

ONLINE MAGAZINE

MOBILE APPS & E-COMMERCE

What Is Metaverse?

How does
Metaverse
Work?

How Will The
Metaverse
Impact The
Business World

How To Boost Your
Mobile App
Downloads?

Machine Learning
And Its
Impact
On The
Ecommerce



TABLE OF CONTENTS /



METAVVERSE

What is the metaverse?.....	06
How does the Metaverse work?.....	11
How Will Metaverse Impact The Business World.....	14

E-COMMERCE

Machine Learning and its Impact on the Ecommerce Industry.....	22
7 Tips To Make Your E-Commerce Site Trustworthy.....	27

MOBILE APPS

How To Boost Your Mobile App Downloads.....	35
Top 10 Fitness Mobile Apps of 2022.....	40

Imagine a 3D digital world where you can work remotely, visit digital e-commerce stores, hang out with friends from any corner of the world, and enjoy digital concerts & so many activities from the comfort of your home.

All these things are possible in the metaverse platform powered by optimized technologies. As we all know, the metaverse concept originated in 1992, but a few decades later how big companies like Meta, and Microsoft are approaching it & making their own metaverse platform.

In this edition of the magazine, our feature article discusses the concept of Metaverse. We describe what it is, what it encompasses, and its current state.

We also explain how it works, and what impact it can have on the business world.

In the ecommerce section, we first explain the impact of machine learning on the ecommerce industry and 7 tips to make your ecommerce site trustworthy.

In the mobile app section, we list out our best tips to boost mobile app downloads and share the top ten fitness mobile apps of 2022.

I wish all our readers success and hope you benefit from the information presented in the magazine and stay with us in the future.

Rajib Roy

(CEO, Royex Technologies)

ABOUT THE EDITOR



Rajib Roy is a software developer, entrepreneur, and author of two Books. He obtained a Bachelor's in Electrical and Electronic Engineering from Chittagong University of Engineering and Technology and a Master's in Computer Engineering from Heriot Watt University. Today, Rajib lives in Dubai, with his wife and his two sons. In his day job, Rajib runs his own Mobile apps and Ecommerce site Development company named [Royex Technologies](#), with branches in Dubai, Qatar, India, and Bangladesh. He has been instrumental in the start-up of several businesses and been responsible for building several projects.

METAVERSE

Latest happenings in the world of Metaverse



A Metaverse is a virtual reality simulation. In these virtual worlds, users may attend concerts, visit art galleries, and travel to exotic locations using a virtual self – a custom-made avatar that can appear as they choose.

Many analysts regard the metaverse as a three-dimensional representation of the internet. Basically, it's a place where you live your digital life that exists alongside the actual world. A world where you and other individuals each have an avatar with which you interact.

The metaverse is essentially a three-dimensional version of the internet that is considered the inevitable next step in development and may be accessible through a single portal.

In the first article, we explain what the Metaverse is all about. We explain what technologies power it, and what its possibilities are. You will learn what hardware and software components you need to access the metaverse and who are leading the race in the field of Metaverse.

The second article sheds light on how the Metaverse works by combining the real and the virtual world.

In the third and final article, we explain how the Metaverse will impact the business world. We explain how it will impact the ecommerce industry, virtual goods, marketing, real estate, entertainment, branding, and more.



06 WHAT IS THE METAVERSE?

The metaverse is a rich visual world with a certain level of reality where people can work, play, shop, and engage in a holistic sense.

14 HOW WILL THE METAVERSE IMPACT THE BUSINESS WORLD

As the demand for virtual solutions to common problems develops, so does interest in the metaverse - a shared virtual world.

11 HOW DOES THE METAVERSE WORK?

Metaverse is the next evolution of the internet where with the help of advanced technologies like augmented reality, virtual reality, mixed reality, AI & blockchain.

WHAT IS THE METaverse?



The metaverse is a rich visual world with a certain level of reality where people can work, play, shop, and engage in a holistic sense.

In other words, it is a powerful repetition of the Internet as a single, common, and established world aided by the use of virtual reality (VR) and virtual headsets in futurism and science fiction. A metaverse is a network of three-dimensional objects that focus on social interaction.

Let me highlight the words Virtual world and Virtual reality. The virtual world is the one that can be reached by a large number of people who can explore it simultaneously and independently using an avatar.

The visual environment provides the user with visual data and real-time activities and messages from other users, as well as their movements and gravity.

Non-virtual headset introduces real objects, sounds, and other emotions to the user in the visual environment.

Virtual reality is currently used in video games, but may also be used in virtual reality sessions, medical training, and military training in the future.

A person using virtual reality technology can see the whole world, move through it, and interact with other people.

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Coming back to Metaverse, the major online multiplayer games use the physical worlds to allow people to build and transform the planet and move between the different spaces within it.

Visual worlds, according to those after the metaverse, can be used for activities outside of sports, such as affiliate programs and medical care. Artificial lands are another name for the physical world.

Both existing and future integrated digital systems focused on virtual reality and Augmented are also called metaverse.

It is widely regarded as the next frontier of the Internet, and the IT industry and other sectors see it as a major economic and financial opportunity.

Devices such as virtual headsets, digital mirrors, smartphones, and other devices, depending on the metaverse view of social media companies and technology companies, will allow us to access 3D or we can work, communicate with friends, manage a business, travel to faraway places, and access educational possibilities in augmented virtual worlds that are technologically advanced and innovative.

These three features - the virtual reality interface, digital identity, and avatars - are still prominent in modern metaverse concepts. However, none of this is necessary in the mind.

In a broad sense, the metaverse is a forum for rich images of realities where people can work, play, shop, and engage - in other words, do things that we prefer to do together in real life (or, perhaps more to a point, online).

Proponents of metaverse often emphasize the concept of "existence" as a descriptive element: the feeling that we really exist, and that other people exist, too.



Did You Know?

- Global spending on VR/AR, the Metaverse foundation technologies, is expected to rise from \$12 billion in 2020 to \$72.8 billion in 2024
- Meta Reality Labs has already invested \$10 billion in the metaverse
- Meta will also create 10,000 jobs in the EU over the next five years.
- The science fiction novel 'Snow Crash' coined the "Metaverse" phrase in 1992

METaverse /

The metaverse covers a wide range of experiences. Rather, it refers to a series of digital immersive sensations that will be available to us in the future, allowing us to participate in a variety of activities in a fully digital environment.

That may involve participating in a multiplayer virtual reality multiplayer game using a VR headset, or hearing integrated digital and real environments, such as a specific area of digital content from business visitors using digital glasses or smartphones.

Metaverse, then, is a collection of digital environments and information currently being developed by companies to provide a realistic and immersive digital experience.

From real-world communication platforms that can improve collaboration and integration into remote production systems, for example, they can allow the real estate agents to plan visual home visits, technology has a wide range of potential applications.

Other metaverse components are currently used in online video games such as Second Life, Minecraft, and Fortnite.

These games provide rich social and visual information of a progressive visual world where people from all over the world can participate at the same time. Although not literally virtual, the metaverse will provide more information on the non-virtual object.

Many social media platforms and companies, including Meta Platforms (formerly Facebook) and Microsoft, are investing heavily in Social VR with the aim of building platforms where we can connect socially or work remotely with Microsoft Teams.

With video game modes, this metaverse version may already exist. However, there is another metaverse definition that transcends our ordinary physical worlds.

While this definition does not accurately describe the metaverse, it does explain why everyone considers it so vital. This term is not a reference to the future of advanced technology.

Instead, looking at the past and the current technology such as the internet and mobile phones, it is assumed that the metaverse will need to be replaced.

Matthew Ball, a well-known venture capitalist, and expert on the metaverse characterize it as "a type of successor state to the mobile internet." (Mark Zuckerberg, who named his business Facebook Meta and stated that the metaverse would be its focus last year, used a nearly identical phrase; clearly, Ball's essays have influenced Silicon Valley thinking.)

Remember how cell phones changed technology, the economy, and society? The metaverse is projected to be a similar watershed, and many businesses are racing to be first.

Immersive virtual reality experiences, according to Meta Platforms, are the future of social media interaction. However, most of Meta's vision is hypothetical, relying on technologies and server capacity that do not yet exist. It also anticipates the widespread use of gear like virtual reality headsets and smart spectacles.

METaverse /

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METaverse /

Meanwhile, Microsoft (MSFT) is focusing on adapting existing technology for the metaverse. They have a mixed reality technology called Mesh that allows users to view augmented reality surroundings without having to acquire a virtual reality headset via their smartphone or laptop. Microsoft also intends to incorporate Microsoft Teams into the metaverse, allowing remote workers and virtual meetings to have a more immersive experience.

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HOW DOES THE METaverse WORK?



The concept of the metaverse has been around for over three decades but ever since the tech CEOs like Satya Nadela and Mark Zuckerberg talked about it, the metaverse is the next future of the internet, it becomes the most trendy topic suddenly.

2021, Facebook's CEO rebranded it & announced it as Meta. Also stated that Facebook will be the biggest part of the metaverse.

Just imagine a virtual world where you can meet your friends like in real, play games like you are in that situation, shop like you are visiting that store- all the comforting things you are doing physically in the world.

Metaverse will just give a smooth virtual experience so that you can connect with whatever you want from any corner of the globe.

Metaverse is the next evolution of the internet where with the help of advanced technologies like augmented reality, virtual reality, mixed reality, artificial intelligence & blockchain.

Here, you can build online communities, play games, and conduct business meetings via a digital form or avatar of people.

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What You Will Be Able To Do In Metaverse?

Metaverse is not a new concept at all. It is already existing in several online video gaming platforms like Roblox, Fortnite & Minecraft. But the two tech giants Facebook & Microsoft are using the fullest potential & possibilities of the metaverse.

In the metaverse, people will in the future communicate via their individual avatars which will make them feel more present in real than in traditional video conferences.

The ultimate goal of the metaverse is to bring people together in a virtual world. Through metaverse, users are able to do things like- virtual shopping, meetings, trips, leisure activities, real estate & many more. In the pandemic situation, we have come across one popular phenomenon "Work From Home".

With the advanced technology of metaverse, people will be able to join in a virtual office instead of a physical office.

According to Mark Zuckerberg, a lot of things is going to happen through teleport from one experience to another. In the metaverse world, people instead of viewing virtual content can actually be in that virtual world.

Metaverse According to Meta

Mark Zuckerberg, CEO of Meta said that "the best way to understand the metaverse is to experience it yourself, but it's a little tough because it doesn't fully exist yet."

According to him, the metaverse is an immersive & embodied internet where users will be able to get almost everything anyone can imagine.

Now, the question is what would you require to enter metaverse? Well, you would most likely wear augmented reality glasses or virtual reality headsets.

Meta CEO said, "When you play a game with your friends, you'll feel like you're right there together in a different world, not just on your computer by yourself."

Many people said that, if you practically own cryptocurrency, virtual reality headsets, or non-fungible token (NFT) you are already a part of the metaverse world. In the metaverse, technologies like Web3, and blockchain have a huge impact on owning any digital identity.

Blockchain solutions like NFTs can help to store & locate practical property or applications in metaverse space.

It helps to secure transactions of digital assets & ensures consistency between various metaverse platforms. In near future, we are about to witness a return of the transactional business model.

METAVVERSE /

While you are using social media channels, you have username or profile pictures to display your identity. But in metaverse space, you will be represented by a virtual figure or avatar which can speak in your tone, can move the body as you are moving your body parts & perform actions through headsets.

Every single user will have their own virtual world where they can have properties & items during online sessions.

Metaverse will allow users to sell & buy real state or virtual properties as they do with physical property. Buying or selling virtual properties will work through NFTs & cryptocurrencies.

Users will use non-fungible tokens to purchase digital goods in a decentralized way. Now, two of the popular metaverse cryptocurrencies are- Decentraland (CRYPTO: MANA) and The Sandbox (CRYPTO: SAND), which can be used in their respective metaverse games.

As every user will have their single virtual world, metaverse will allow them to make their own virtual property or content.

One of the biggest advantages of the metaverse is the telepresence via AR & VR. Most people can see this as the last stage of owning a metaverse.

Through AR & VR, you are able to feel a sense of reality together with other avatars anywhere in the virtual world. As Meta CEO said, "It'll feel like you're right in the room together making eye contact, having a shared sense of space, and not just looking at a grid of faces on a screen,".

If I talk about the current implementation of the metaverse, I have to mention Facebook horizon, launched by Facebook which is actually a VR world. Alongside, organizations & tech companies are already started making use of metaverse to enhance work productivity.

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HOW WILL THE METaverse IMPACT THE BUSINESS WORLD



As the demand for virtual solutions to common problems develops, so does interest in the metaverse – a shared virtual world where users can engage, play, explore, and socialize in the same way they do in real life.

Businesses are betting on the metaverse as well, with major corporations such as Facebook rebranding to Meta in late 2021.

In the future, Metaverse's employee and employer workplaces will become more efficient, streamlined, and convenient.

People are fully aware of the need for employment from home as a result of the Covid-19. Because of the Corona outbreak, most businesses have switched to using virtual communication services such as Zoom and Google Meet.

Metaverse for Business Meetings, a coworking platform, has been enhanced.

Horizon Workroom, for example, can be used to replace audio and video conferencing for a variety of businesses.

Users can set up a virtual work environment wherever they wish and conduct any type of corporate business there.

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Furthermore, because the Metaverse has no geographical boundaries, businesses will be able to hire employees from anywhere in the world.

This will not only save the companies' money on real estate, but it will also save them money on travel. Future users will not need to travel to the office, according to Mark Zuckerberg. Logging into Metaverse is the only way they can begin collaborating with others.

Impact on Shopping Business

Users' buying experiences will be drastically altered by Metaverse. Companies will be able to create virtual storefronts in Metaverse, where clients can browse the store's products from the comfort of their own homes, as well as order the physical product of their choosing through a new product trial.

As a result, customers will be able to have virtually more engaged in-store experiences. Companies will be able to build virtual avatars for their customer care representatives using Metaverse, according to Forbes.

Customers and agents will have a more interactive interaction as a result of this. As a result, firms will be able to maintain long-term connections with their customers.

ZARA, one of the world's most popular garment retailers, and ADIDAS, the world's most popular footwear retailer, both use AR and VR-enabled technologies to promote new products.

Selling Virtual Products

Virtual goods are products that do not exist in the physical world, but may be purchased online for real money and utilized virtually.

Gaming avatars, costumes, and accessories, for example. Metaverse will also build a virtual commodities' bazaar. Fashion will play a big role in building personalities or reconstructing avatars as a result of this.

According to Forbes, the Metaverse will have its own value in virtual fashion products, much like real estate such as homes and automobiles, and firms would be required to produce a variety of items for individuals of all economic backgrounds.

This concept is already being developed by a number of companies. Nike has filed a trademark application with Metaverse to offer its virtual products, such as sneakers and clothes.

Companies will be able to create a multibillion-dollar industry by selling virtual digital things alongside actual goods in the multiverse.

Impact on Marketing

As consumers spend more time in the metaverse, it's only inevitable that businesses will begin to advertise in virtual reality locations.

The metaverse provides businesses with a big marketing opportunity because it allows them to provide clients with a highly personalized and engaging experience.

Customers might speak with the brand itself, represented by a human person or avatar, in the future, rather than writing a comment on a company's Facebook page, as they do today.

In ways we can't yet imagine, the metaverse has the ability to permanently change consumer tastes and purchase behavior.

Brands should keep an eye on emerging trends to maintain their marketing approach relevant and effective.

Impact on Real Estate

Is buying real estate in virtual worlds difficult? With the evolution of the metaverse, this might very well become a reality.

The Metaverse's ideas of interoperability and asset ownership are two of the key reasons why property ownership is significant in virtual reality.

A firm or person who owns a stadium or an art gallery in the metaverse owns it in all the Metaverse's versions.

Consider a virtual concert taking place in a metaverse stadium. The owner would be able to charge the artist and audience members for permission to use it, similar to how stadium owners do in the actual world.

Impact on Entertainment Industry

According to Forbes, Metaverse is causing a big shift in the worldwide entertainment sector. For any type of experience-based entertainment, such as concerts, movies, or theme parks, the Metaverse will have no venue capacity or geographical limits.

In 2020, Tilak Mandadi, a former executive vice president of Disney, published an article on LinkedIn on the theme park metaverse, in which he discussed how wearable gadgets and mobile phones are bridging the gap between the physical and digital worlds.

In the future, even movies will be made in Metaverse, resulting in a significant shift in the global filmmaking business.

The online game Fortnite sponsored a virtual performance with EDM singer Marshmello in 2019, which was viewed by around 1.7 million people.

Fortnite users can purchase a variety of dance techniques as well as products at the performance. Justin Bieber, on the other hand, has announced a partnership with "Wave," a virtual entertainment startup, for an online concert titled "Justin Bieber – An Interactive Virtual Experience."

Fans will be able to see how the concert and other activities will work in the Metaverse in the future by attending this concert. The Metaverse will provide a significant financial potential for entertainment-based businesses in the future.

Impact on Travel Industry

Through Metaverse, traveling will be easier and more versatile. For their location and offerings, hotels will be able to provide virtual hotel tours and "try before you buy" facilities.

As a result, instead of physically visiting the place, consumers will be able to verify the location, services, and other information from their homes.

Customers will find the tourism sector in Metaverse to be more convenient as a result of this. Meanwhile, The Atlantis Hotel on The Palm Jumeirah in Dubai has already adapted the concept. They created a 360-degree virtual reality film of 'Atlantis.'

By speeding the consumer experience, Metaverse will open up new economic prospects in the tourism industry.

Impact on Edtech Industry

The edtech business is booming in today's globe, thanks to companies like Khan Academy, Udemy, Coursera, and BYJU'S. However, glancing at the device's screen causes many people to lose interest in studying.

Metaverse, on the other hand, has the potential to alleviate this annoyance and make online education more engaging and exciting for both students and professors.

Edtech platforms can develop new content in the metaverse. Students will become more interested in their academics as a result of this. By making boring online lessons more entertaining, the edtech business will continue to grow in the future.

Promotion and branding

According to Forbes, the Metaverse can be an excellent medium for branding and advertising, entirely disrupting the current marketing structure.

Brands may no longer use traditional advertising channels like billboards and television commercials to promote their products, instead opting to use Metaverse.

Brands will be able to deliver immersive experiences for viewers as well as stronger consumer relationships. New opportunities for brands and enterprises, as well as a diverse spectrum of creative concepts, will emerge in this new Metaverse period.

Blockchain and cryptocurrency

Cryptocurrencies, according to Forbes, have the potential to become widespread currencies as a result of Metaverse.

According to CoinMarketCap, there are currently 7,812 cryptocurrencies available, including Bitcoin, Ethereum, and Dogecoin, that are powered by blockchain technology.

Metaverse requires on-demand and rapid payments, and this technology is the least likely to be hacked.

As a result, transactions involving Blockchain-enabled cryptocurrency can be completed quickly.

Crypto-enabled or augmented payments, according to another Forbes source, will become more prevalent in virtual ecosystems like Metaverse. This crypto-enabled payment system will also become the mainstream payment system in the future.

The metaverse is the most significant technical advancement since the internet, and it will have a long-term impact on how we live, interact, and work.

For the new virtual global order, brands will have to rethink their marketing and communication strategies. But, in the end, the metaverse will help businesses meet customer expectations and form meaningful relationships with them.

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Technological advancements are the biggest game-changer in the revolution of the e-commerce industry.

Like AR & VR, artificial intelligence, specifically machine learning, have a profound impact on e-business. According to research by Gartner, more than 80% of e-commerce website's customers are managed by the grace of ML.

It is interesting that one-day computers would be able to make decisions more than humans based on recognizing & learning data patterns.

Machine learning has been playing a significant role in the immense evolution of the e-commerce industry such as in marketing, sales, or even in inventory management systems.

In the first article, we will explain the role and impact of machine learning on the ecommerce industry.

The second article shares seven tips to make your ecommerce trustworthy. It takes continuous effort & time to build a good relationship & trust with your potential customers.

So, how can you make your e-commerce business more trustworthy? We are sharing some simple tweaks you can focus on easily.



22 MACHINE LEARNING & ITS IMPACT ON THE ECOMMERCE INDUSTRY

According to research by Gartner, more than 80% of e-commerce website's customers are managed by the grace of ML. In this article, we are going to share some most used ways of machine learning that have an impact on e-commerce.

27 7 TIPS TO MAKE YOUR E-COMMERCE SITE TRUSTWORTHY

It takes continuous effort & time to build a good relationship & trust with your potential customers. So, how can you make your e-commerce business more trustworthy? We are sharing some simple tweaks you can focus on easily.

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By using various kinds of machine learning applications & tools, you are capable of analyzing the latest trends & making cost-effective decisions.

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In simple terms, we can define machine learning as learning your machine about some specific data (where words, typos, phrases are common) by developing an algorithm.

Here, learn the means to test your required algorithm with some given patterns.

There is a thin line between machine learning & artificial intelligence. ML is a subset of artificial intelligence, where you need to use a process or algorithm to improve for better performance (predict future trends & outcomes) over a period of time through some experience.

On the other hand, AI is a machine that can process automated tasks by mimicking human activities.

Incorporating machine learning into e-commerce a small webshop can generate millions of datasets on a daily basis, which is nearly impossible for an experienced team to gather for providing a customized experience.

In this article, we are going to share some most used ways of machine learning that have an impact on e-commerce.

5 Machine Learning Ways Have Impact On E-Commerce Industry

Here are the five ways machine learning impacts the e-commerce industry:



Did You Know?

- During the projection period, the machine learning market is anticipated to expand at a CAGR of 44 percent, from \$1 billion in 2016 to \$9 billion in 2022.
- The global machine learning market was valued at \$8 billion in 2021 and is anticipated to reach USD 117 billion by 2027, growing at a 39 percent CAGR.
- For 20% of C-level executives, machine learning is a critical component of their business

Machine Learning & Price Optimization

Selecting product prices based on market demand & competitors has always been a crucial factor for e-business owners. 47% of the cart abandonment rate happens only for the high price of the product than the competitor's product.

Even variation in shipping price is also a big factor behind this. Besides this, if your targeted audiences are global then you need to analyze the shipping cost & set the pricing depending on the location.

For this, you need to gather the bulk amount of data & then process these to obtain fair & ideal pricing.

The machine learning algorithm perfectly works here by combining competitors' prices, new pricing trends & demands for items.

Product supply & product demands play a vital role & influence pricing. You can't always set all the product prices manually.

Via the machine learning process, you can assess supply & demand, promotions, etc to retain an ideal price & also this algorithm helps to dynamically change the prices whenever you need it.

Machine Learning & Image Processing

Image processing & recognition is the practical area of implementing machine learning, also it has a great impact on e-commerce websites as a product search feature. Image recognition is an essential part of online stores.

Basically, this process lets customers input data by uploading their own captured image & the ML algorithm helps to find out the similar product available on the store's server & display the products along with the current price & shipping details on the display.

In this way, the purchase rate gets higher as it is considered as the most used & convenient shopping method. Another way of using image processing is to display alternative products of the given image so that, the user can choose from the best options.

Machine Learning & Customer Experience

Providing customized solutions is the ultimate motto of all e-business owners. To enable a customized service you need to segment your customer base & then target those customers with their required service.

In the traditional business model, salespeople used to do all the work like approaching customers, observing their behaviors, attending to their queries with the solution & creating demographic information about the customer. But with the help of AI & ML, this can be possible in no time.

When customers land on your website & try to search for an item using their natural language, a background algorithm can detect the previous search history or activities on the internet. Relying on this information, it shows personalized as well as relevant information that allures them to purchase.

ML holds the ability to personalize each & every small interaction on the basis of customer data & behavior that ensures a better user experience. One of the ideal examples of personalization solutions is the product recommendation feature of e-commerce sites.

Machine Learning & Robust Search Result

To provide customers with a better experience, owners should leverage deep search options for onsite search.

Implementing machine learning on e-commerce search results offers a payoff to the owners. Giant companies like eBay & Amazon are incorporating AI, and machine learning & enjoying a full advantage of data prediction, and robust & most accurate search results.

Machine learning algorithms enable you to enable your users to look for the synonym of the targeted keywords instead of depending on the traditional keyword search.

ML helps to analyze the data like previous search history & recommend you the best similar products & cross-sell items that are usually bought by consumers.

The advantage of leveraging this algorithm is- it increases the click rate for a particular keyword & helps to rank on the e-commerce in-house search result.

Machine Learning & Fraud Detection

E-commerce websites are the most vulnerable place for any fraud or cyber attack because of the bulk amount of user data.

Sometimes, ReCaptcha is not enough to detect the unusual behavior of fraud users. Integrating ML algorithms can help you as a shield as it can analyze any type of data that ensures a safe & secure transaction.

Using machine learning algorithms you can train the process with normal as well as unusual data patterns that are harmful to your website.

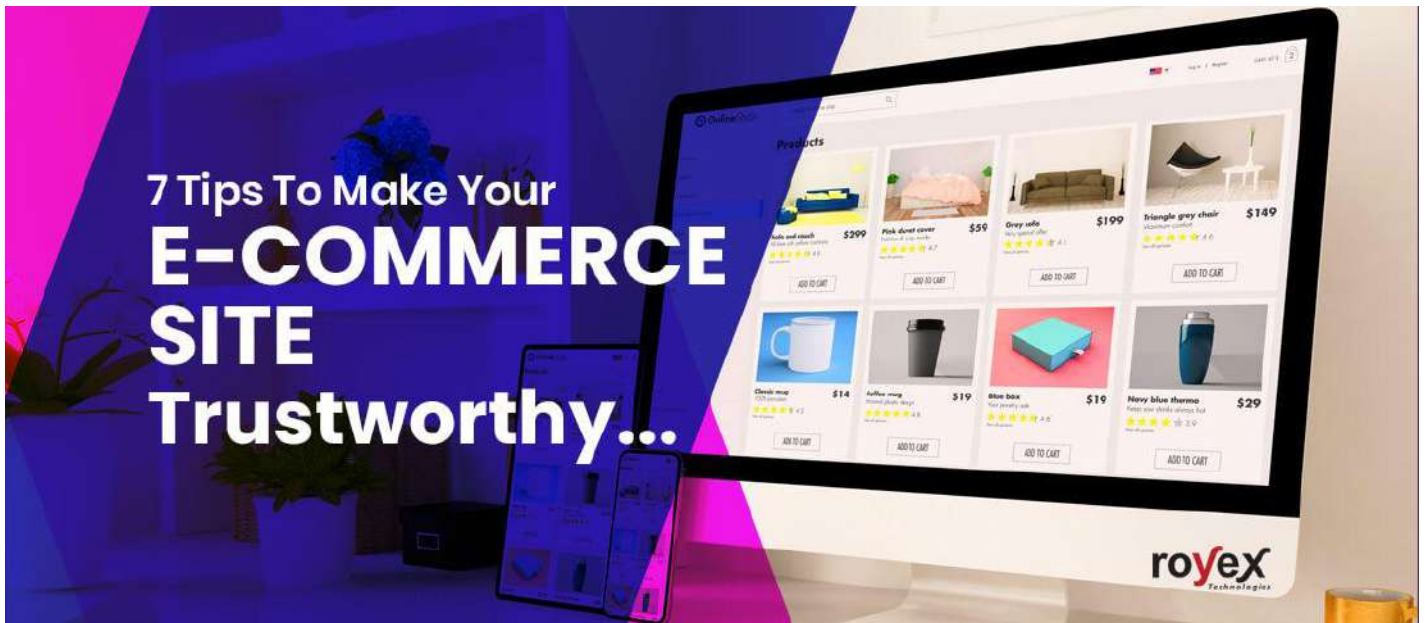
As a result, it helps to detect any repetitive patterns that are not similar to the normal human behavior such as the bulk amount of form submission, filling forms too quickly, entering multiple information within a second for checkout & many more.

Besides these popular use cases, other e-commerce business benefits of using machine learning are: boosting conversion, running relevant marketing campaigns, improving in-house business operation, making better decisions & many other activities.

If you have started your very first e-commerce business & still have not adapted any machine learning tools then it is high time to get knowledge about the above-mentioned process & start implementing those for the growth of your business.

Royex Technologies, a leading Website, Mobile App and **E-commerce Development Company in Dubai**, have certified developers who can bring reality to any of your ideas. We have experience in developing over 300 projects for our clients in the GCC which includes several E-commerce websites, service applications, etc, so we have the expertise perfect for your e-commerce requirements.

7 TIPS TO MAKE YOUR E-COMMERCE SITE TRUSTWORTHY



As the demand for online shopping is increasing rapidly, every online business owner is trying to make a strong online presence through websites or e-commerce stores.

Now, online shoppers will find hundreds of e-stores for purchasing a single piece of cloth & they will choose only the option they can trustfully. So, It is quite difficult to gain that much trust level among all these options.

Based on a research, 92% of the consumers are more likely to buy additional services apart from the main products from their trusted shop.

If you can't provide your customers' products with safe transactions they will just switch away to the second option.

So, you must make your customer more confident while they are visiting your e-store & intent to purchase anything.

“

As the demand for online shopping is increasing rapidly, every online business owner is trying to make a strong online presence through websites or e-commerce stores

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It takes continuous effort & time to build a good relationship & trust with your potential customers. So, how can you make your e-commerce business more trustworthy? We are sharing some simple tweaks you can focus on easily.

7 Ways To Make Your E-Commerce Site Trustworthy

While shopping online there is no way of face-to-face interaction with the online vendors. Shoppers have to depend on the products displayed here & most of the time many customers feel uncomfortable sharing their card details while purchasing.

Concerning the quality of products, quotes about defective products or even being afraid of fraudulent practices is valid for the consumers.

The solution to all these worries of customers is to make your e-commerce store more interactive, transparent, and secure place for online transactions.

Narrative About Us Page

To build a strong customer relationship you need to design an informative About Us page. Of course, customers will not interact properly with strangers first.

The About Us page is a sneak peek of who you are, what makes your brand different, what types of products & services you provide, what is the motto of your business, what types of achievements you earned, how many staff are there behind the scenes & so one.

A well-written & designed About Us page attracts customers easily to engage with the service you are offering. A standard About Us page consists of:

- A tagline that promotes your business
- Showcase your brand story
- Consider adding images of founders & team
- Focused & minimalistic page design
- Let customers know where you are operating

Up-to-date Product Catalog

While customers land on your website, make sure they find the specific product with related information. It is important to regularly update the products of your e-commerce store.

You can also set push notifications to notify customers about your recent stocks or any kind of discounts or offers. In this way, customers can slowly trust your services & will make purchases sometimes.

Secure Badges & Seals

Adding security badges & seals not only help you to gain the trust of your customers also Google can easily identify your site as safe & secure for online purchase & transactions.

It has a great impact also on your sites' SEO ranking. E-commerce sites having security badges & trusted seals provide customers with secure & legitimate service.

Security badges & trusted seals include:

- Secure Socket Layer(SSL) certificates
- Money-back guarantee badges
- Logos of Payment gateways
- Business Badges of your partners
- McAfee & Norton badges

Having an SSL certificate means all the data collected by an e-store is protected & secured from data breaches.

Money-back guarantee badges help users to try it for a period of time & it is totally upon the customer if they want the service/product or not. Sometimes people hesitate to share their card information online.

Hence this badge helps them to pay online without any worries. Then, if your e-store is integrated with any 3rd party applications or services make sure to include their badges on your site as a partner.

Hence your customer can easily trust you. Lastly having McAfee & Norton Badges indicates your site is free from any malware & virus.

Presence Of Social Media, Proof & Reviews

Providing social media icons influence your customer psychologically. Brands' social media proof acts as a social phenomenon sometimes. According to research, 70 percent of customers research the brand's social media activity before purchasing from the website.

Also, reviews give your next customer relief that someone also enjoyed a positive experience using your product & service. In this case, image review gets higher attention as people believe in seeing more than hearing any information.

Some social media proof can be:

- Case study of your service
- Product Reviews from your beloved customers.
- User-generated content
- Displaying actual insight of the usage of products

Detailed Product & Shipping Information

Adding unique product display information provides transparency between vendors & customers.

Make sure, when customers visit your e-store they get clear 3D visuals of every product, detailed product information, precise shipping method & cost.

While we are talking about detailed product information that means:

- Multiple 3D images from a different angle
- Key features of the products
- Perfect measurement
- Warranty information
- Suggested products

24/7 Customer service

Reassuring top-notch customer service is again an important part of this entire process. 96% of the customers say that they are satisfied with those brands' amazing products with efficient customer service.

While implementing live chat on your website it doesn't take much more than 30 minutes. Always try to resolve customers' queries within a day.

Also, it has a direct impact on the customer's review section. Also, try to add a contact us link on every product page.

Easy Checkout Process

If you are running a successful e-commerce store, you have probably heard 'Abandonment of shopping carts'. It is one of the biggest problems of the e-commerce sector & it is interrelated with customer trustworthiness.

It is your responsibility to make sure that the customer who landed on your platform can exit with a product purchase.

Sometimes the checkout process gets so clumsy & irritating that customers lose patience & move to another site. To make a smooth checkout process:

- Remove all types of subscription popups, ads.
- Make sure your website provides multiple product gateways & multi currencies
- Add security badges & seals
- Try to avoid pricing manipulation.

Royex Technologies is a **leading E-Commerce site development company in Dubai**. If you plan to design/redesign your website or launch an e-commerce platform, our 24*7 technical teams will give you design and development support.

Let Royex's web development team help you develop your e-commerce store to drive more qualified visitors to your site and convert those visitors into leads and sales.

Million Dollar App

By Rajib Roy

Now Available on
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MILLION DOLLAR APP

The Definitive Guide To Create A Million
Dollar App Business From Scratch

By Rajib Roy

MOBILE APPS

Mobile app development, guides, cost breakdowns



As more & more mobile apps are becoming available on the Google play store & Apple Store, user acquisition is getting tough on the app market. Making your app visible is the utmost priority for the app marketers to increase downloads of your mobile app.

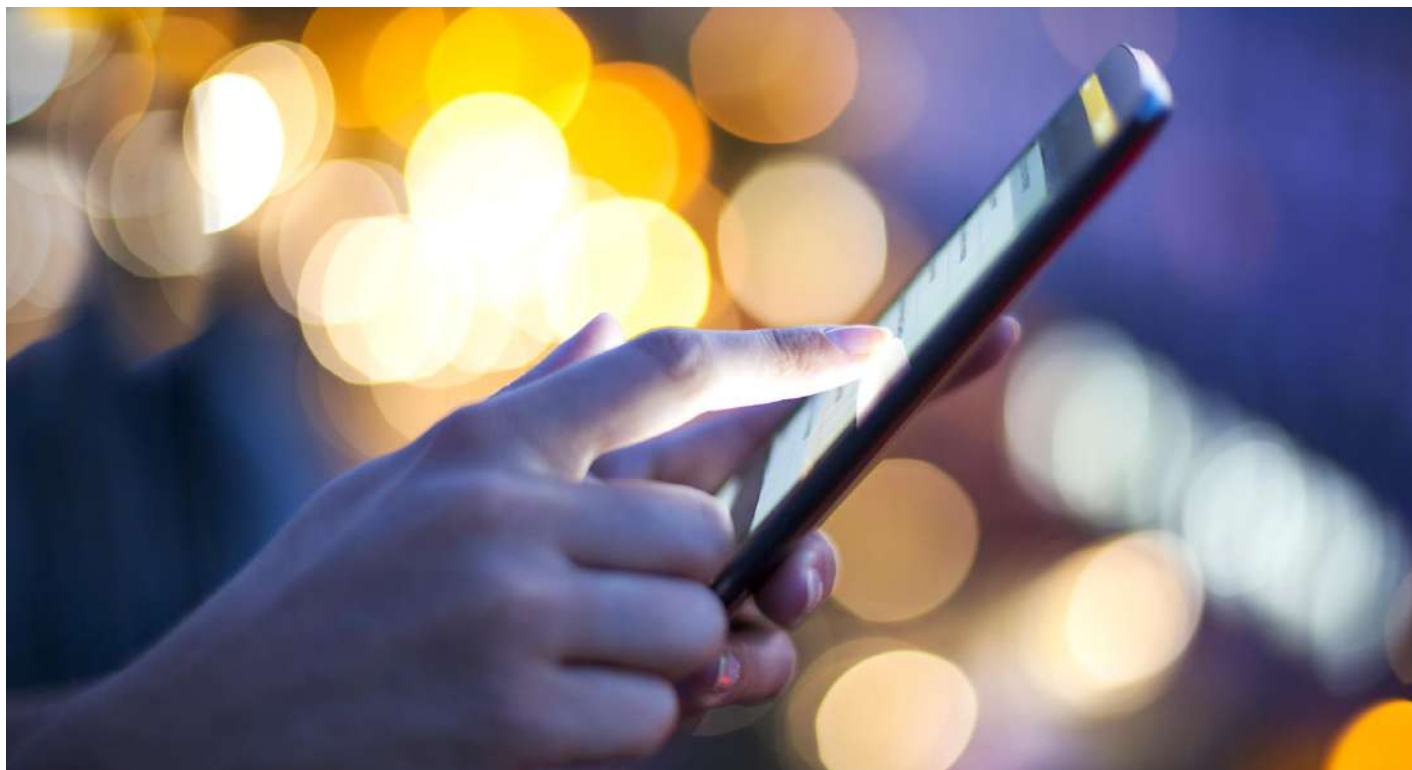
You have developed an amazing mobile app, which performs smoothly on every device & also successfully launched it on the app store.

But what next? Only you will be able to make real money if people download it & make purchases of your service or products.

App downloads with the proper customer retention are the ultimate goal of developing any mobile app. And this process takes lots of effort & mobile marketing techniques to achieve the right download metrics.

The first article will give a general guideline on how to boost your mobile app downloads.

In the next article, we list the top ten fitness and health mobile apps of 2022. This includes apps like Strava, MyFitnessPal, MacroFactor, Sworkit, HealthifyMe, and much more.



35 **HOW TO BOOST YOUR MOBILE APP DOWNLOADS?**

In this article, we are going to share with you some simple & basic strategies on how to increase mobile app downloads effectively.

40 **TOP 10 FITNESS MOBILE APPS OF 2022**

People have become increasingly aware of the importance of healthy and physical health in daily life. Here are 10 of the best fitness apps of 2022.

HOW TO BOOST YOUR MOBILE APP DOWNLOADS?

HOW TO BOOST YOUR **MOBILE** **APP DOWNLOAD?**



As more & more mobile apps are becoming available on the Google play store & Apple Store, user acquisition is getting tough on the app market.

Nowadays you will get hundreds of app recommendations for every option like-entertainment, finances, mobile shopping, cooking, & many more services.

So, making your app visibility is the utmost priority for the app marketers to increase downloads of your mobile app.

You have developed an amazing mobile app, which performs smoothly on every device & also successfully launched it on the app store.

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“
The digital world is expanding at a breakneck pace, and the usage and dependency on mobile apps have gone up significantly
”

And this process takes lots of effort & mobile marketing techniques to achieve the right download metrics.

In this article, we are going to share with you some simple & basic strategies on how to increase mobile app downloads effectively.

8 Best Ways To Boost Your App's Downloads

There are plenty of ways to discover a new app on the app store on any platform including some common methods like- general browsing on the app store, word of mouth, and browsing top-rated or popular apps.

We will discuss some popular app discovery methods that help to boost mobile applications.

Focus on App Store Optimization

App store optimization is similar to search engine optimization. Just like SEO, ASO helps to rank your mobile application on the preferred app store.

Many developers, as well as marketers, miss this important step often. App store optimization increases your app visibility & thus it helps to get more downloads.

According to Forrester's report, there are 63% & most probably the highest chance to discover a new app just simply browsing in the app store generally.

One thing to keep in mind is that, like SEO, it takes time to optimize your app on the app store, & you can't accept the resulting over time. You need to leverage some tactics to be top on the ranking of the App store-

- Use eye-catching, short but descriptive app title
- Insert the popular & relevant keywords in the title, URL, app description & keyword fields.
- Choose app categories wisely & strategically, while submitting your app to an app store
- Let your targeted audience translate the app description into their regional language.

- Positive reviews help to rank on the app store search option
- The number of your app downloads has an impact on the total ranking of your app.

Well-Designed App Icon Attracts Users

Visually appealing app icons can drive consumers easily. Icons are the first element that provides a hint about your app & allure people to download the app & use it.

Your icon should be recognizable as it promotes your brand & let people understand the functionalities of the application. Make sure the icon design is simple, clean & straightforward & not too flashy.

Localize In Multiple Languages

App localization is important if your app requires a global audience. Sometimes people may skip to another application because of the language barrier.

Creating & developing a localized version of your app will significantly increase the active installation of the app. Following research, an application that supports multiple languages can drive a 767% increase in app downloads.

You should keep in mind that not all of your users are fluent in English or can process all the app functionalities unless you optimize the keywords for local search only.

Your app should support some common international languages like- Russian, French, Italian, or others that need to be translated for the sake of the app.

Offer Referrals Through Users

Offering referrals is one of the proven successful marketing strategies for mobile app promotion.

Referral marketing helps with customer acquisition & influences them for making purchases. Referral marketing basically promotes trust by turning your active users into your brand ambassador.

Referral programs are like word of mouth & 36% of the people discover any app via this kind of communication.

As an example, if you have a cosmetic & beauty product app, you can offer some specific discounts or free shipping for the next purchase if you refer the app to others. Hence it helps to increase app download in the most effective way.

Online Presence Via Website & Blog

Having a proper website or dedicated blog sites helps users easily find your mobile app. It is another strategic way of effective mobile marketing.

Launching a website helps to expand the reach of your app to the targeted audience by linking it with any section of the website & content of the blog section. Launching a simple website now is very handy & all the credit goes to the CMS platforms such as WordPress.

In this digital world, you will find a website for every need of the consumers, whether it is online shopping, food delivery, flower delivery, or entertainment purpose.

Your potential customers will visit your website first and then will check the application for the demonstration purpose. So, it is compulsory to own a proper website that provides all the app functionalities in detail.

Illustrative Videos

It is not necessary that all the users can understand the technical functionality of your app. App descriptions are helpful or have full documentation of the application is important.

But sometimes it may get difficult for the customer to know the goal of your application. Here, short but illustrative videos come useful, where you can showcase the important features, how to use them & why to use those features.

This type of demo video helps to boost the download rate & also the usability of the website. Besides this, you can easily embed videos on your website & also share it on multiple social media platforms.

Promote App Through Creators Or Influencers

Influencer marketing is the newest & most trending marketing strategy that has emerged widely in the past years.

Influencers, as well as content creators, are the well-known popular face and the perfect way to promote your products whether it is a website or mobile application.

Influencers hold their own user base & promoting your app to millions of followers means a big jump in the number of your downloads.

So, approaching the right influencers & creators can be a positive investment for your business.

Emphasize On Email Marketing

Though there are now many advanced ways to promote products digitally, email marketing is still now considered an effective marketing tool for online business.

According to DMA research, if you spend \$1 for the email marketing campaign, in return you will get around \$51 of positive ROI.

Using a proper embedded website signup form & leveraging landing pages technically, you will get the emails of your daily traffic.

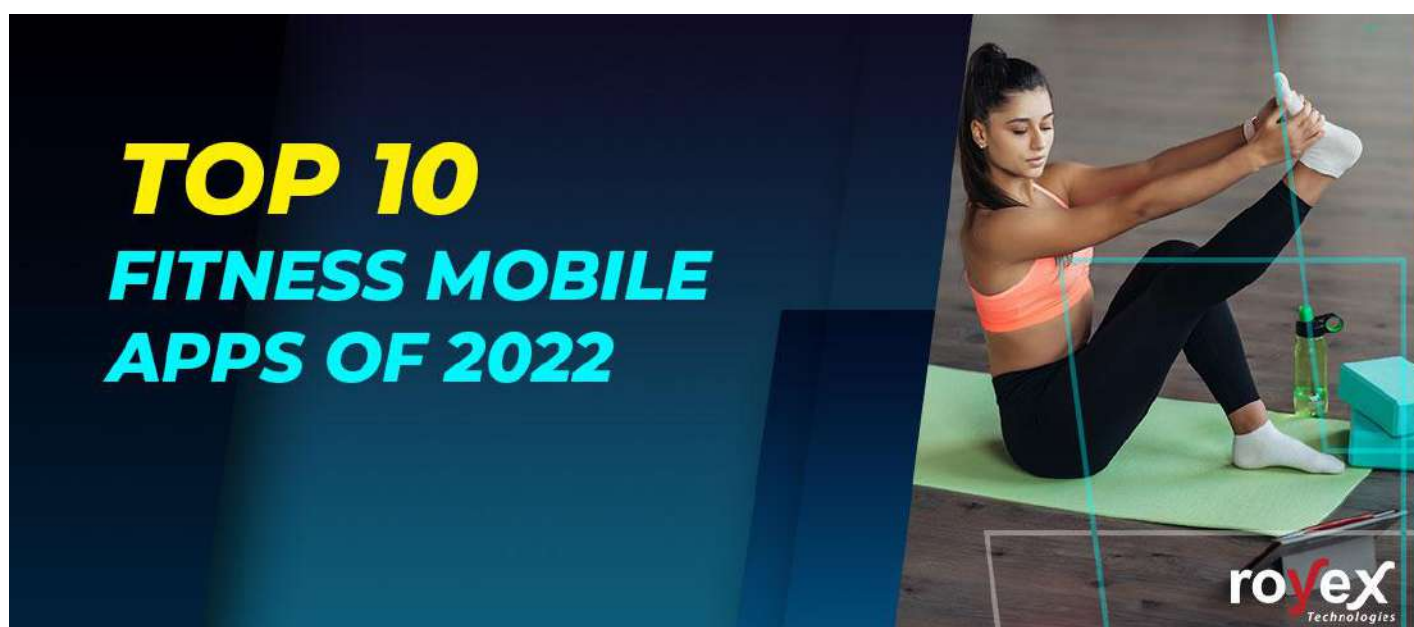
Providing a seamless onboarding to your website, let them explore your website with web content & send welcome emails or all other resources.

It will help them engage with your website all the time & let them download your mobile app for further activities. Conducting a well-researched email marketing campaign not only helps to increase active downloads but also boosts the conversion rate as well.

Royex Technologies, a **leading mobile app development company in Dubai**, has been in the business since 2013 and has competent team members who have been developing projects for hundreds of clients to date, all over the world.

We specialize in responsive web development, mobile app development, CRM integration, AI solution for website & mobile applications, and many more.

TOP 10 FITNESS MOBILE APPS OF 2022



With the global epidemic of COVID 19 in 2020, almost every country is facing a crisis related to a lack of healthcare and health services, and since then people have become increasingly aware of the importance of healthy and physical health in daily life.

Currently, there are more than 1000 mobile training apps on the market. These applications use features ranging from tracking athletic activity to providing motivational messages.

However, almost nothing is known about whether exercise programs improve exercise levels and health, and if so, the mechanisms behind these effects. But these apps are slowly taking over the mobile apps market.

Some of the top applications that are being used worldwide are :

MyFitnessPal

It is a smartphone tracking app with activity and a website. According to Apple, it has automatic renewal plans.

“ With the global epidemic of COVID 19, almost every country is facing a crisis related to a lack of healthcare and health services ”

MOBILE APPS /

Users can scan various food barcodes or manually search a large existing app website to track nutrients.

MyFitnessPal has 14 million nutritional supplements available. These statistics can be used to track your activity and calorie intake.

Users can link their MyFitnessPal account with other fitness apps such as FitBit, Samsung Health, and Apple Watch to integrate all their fitness data into one place.



Google Fit

It is a life tracking platform built by Google for Android, Wear OS, and iOS Inc.'s Apple Apps.

It is a single set of APIs that integrate data from different apps and devices.

It is helpful to record the eligibility activities on a user's user tracker or mobile device, which are then compared to the user's eligibility objectives to give them a complete picture of their eligibility.

Sworakit

It is a fitness app that provides excellent home training. Especially weight loss exercises combined with HIIT style training and does not require minimal equipment.

The length of each exercise can be customized by the users, making the training much easier. Users can choose from a series of procedures, including resuscitation, pregnancy, and adult training, using Sworakit.

Did You Know?

- At the onset of the pandemic in 2020, the global market for these apps was valued at \$40.05 billion; it's now expected to more than double in size to \$100 billion by 2023.
- 74% of US consumers surveyed by McKinsey said they would use a telehealth service
- As of April 2021, 84 percent of physicians were offering virtual visits

One of the main benefits this program offers its users is the provision of a variety of training, which allows them to choose the most suitable exercise.

HealthifyMe

It is a digital health and wellness platform based in India that offers calorie counting, individual nutrition, and fitness training, as well as a variety of diet and exercise, among other things.

The software, available for Android and iOS, uses a comprehensive lifestyle tracking system to keep users interested and motivated.

Premium subscribers get access to professional nutritionists, fitness trainers, and yoga teachers. Alternatively, customers can seek help from Ria, an AI-driven food specialist. Because the app is synchronized with task trackers, HealthifyMe integrates these services with wearable technology.

Health (Apple)

Apple Inc. introduced Health, a mobile application for health informatics, during the International Conference of Engineers on June 2, 2014. (WWDC). iPhones and iPod Touch running iOS 8 or later, and the Apple Watch starting with watchOS 1, comes with the app.

The app stores health information such as blood pressure readings and glucose levels, as well as fitness information such as step counts. Data from eligibility trackers, smartwatches, smart scales, and other devices may be retrieved.

PEAR Personal Fitness Coach

PEAR is ideal if you need a personal trainer but do not have one available. They offer real-time training and a great collection of exercises. More than a calorie counter and fitness tracker, it connects to other health apps, such as My Fitness Coach, and takes the relevant data from your smartphone or smartwatch to create customized work based on your benchmark data.

As your data changes, it pays attention and modifies your tests to make them more efficient.

The 7-minute workout

The 7 Minute Workout app has a straightforward layout and basic routines that we appreciate.

It's ideal for people who have hectic schedules and don't have time to attend the gym, frequent travelers, or those who have just started and need to establish modest objectives.

The app features a simple layout with three training options, a standard workout, seven minutes focusing on your abs, or a seven-minute high-intensity sweat session.

The app's users adore the app's informative pre-workout demos, the exercises' realistic time limitations, and the sticker price.

AllTrails

AllTrails is a fitness and travel app that is used for outdoor recreation such as hiking, cycling, hiking, and winter sports.

The program gives users access to a trail map site that includes tests and images generated by the user.

These resources can be used online and offline, depending on the user's subscription status. It was launched in 2010 as part of the AngelPad acceleration program and received seed planting from 500 Startups and 2020 Ventures recently.

Spectrum Equity purchased AllTrails in 2018. It is based on the freemium business model and can connect with a mobile app or a web browser.

Strava

Strava is an online service based on network communication and tracking activity in the United States.

It is mainly used for cycling and running powered by GPS. Strava works with freemium, and some services are available only to paid subscribers.

It tracks users' actions and allows them to be shared publicly with their followers. Strava automatically integrates activities that take place in the same place and at the same time when published publicly (such as participating in a long-distance, sports, or team race). Route summary, height (net and indirect), speed (average, lowest, maximum), time (amount and time of movement), strength, and heart rate are other collected data for activity.

Tasks are tracked using a mobile app or by third-party devices such as Garmin, Google Fit, Suunto, and Wahoo. Installing performance on the Strava website is also an option.

MacroFactor

It is a great scientifically proven tracker and nutrition trainer app that gives you the tools you need to achieve your goals without any pressures or restrictions.

Everyone is talking about the latest nutrition monitoring app, released in the app store in 2021. It calculates the user's calories and macronutrient goals depending on their goals and provides them with all the tools they need to track their diet and stay on track.

The app includes the largest Registered Dietitian food website of any food tracking software on the market, making it stand out above all other food monitoring apps.

The app also has multiple different input methods for logging food such as a barcode scanner, a voice input feature called "AI Describe" that allows you to dictate the inputs to your food log and manual entry options to suit the user's preferences.

This is one of the best features since it saves you time from having to manually look up foods like other macro tracking apps. If something saves you time, you'll be more likely to use it, which for my clients is one of the biggest barriers to tracking their food intake.

Moreover, despite all the hurdles, the strong online sector is expected to grow to \$ 59 million by 2027, from \$ 6 million by 2020. That means the sector will continue to improve, and now is a good time to get into action. !

Although the closure of COVID-19 has a significant impact on rigorous offline businesses only, there were few prospects in the online fitness industry. The annual growth rate has been 33 percent, which is one of the most effective in all industries.

You can hire us to develop high-quality mobile apps in Dubai. We have an experienced team of mobile app developers who have been working together for years now. We've successfully developed hundreds of projects for our clients and become a **leading mobile app development company in Dubai**.

Our clients and portfolio speak of the quality and commitment of our company. You can check our website for more details. Email us at info@royex.net or call on +971566027916 with your requirements.

ABOUT-US /



We Are Cost Effective

At present we have five offices, our office for Sales & Support is in Dubai and Qatar, and two other offices in India and Bangladesh that oversee design and development. We employ over 50 people across these three locations.

By maintaining the minimum number of employees in Dubai, we are keeping our cost and price lower than other companies. Even so, because our support team is in Dubai, our customers can enjoy face to face meetings and explain their vision clearly. This is how we provide great service with a minimum cost.

Moreover, our online support system can provide our clients with trackable support. To further streamline our customer support and client comfort we provide our clients with warranty against bugs and errors.

Who Are We

Royex Technologies is a **website** and **mobile app** development company in Dubai that provides mobile app, web and design solutions for small, medium and large-scale companies. We have developed and successfully delivered more than 300 projects to date for our clients in Dubai, UAE and other Middle East countries.

We Are in Four Countries with Five Offices

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