

Disguise Expands Presence in the Middle East to Support the Next Frontier of Immersive Projects

Strategic partnerships, new entities and local team growth underscores Disguise's commitment to supporting the region's fast-growing immersive landscape

LONDON, UNITED KINGDOM, June 8, 2026 /EINPresswire.com/ -- Disguise, the technology platform that has powered visuals for landmark events and across the Middle East for venues including [MDLBEAST Soundstorm](#), the Burj Khalifa and [Al Wasl Dome](#), today announced it is deepening its commitment to the Middle East. The company is establishing a new

business entity in Saudi Arabia later this year, with plans to open another in the United Arab Emirates in 2027, plus making key regional hires and forming strategic partnerships with advisory firm Tanmiya and production consultancy A Loud Minority to better support customers and partners across the region.

The expansion builds on Disguise's established presence across the Middle East, where its technology has supported a growing number of live events, immersive experiences and cultural projects. By formalising its regional footprint, Disguise is creating a stronger foundation for long-term collaboration across Saudi Arabia, the UAE and the wider MENA region.

"The Middle East has been an important market for Disguise. For years, we have worked with some of the UAE's most innovative venues, attractions and live events," comments Raed Al Tikriti, Chief Product and Technology Officer at Disguise. "Over that time, we've seen immersive technology become increasingly central to how experiences are designed and delivered. Strengthening our presence in the region allows us to build on that history while supporting the next generation of projects taking shape across the Middle East."

"Our expansion in the region is a natural next step," says Sarah Lewthwaite, SVP of Customer



Terhal by Dragone

Excellence at Disguise. "It allows us to be closer to our customers and partners, strengthen local collaboration and provide the hands-on support needed to deliver complex projects in the region. By growing our team on the ground, we're ensuring customers have direct access to the expertise they need throughout every stage of a project."

As part of this regional focus, Disguise has confirmed a strategic partnership with Tanmiya, an international investment and advisory platform. Tanmiya will support Disguise in establishing and growing its presence across Saudi Arabia and the wider MENA region, facilitating connections and enabling access to key opportunities aligned with the region's investments in live and immersive experiences.

"We are excited to support Disguise's growth in Saudi Arabia and across the wider Gulf," comments Bandar Al Saud, Partner at Tanmiya. "Disguise's offering is genuinely differentiated, it is not only the leading enterprise solution in the category, but a canvas for creators to push the limits of what video can achieve artistically and experientially. It is exactly the type of technology infrastructure the region demands as it becomes the leading global destination for premier entertainment and live experiences."

Disguise is also partnering with technical production and design consultancy A Loud Minority – the company behind renowned shows and installations across the Middle East, including [Terhal by Dragone](#) in Saudi Arabia and UNTOLD Music Festival in the UAE. A Loud Minority will collaborate closely with Disguise to support projects across the region, bringing deep creative and technical expertise in live entertainment and immersive experiences.

To further strengthen its regional capabilities, Disguise has made a strategic new hire to support customers and partners across MENA. Issa Al Azry, based in Dubai, joins Disguise as Solutions Design Specialist, bringing extensive experience across immersive technologies, live events and complex technical system design. He will work closely with customers and partners across the region to support the ideation, design and delivery of complex immersive projects.

"Having teams closer to customers and partners in the region makes a real difference," says Issa Al Azry. "I'm excited to join Disguise at a time when local presence, collaboration and trusted technical support are becoming increasingly important for delivering ambitious immersive experiences across MENA."

Alongside Issa, a second regional hire is currently in progress. These appointments reflect Disguise's continued investment in providing hands-on creative and technical expertise locally, ensuring customers have direct access to support throughout every stage of a project lifecycle.

New offices in Saudi Arabia in 2026 and the UAE in 2027 will serve as regional hubs for Disguise's expanding team, enabling closer collaboration with customers across MENA and providing key creative and technical support on the ground. Together with its partnerships and hires, these new entities reflect Disguise's long-term commitment to being present for customers and

partners in the region and continuing to support the delivery of ambitious immersive projects across the Middle East.

Larissa Mori

Liaison

larissa@liaisonpr.com

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