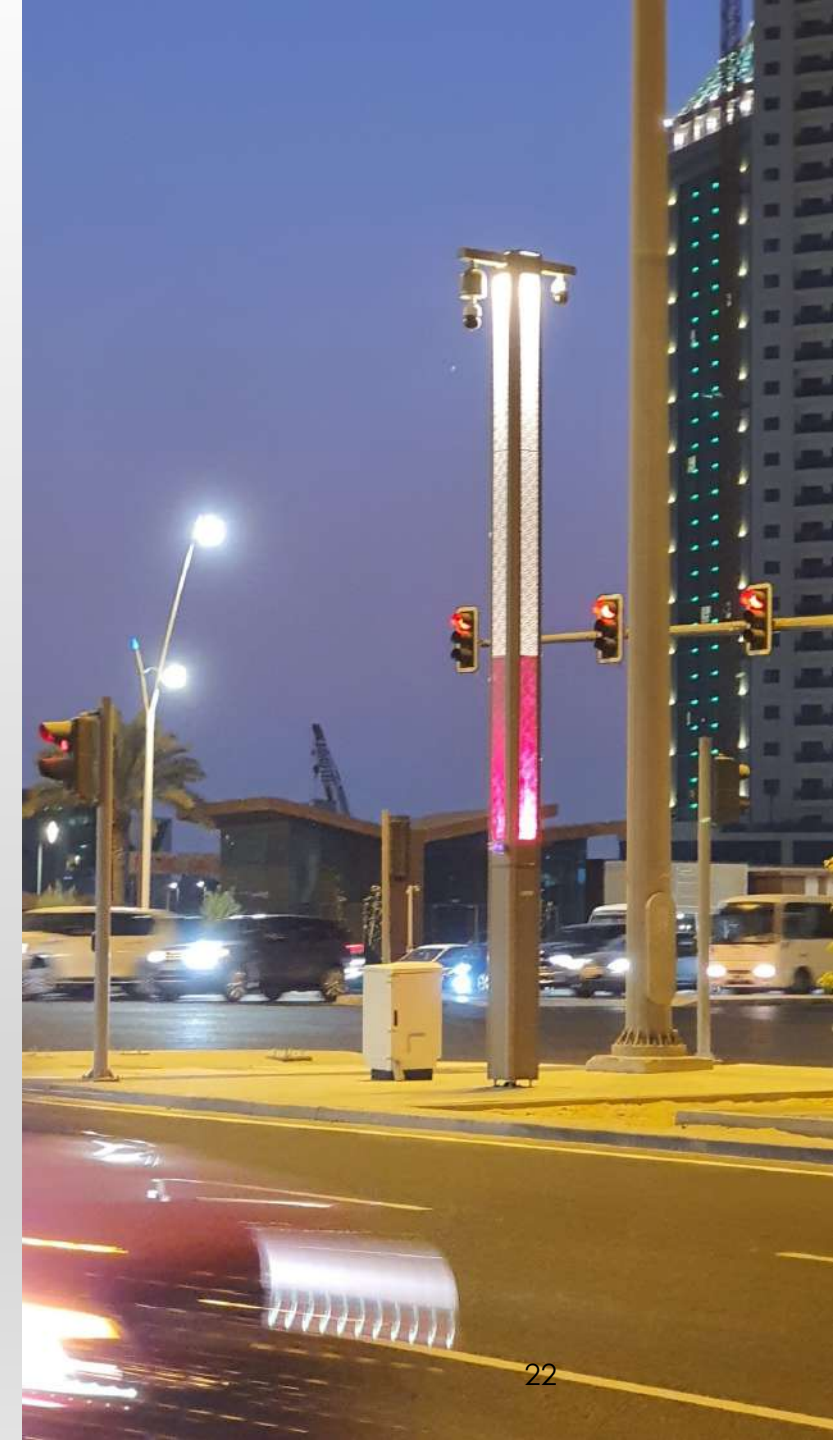
MSI Smart-pole SERIES

Qalex and MSI seamlessly combine to provide Qatar with the highest quality projects such as bespoke lightpole systems of national significance.

Qalex and MSI also bring to Qatar and world markets Passive Safe street light poles and Passive Safe CCTV camera poles which are a significant weapon in combating deaths and serious injuries of national road users and international visitors alike.

Metrosmart International “MSI” are also an Ashghal Approved Supplier and will be sharing its knowledge and expertise in appropriate material specifications, such as choice of alloys in Aluminium, stainless steel and steel, performance stress and testing, and corrosion control and mitigation.

The collaboration of these companies brings their clients and Qatar the ultimate in quality, design excellence and manufacturing capabilities. Being locally based increases the ease of collaboration, communication, reduces delivery lead times and allows ready and direct access for the customer to work with the project delivery team.



MSI Metrosmart International

Metrosun Solar Solutions

By Metrosmart International

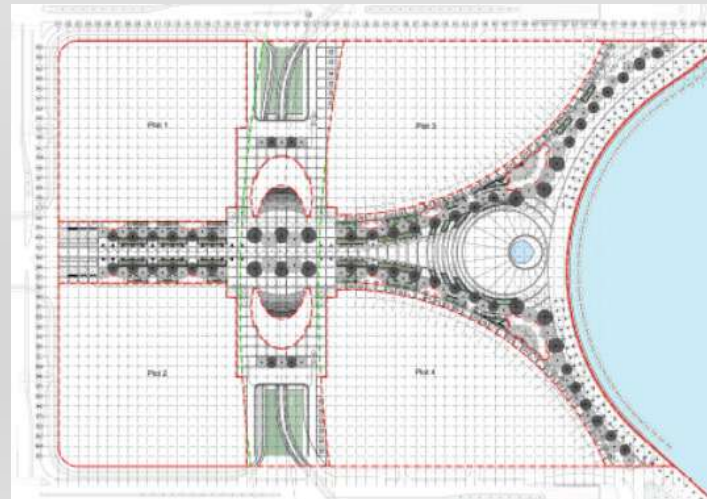
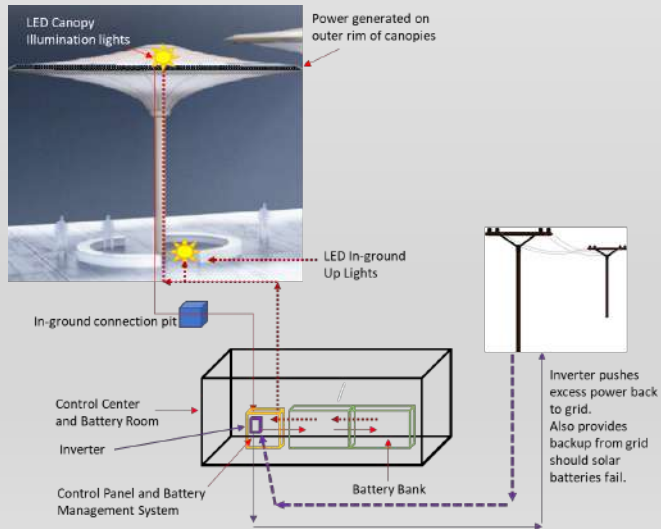




20W Intelligent multi-mode integrated solar street light

- 1, Exclusive model, GB 6063 all-aluminum lamp body, imported high-efficiency monocrystalline silicon solar panel; microwave radar sensing distance >10 m; various mounting brackets with adjustable angle; integrated waterproof battery controller protection; Easy to replace.
- 2, Users can set the lighting mode through the function mode switch according to local environmental requirements and practical applications

All-in-1 solar street LED lights, from 20W to 200W and colour temperature ranging from 3000K to 6500K.



**Canopy lights:
Full Solar Design including with back to grid functionality.
Designed and delivered by Metrosmart International.**

MSI Metrosmart International

PASSIVE SAFE POLE SYSTEMS



**NEO CLASSIC
PASSIVE SAFE POLE SYSTEMS**

**PROTECTING ALL ROAD
USERS,**

**MSI IS THE ONLY COMPANY IN
THE GCC THAT PROVIDES : -**

- **PASSIVE UTILITY LIGHT POLES**
- **PASSIVE SMART POLES**
- **PASSIVE DECORATIVE POLES**

**Public Safety
Passive Safe Poles –
Full BS & EN and QCS 2014
Certification**

MSI Metrosmart International

MSI Conical / Tapered Passive Safe Poles



Conical Passive Safe Aluminium Poles :

Height: 14m

Wind Terrain Category 1 / Class 2

Safety Category - Passive Safe.

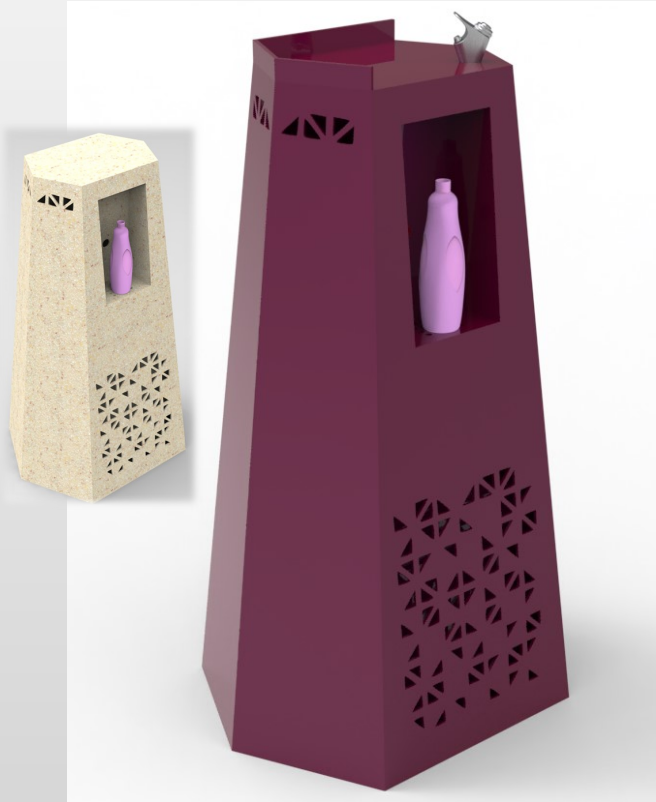
Structural Warranty – 25 years

Finish - Brushed

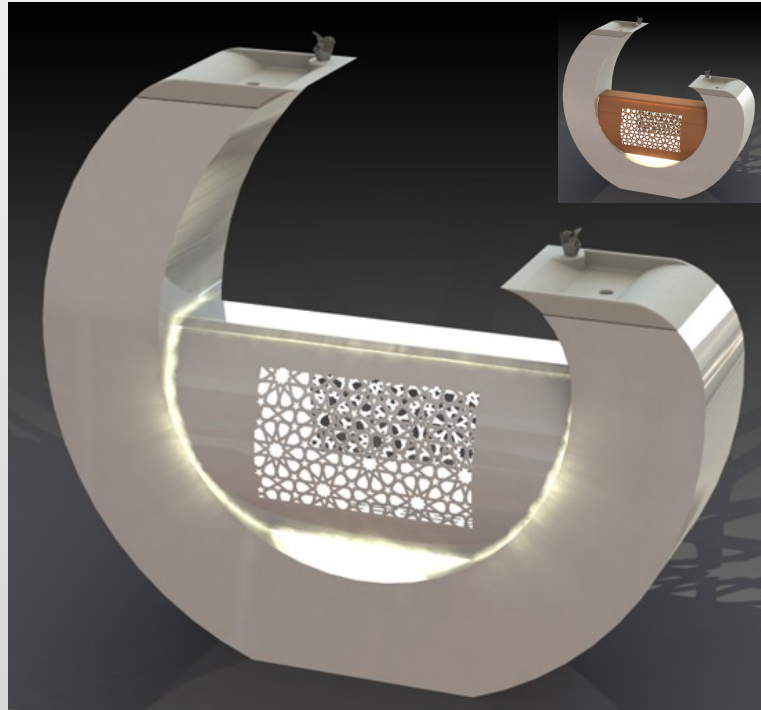
Installed Al Rayyan, Doha Qatar



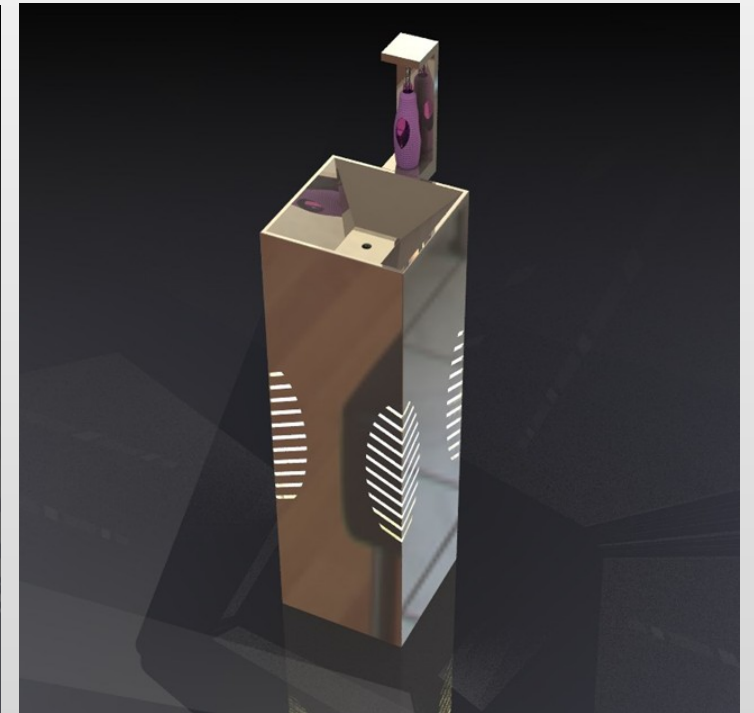
MSI Metrosmart International Chilled Water Drink Fountains



"The Citadel" RAL 4007 chilled water drinking fountain/bottle filler



"The water drop" chilled water drinking fountain/bottle filler



"The water square" chilled water drinking fountain/bottle filler

Chilled Water Drink Fountains with touchless proximity actuation, featuring Able bodied, wheelchair accessible drink bubblers, a bottle filler and pet bowl all as standard features.

LETTERS OF RECOGNITION



www.lumatron.com

Date : July 07, 2021
Reference : MSSSCL070721
To : M/S Metrosmart International
Subject : Reference Letter

Dear Sirs,

As a good client and friend to Mr. Graham Vaughan, it is my pleasure to provide a reference for Metrosmart a company with whom we have enjoyed a very good relationship at least for the last 5 years. We were proud to be awarded the Al Bidda Road project and when it came to choosing the right company to manufacture streetlight poles for this prestigious project we knew that there was no better company to choose than Metrosmart International their reputation in delivering a couple of years earlier the beautiful light poles in Education City assured me of that. We are hoping to work with them again on the near future and are pleased to have this opportunity to write this reference for them.

Best Regards,

Samer Safa
Senior Account Manager
Lumatron Qatar W.L.L.



LUMATRON QATAR W.L.L. QATAR TOWER (BUILDING 35), 30TH FLOOR, WEST BAY - DAFNA, STREET 1 920, ZONE 63, DOHA, QATAR. P.O. BOX 80917.
TEL: +974 4462 2991, +974 4462 2038, +974 4412 9421, FAX: +974 4462 2992, EMAIL: info@lumatron.com
ISO 9001:2015 CERTIFIED

UNITED ARAB EMIRATES
MINISTRY OF INFRASTRUCTURE
DEVELOPMENT



الإمارات العربية المتحدة
وزارة تطوير
البنية التحتية

To Whom It May Concern

This letter was given to Metrosmart International FZCo. As part of the Ministry of Infrastructure Development policy to increase road safety, a very important aspect to be developed as integral part of the Road Infrastructure is Passive Safety.

United Arab Emirates government wants to lead the Smart Cities Technologies, and the introduction of passive safe poles can be considered one of the main elements on this aspect avoiding the risk of collisions with rigid poles, while working towards meeting the goals of the Traffic Safety Federal International Centre that has been announced in 2016 by the Minister of Infrastructure Development.

Meeting the expectations of the UN DECADE OF ACTION, and especially considering the recent unfortunate events happened in UAE roads (where fatalities were related directly to crashing poles); MoID is working hardy to do a Crash Test Program applied to Safety Poles. This test will allow increasing the public awareness in this field, reduce the fatalities due to car crashes against rigid non-passive poles and introduce the passive safe poles technology and the corresponding standards. This Crash test has already attracted the attention of governments as UAE regional administrations, Qatar, KSA, China and India government agencies and private companies as NOKIA GLOBAL.

The Crash Test will be the initial point to attract high technology companies to setup factories and investment within UAE, since nowadays this type of events have place only in Europe, USA and Australia and will give UAE a top position amongst countries, which are more committed with road safety worldwide.

Therefore, we would like to coordinate with all the governmental institutions to support us and participate in this event, which will lead to the development of road safety standards especially in the implementation of passive safe poles for the well-being of our UAE road users.

Eng. Ahmad Abdullah Al Hammadi
Director of Roads Department

مكتب تطوير البنية التحتية - الإمارات العربية المتحدة - UNITED ARAB EMIRATES - P.O. BOX 1408 - دoha

مكتب أبوظبي - P.O. BOX ABU DHABI 611 - مكتب الشارقة - P.O. BOX SHARAJH 1515 - مكتب رأس الخيمة - P.O. BOX RAS AL KHAYMAH 454 - مكتب العين - P.O. BOX 603 - مكتب العين - P.O. BOX 603



雄利私人有限公司
STRONGLY LIGHTING PTE LTD

Date : 24th Jun, 2021

Co Reg No : 199308502Z
email: enquiries@stronlite.com.sg
Website : www.stronlite.com.sg

Our Ref : SL/SC/2021/024

Dear Mr. Vaughan,

Subject: Letter of confirmation of supplier performance.

I'm delighted to respond to your request for a letter of recommendation for any purpose you may wish to use.

Therefore, to whom it may concern, we can confirm the following:

In year 2014, Metrosmart has supplied our company with multi-functional aluminum clad steel lighting poles, of about 200 poles with heights from 3.5m to 12m, for our civic district. Being multi-functional, the poles allow for attachment of various accessories eg. banner, CCTV, road signs, wifi, power socket etc.

MSI also designed and supplied a 20 meter bespoke monument lighting tower.

We are happy to inform that to date we have not receive any complains on your products delivered.

Due to the well-received products, it has created the opportunities for us to work with a few agencies, namely Singapore Sports Hub, Changi Airport, to propose lighting poles specific to their design requirements (multi-functional & solar) which is still in the development/evaluation stage.

In addition to the above, for the last three years, Metrosmart with its joint venture partner Nork Hydro has flown on many occasions to Singapore, to advise Singapore Land Transport Authority, in its plans to introduce aluminum passive safe poles as part of a road safety upgrade program.

I'll be happy to speak with any person wishing more detailed information should that be required.

Yours sincerely,
Scott Cham
Strongly Lighting Pte Ltd

30 Tannery Road
#03-05 Ruby Industrial Complex
Singapore 34740
Tel : 65-62922302
Fax : 65-62981198



Page 1 of 1
YOUR CHOICE TOWARDS QUALITY LIGHTING

LIGHT & EMOTIONS

LETTERS OF RECOGNITION

P.O. Box 876, P.C. 133
Al Khuwair, Sultanate of Oman
Tel: 24479584
Fax: 24479057
CR. No. 1028879
Email: admin@rhr-group.com



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هاتف: 24479584
فاكس: 24479057
الرجسٲر للتجاري رقم : 1028879
الموقع الإلكتروني : www.rhr-group.com

REF: TI/HR/OL/100508072021

Date: 08/07/2021

To Whom It May Concern

It gives me great pleasure to write a reference for the principals of the Company Metro Smart International.

I met both Graham Vaughan and Christine Nash the very week they had relocated to Oman from Australia in February 2013.

They did a presentation for me of their innovative sustainable products which included aluminum poles and bollards as well as LED lights and solar lights it was the first time that we had seen such products in Oman.

I have been working at the Muscat Municipality for many years and had never seen such quality and beauty of products as shown to me by them.

As a result of the introduction of these green sustainable products our Road Infra Structure Department of the Oman Government led by Mr. Tarek Hegazi became interested and involved so that by 2014 MSI were already being asked by the MOTC to put in their silver and gold light poles on the sea wall between Oman and Dubai on the Batinah Highway and sea wall.

I have recently examined them and 7 years later they are as good as the day they were installed.

My company HRH together with the Muscat Municipality then commissioned them to design, build and supply their silver aluminum poles into an exclusive resort and residences area in Muscat, Saraya Bander Jissa which they did as per schedule and without any defects that was in 2015. To this day we have not had one complaint as to either the poles or the lights. The builders and installers were Carillion.

Ms. Christine Nash did a presentation to Councilors and stakeholders at the Grand Hyatt in Muscat which I attended this was so well received that as a result, MSI was immediately asked to become involved in another project to provide their street light poles into Al Sharqiyah University in Ibra.



P.O. Box 876, P.C. 133
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They did this in 2017. I have been around to see all their installed projects and know that everyone who has had dealings with MSI is satisfied with their performance and the quality of their products.

Proof of how well MSI is regarded in Oman is repeat work from of various stakeholders, including myself.

I have approached them again this year to provide me with their latest products as well as to see if they can design and build and supply Telecommunication Towers as various companies including a number of Telecommunications companies including OMAN TOWER, COREDOO and OMANTEL are interested in doing projects with them in the near future.

I have no hesitation in providing this reference for them and should you wish to contact me via email, what's app or phone please feel free to do so.

Yours Sincerely skills and enhance your knowledge with us.

Thank you



Jameela Parveen Farook

RHR Trading
Sultanate of Oman



FORZA FOR ELECTRICAL AND LIGHTING L.L.C.

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فورزا للكهرباء و الإنارة ذ.م.م.

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فاكس : +971 2 6226607
موبايل : +971 504436073

Date : 08-07-2021
Ref.: FOR/LET/118/21

To Whom it may concern

I have the pleasure of writing this reference for Metrosmart International who have supplied us with the World first 20 metre all aluminum 18 High Mast poles in the world no steel core . Not only is it a High Mast pole but it is a beautiful one to complement our impressive new Sheikh Khalifa Mosque in Al Ain UAE as the poles are in anodized silver and gold aluminum with 10 High Mast lights and specially designed brackets by MSI and it was designed and manufactured specifically for our company Forza for this project and delivered with no defects and on time.

We are very proud to be associated with MSI and so happy that we chose the right company as to this day the poles are in perfect condition even though they were installed four years ago.

We look forward to doing other projects hopefully with this reliable and innovative company in the not too distant future.

Yours sincerely

Osama Haroun

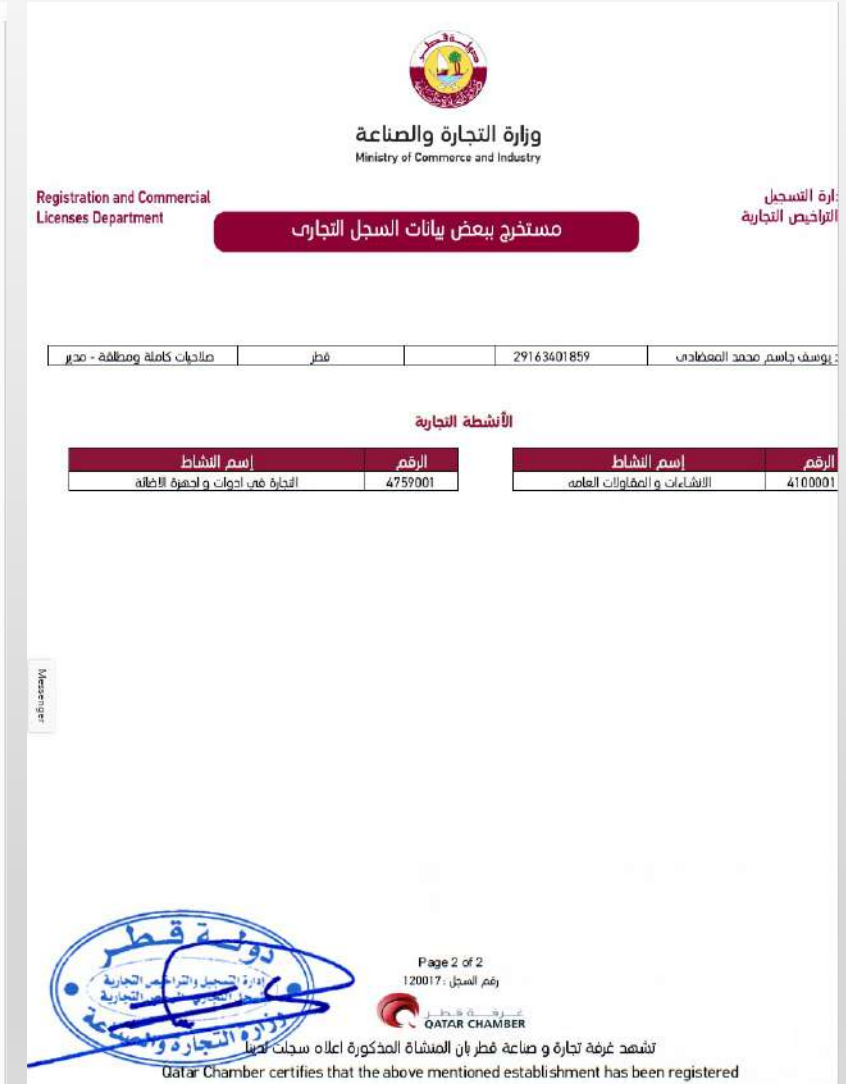
For your kind information and necessary action.

Best Regards,

FORZA FOR ELECTRICAL AND LIGHTING L.L.C.



**OSAMA HAROUN
MANAGING DIRECTOR**



MSI Metrosmart International

Contact Us

Christine Nash – Phone +974 33650081 - Email: cnash@metro-smart.com

Graham Vaughan - Phone +974 5568 0090 - Email: gvaughan@metro-smart.com

**The End
Thank You**