

GEMM PRODUCTIONS AT DEAL EXPO 2024 DUBAI: CELEBRATING 30 YEARS OF GLOBAL AMUSEMENT INDUSTRY INNOVATION

The Dubai Entertainment Amusement & Leisure (DEAL) show concluded its 30th edition, affirming its status as the premier event for the amusement industry in the Middle East & Africa. DEAL 2024 showcased an impressive array of innovations, with 300 exhibitors from 40 countries and over 10,500 visitors from more than 112 countries converging at the Dubai World Trade Center. This year's expo highlighted advancements in technology, arcades, redemption games, amusement rides and themed entertainment, demonstrating its pivotal role in fostering strategic alliances and launching groundbreaking projects. Among the highlights, GEMM Productions unveiled the Elite Sports Simulator, an innovative, space-efficient solution that captivated attendees, building on their previous success at DEAL Expo 2023. Our commitment to innovation was evident in the immersive experience across 60+ Sports and over 3,500+ playable sporting venues, powered by photometric camera technology and Infrared lighting. This approach not only enhanced brand exposure but also reinforced leadership in sports simulation technology. DEAL Expo has become synonymous with innovation and collaboration in the entertainment sector. GEMM Productions' participation exemplified how exhibiting at such events can foster ongoing partnerships and drive industry growth. The expo's ability to attract a wide audience and provide a platform for showcasing the latest technological advancements underscores its significant impact on the global entertainment and amusement industry. DEAL Expo 2024 not only celebrated its 30th milestone but also set the stage for future innovations, promising continued growth and development in the entertainment sector. Click to View the Sports Simulator Blog.

