MOBILE APPS & E-COMMERCE

Why is Real Estate
in Metaverse Getting
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EDITOR'S NOTE

The UAE's virtual real estate sector, which at first was only a curiosity, has recently grown dramatically, with virtual land and residences selling out quickly and reaching new highs in price.

New virtual real estate assets in the UAE are being driven by tech-savvy, innovation-focused businesses are also drawing investors and corporate brands to the developing metaverse market.

In this edition of the magazine, our feature article highlights how virtual real estate is quickly becoming a major attraction among the big brands and investors in the UAE.

In the Metaverse section, we also discuss the aftermath of what happens when a Metaverse stops existing all of a sudden, and also how to craft the perfect Metaverse marketing strategy.

In the mobile app section, we list the 7 future mobile app technologies that will influence mobile app, and the best practices for a great Mobile UX design.

In the ecommerce section, we share 5 tips to protect your online data when paying online, and top Ecommerce metrics to measure your business success.

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

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.

Rajib Roy

(CEO, Royex Technologies)

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Latest happenings in the world of Metaverse

The real estate market, at least the virtual one, is experiencing increased hype. Investment companies are pouring millions of dollars into virtual real estate in various virtual worlds. It seems extremely risky to pay millions of dollars for land in a virtual world that might disappear tomorrow. So why do consumers and investing corporations do it?

The UAE's virtual real estate sector, which at first was only a curiosity, has recently grown dramatically, with virtual land and residences selling out quickly and reaching new prices. The metaverse, in particular, has the creative potential to revolutionize the real estate market in Dubai. Future real estate transactions will be completed online, connecting agents, sellers, and purchasers.

In the first article, we explain the hype behind the virtual real estate's popularity in the UAE among brands and investors.

The second article explains the impact and aftermath of a Metaverse getting removed from existence. You will learn what happens to your NFT investments in that Metaverse.

In the third and final article, we explain how you can craft a perfect Metaverse marketing strategy.

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WHY IS VIRTUAL REAL ESTATE IN METAVERSE A MAJOR ATTRACTION TO INVESTORS AND BRANDS IN THE UAE

The real estate market, at least the virtual one, is experiencing increased hype. Investment companies are pouring millions of dollars into virtual real estate in various virtual worlds.

It seems extremely risky to pay millions of dollars for land in a virtual world that might disappear tomorrow. So why do consumers and investing corporations do it? For decades, consumer preferences have shifted toward a more digital way of life.

The Metaverse, which promises a more immersive 3D internet, is on businesses' minds as they try to prepare for the change they see coming.

Like monetizing physical real estate, businesses intend to do the same with the land. Office buildings, opulent homes, entertainment centers, and even shopping malls are being built by architects.

Software developers, not construction firms, are now responsible for building these locations marks a significant change.

> "
> **Investment companies are pouring millions of dollars into virtual real estate in various virtual worlds** „

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In virtual worlds, digital artwork and consumer items have been sold for eye-popping sums of money, demonstrating that high-end commodities retain value even there.

This trend has several problems, even though it might indicate that consumers will be willing to pay more for upscale villas and shopping excursions.

Real estate in metaverse is a virtual plot of land, or you can think of it as a parcel of land. This goes beyond digital representations like the programmable locations in different Metaverse platforms where you may play games, conduct meetings, sell NFTs, and engage in other virtual activities.

In the form of NFT, you can purchase, sell, and swap land (Non-fungible token.) Since these digital lands are NFTs, anyone may simply substantiate their claim to ownership of their digital assets.

With the advancement of technology in the Metaverse, we can expect growth & expansion in the digital real estate metaverse sector.

The value of Metaverse property increased by 700% in 2021, and it is anticipated that this increase will continue.

Similar to how they do in the real world, real estate assets also exist in metaverses. Building a functional environment with social and economic relevance requires on-the-ground labor and the development of premium real estate assets.

Did You Know?

- The Dubai committee wants to use Metaverse technology to help resident surgeons improve their performance by 230 percent, engineers raise their productivity by 30 percent, and facilitate the virtualization of 42,000 jobs.

- Dubai Metaverse Strategy also intends to ensure that the metaverse increases its contribution to 1 percent of the emirate's GDP

- Metaverse market will be worth $800 billion by 2024.

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Marketplaces, where users can purchase and sell virtual space and other things represented by NFTs, have been developed by several Metaverse systems.

Why Would You Want to Buy Metaverse Property in UAE?

A user of a metaverse property will have a space to interact virtually with others. Like in the real world, there are two primary justifications for purchasing real estate in the Metaverse.

The first reason is obvious—you require a personal area in Metaverse where you may mingle and play games.

When I refer to "dwelling" in the Metaverse, I mean having a location in the Metaverse that I may refer to as my home. This Metaverse residence will showcase users' online activities and digital valuables.

The Metaverse is the internet of the future. Thus, you should invest in it, according to the second justification. Each and every tech behemoth is making every effort to infiltrate the Metaverse. Therefore, owning virtual land on Metaverse will soon be advantageous and beneficial for you.

The inventive potential of Web 3.0 technologies, particularly the metaverse, is poised to change the real estate sector in Dubai. The future real estate market will be conducted entirely online, bringing together buyers, sellers, and agents.

Away from the hot spots, the UAE is at the forefront of a quiet revolution in the real estate sector that is expected to become the new rage in the industry soon. The Dubai real estate market may be booming, with people like the Ambanis rumored to be snapping up enormous villas in upscale neighborhoods for top dollar. And it's all happening in the metaverse, a virtual setting.

The UAE's virtual real estate sector, which at first was only a curiosity, has recently grown dramatically, with virtual land and residences selling out quickly and reaching new prices. The metaverse, in particular, has the creative potential to revolutionize the real estate market in Dubai.

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Future real estate transactions will be completed online, connecting agents, sellers, and purchasers. New virtual real estate assets are being developed in the UAE by tech-savvy, innovation-focused businesses like Crypto House Capital, which also lures corporate brands and investors to the developing metaverse market.

The UAE and the greater MENA areas have seen a boom in virtual real estate investments. Tomas Nascisonis, chief executive officer of Crypto House Capital, says, "the public is getting more interested in virtual properties as a result of the present investments, leading to unprecedented market growth."

For newcomers, virtual real estate is offered for sale through non-fungible tokens (NFTs), making money through bitcoin transactions. Like in real life, properties can be bought or rented out for a time. The various uses of real estate in the metaverse include intimate get-togethers, parties, NFT performances, and even concerts.

Industry sources claimed that a virtual apartment might serve as a hub that expands prospects as requirements change. With the user, the space might expand.

Industry experts claimed that the new generation of virtual real estate developers was making efforts to build a thriving economy inside and around their digital assets by planning social gatherings, art exhibits, entertainment events, and more.

The innovative companies are passionate about making it happen, according to a senior executive with a Dubai-based real estate company who asked to remain anonymous. "It will take some time to realize this ambitious vision, " he continued, " this asset class is becoming more and more popular, as seen by notable corporate brands' growing desire to be associated with related assets.

The renowned **metaverse real estate development company in Dubai** & UAE Royex provides mesmerizing metaverse real estate development services in Dubai, the Middle East, and all over the world. With next-generation technologies like Virtual Reality (VR) and Augmented Reality (AR), which enable your metaverse business, we primarily concentrate on changing the user experience. In order to construct metaverse virtual real estate that meets the client's needs, Royex professionals are committed to providing the best possible solution.

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WHAT HAPPENS IF AN EXISTING METAVERSE CEASES TO EXIST?

The COVID-19 pandemic has had a significant impact on the world. As an illustration, social distancing methods started to be used in shopping malls. Even some of them took a brief break. Companies have adopted remote working methods; people no longer attend large meetings, meetups, or other events. However, many have missed social events, distinctive work settings, and in-person encounters.

The Metaverse is a progressive movement that many IT and online entertainment industry leaders have embraced after Meta.

The expansion of the digital world should be viewed as a complement to the physical world, and businesses should develop their location plans to make the most of the megacities that have emerged as hubs for talent and innovation and the novel opportunities provided by the metaverse.

Companies should consider the metaverse and the actual world as conduits while creating this strategy because they are both effective at transmitting various types of information.

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The metaverse is better at communicating massive volumes of information than the real world is at fostering emotional connections.

A crucial, if not forward-looking, the topic is on everyone's mind as the metaverse's vision begins to take shape: how will the metaverse impact the real world? Similar arguments are raised in almost every technological era, and the present day is no exception.

People worldwide have questioned if automation will eliminate all jobs, artificial intelligence (AI) will replace human operations, and physical workplaces will be completely replaced by virtual workspaces.

The NFT market is growing as more individuals get interested in purchasing and trading NFTs. This growth motivates many businesspeople and investors to start their own NFT marketplaces to build their own NFT empires.

Investing in the Metaverse entails buying stock in well-known companies, buying non-fungible tokens (NFTs), creating one's non-fungible tokens, and buying or renting real estate on virtual platforms. There are numerous choices, and they are all appealing. As a result, it can be difficult to comprehend the opportunities that each alternative presents.

The cost of both physical and virtual real estate is increasing. But in essence, these are risky venture investments with the potential to yield big returns. This is because numerous things can affect the popularity of the Metaverse, from another Mark Zuckerberg comment to market volatility for cryptocurrencies. Regardless of your investment experience, you cannot forecast all of these.

Consider what will happen when a Metaverse abruptly ends

Like any other speculative asset, NFTs can function by being bought with the anticipation that their value will rise over time, enabling you to sell them for a profit. Since people are purchasing houses, works of art, virtual assets, and other items in the metaverse, We eventually come to the conclusion that the metaverse as we know it does not exist.

We will therefore find ourselves in a predicament where we are unsure what to do, who to call, or how to recoup our investment. Before investing, make sure the metaverse platforms should be thoroughly analyzed to avoid any of these.

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Nobody wants to consider their investment failing, but there is always a risk associated with investing in anything, so we might as well address the issue: There is a significant risk associated with investing in metaverse real estate. What's worse, if a metaverse platform folds, your investment simply vanishes.

In contrast to actual-world real estate, where you can always rely on the fact that you still have this tangible property, a metaverse property could completely vanish if the platform experiences financial difficulties and eventually closes.

Members may vote when the closure is an option, but if there isn't enough cash to keep the platform running, the person paying the bills can simply shut it down. But before you become concerned about that, keep in mind that the metaverse platforms should be thoroughly analyzed to avoid any of these.

Make sure the metaverse platform is using a discord server. Like any other social media site, Discord is a popular messaging tool that has recently become more widely used. Marketers are rapidly using Discord to interact with consumers outside of gaming.

Discord users can construct servers, invite-only topic-based places made up of text channels and voice channels for gamers and persons interested in NFTs and other metaverse-related topics. Instead of making its Discord strategy an extension of the brand's social media activities, the corporation has a dedicated staff in charge of it. Investors will feel more confident that the metaverse platform is reliable.

We might all play a role in the metaverse as the next step in the development of the internet, or it might just remain a theoretical idea that never materializes. As a result, investment in metaverse equities should be approached similarly to investing in other companies: conduct research, assess stock performance, weigh benefits and risks, and make decisions based on your interests and personal objectives.

Overall, it is fair to conclude that investing in the Metaverse has a high level of risk, even though the potential rewards can be just as great, and the risks can often be easily minimized in some circumstances.

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METAVERSE MARKETING STRATEGY

The metaverse race is on & every company is now talking & investing in it. Plenty of brands are venturing into the next era of the internet. So, it is clear that the metaverse is going to shape the future business & marketing strategy. Now, companies have to research & leverage metaverse marketing terms with the other online marketing strategy.

Now, digital marketers need to cope with the latest technological development in the metaverse space. This process definitely requires them to understand the metaverse environment & its full potential from a marketing perspective.

So, a big question arises how should digital marketers or agencies adapt to this metaverse marketing? They need to understand that metaverse is not just a trendy thing, people are going to perform their online activities here in the near future.

With that kept in mind, let's have a look at how online marketing should be done in the metaverse.

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> **The metaverse race is on & every company is now talking & investing in it**
> "

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Why Should You Market In Metaverse?

We can say Metaverse Marketing is the new horizon of digital marketing of the future. Metaverse creates a brand new marketing ecosystem that works similarly to the blockchain.

This new marketing strategy allows company owners to connect with their customers in ways that have never ever been possible before. It is going to change the concept that you are acknowledged about digital marketing.

Today, business is showing advertisement that we can see on google or another web page. With the advancement of metaverse technology, you will be able to see digital billboards hopefully.

For example, a video gaming ad tech company Bidstack enables in-game advertising on virtual billboards. In addition, companies already offer immersive experiences to the users Lil Nas X concert in Roblox, a virtual rendition of Washington Heights.

Brands are now discovering new revenue streams with the collaboration of Roblox metaverse & another metaverse platform.

Brands are now focusing on how to do metaverse marketing as it will allow them to connect with their customer base in the newest form. Already the biggest existing metaverse Fortnite & Roblox are offering different opportunities in the gaming sector.

According to a journal called The Wall Street- a skateboarding brand has launched a virtual skatepark in Roblox metaverse. It allows the players to try new tricks & let them earn points that give help them to reem their virtual store so that they can customize their virtual avatar.

So, you can see how digital dependency has transformed consumer behavior. Overall, the metaverse is a vast place with opportunities for business. Leveraging the best metaverse marketing strategies can only help you to gain insight into this digital world.

With that being said, let's take a look at some of the best practices for Metaverse marketing. These practices will help you carve a solid Metaverse marketing strategy.

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4 Best practices For Metaverse Marketing

Native Advertising

Advertising is most of the time interruptive & annoying in the digital space, also it is not different in the metaverse. You can advertise your product as similar as you do for the digital platform.

But you should keep in mind that, don't pull out your customer's attention in that time what they are enjoying. You have to integrate your advertising naturally which allows your consumers to interact with your brand. In the metaverse space, you can do it using digital banners, billboards & leveraging your brand logos on the buildings.

In-game virtual billboard strategically displaying is the most effective way to display your brand in the metaverse.

Some branded companies such as Samsung, and Coca-Cola have their own virtual billboards within virtual games(Football Manager and Hyper Scape). According to a video gaming ad tech company Bidstack, this type of advertising increase purchase intent by 12%.

Leverage Real-Life Marketing Techniques That Already Work For You

A good marketing strategy is to replicate what you provide in your real-life marketing. In the metaverse, it is not always mandatory to do things differently.

By integrating your real-life marketing technique it will be easy to enter the metaverse & show authenticity to your loyal customers. A perfect example is the marketing campaign of Deliveroo.

Their virtual riders provide a special offer to Animal Crossing players across multiple islands. Players also receive promo codes which they can activate in real-life. This makes the in-game moment a reality.

Additionally, to increase brand awareness, you can show real-life causes with the solution. A mayonnaise brand company- Hellmann is committed to reducing food waste at Animal Crossing as well. Through their spoiled turnip campaign, they have donated 50K meals to Fare Share UK- the largest charity for hunger & food waste.

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Develop Digital Brand Asset: NFT

Brand products drive brand awareness & increase brand value both in the real-life & digital world. So, it is not different for metaverse space. To create brand awareness in this space you have created your own NFT as your brand asset.

In the virtual space, digital collectibles require digital assets like NFT, which means your collectibles such as digital art music, or other things are encrypted & unchangeable unless you sell them to others.

Brands like- Nike & Adidas have shown their interest in NFTs. In this way, the metaverse works as a marketing dimension to develop digital assets. The famous brand Coca-Cola launched its Ethereum-based NFT loot box, metallic wearable red bubble jacket & other digital content.

Fashion Brands Can Use Avatars As Models

This approach is also known as meta influencer marketing in the metaverse. This marketing practice is vital in engaging customers in the meta-communities. Last year, a digital model Daisy was created by Yoox on Instagram to make clothes more personal & familiar.

This model avatar was created based on Yoox user data & customer preference. Additionally, popular fashion brands Prada & Puma have been using digital fashion models. Collaborating with virtual influencer Lil Miquela created by LA-based Brud, Prada showcases its clothes.

Sell Virtual Goods To Avatar

Like real-life, people love to spend money to customize their digital avatars. 92% of the consumers value personalization while creating their digital avatars. This approach allows companies in the metaverse to retail digital products directly to the avatar.

RoyexMetaverse is a **leading Metaverse Development Company in Dubai, UAE**. We are at the forefront of adopting and developing the next-generation of Internet technology - Metaverse. Our Metaverse Development Services are based on years of expertise developing AR/VR/MR solutions for some of the most well-known companies in the Middle East.
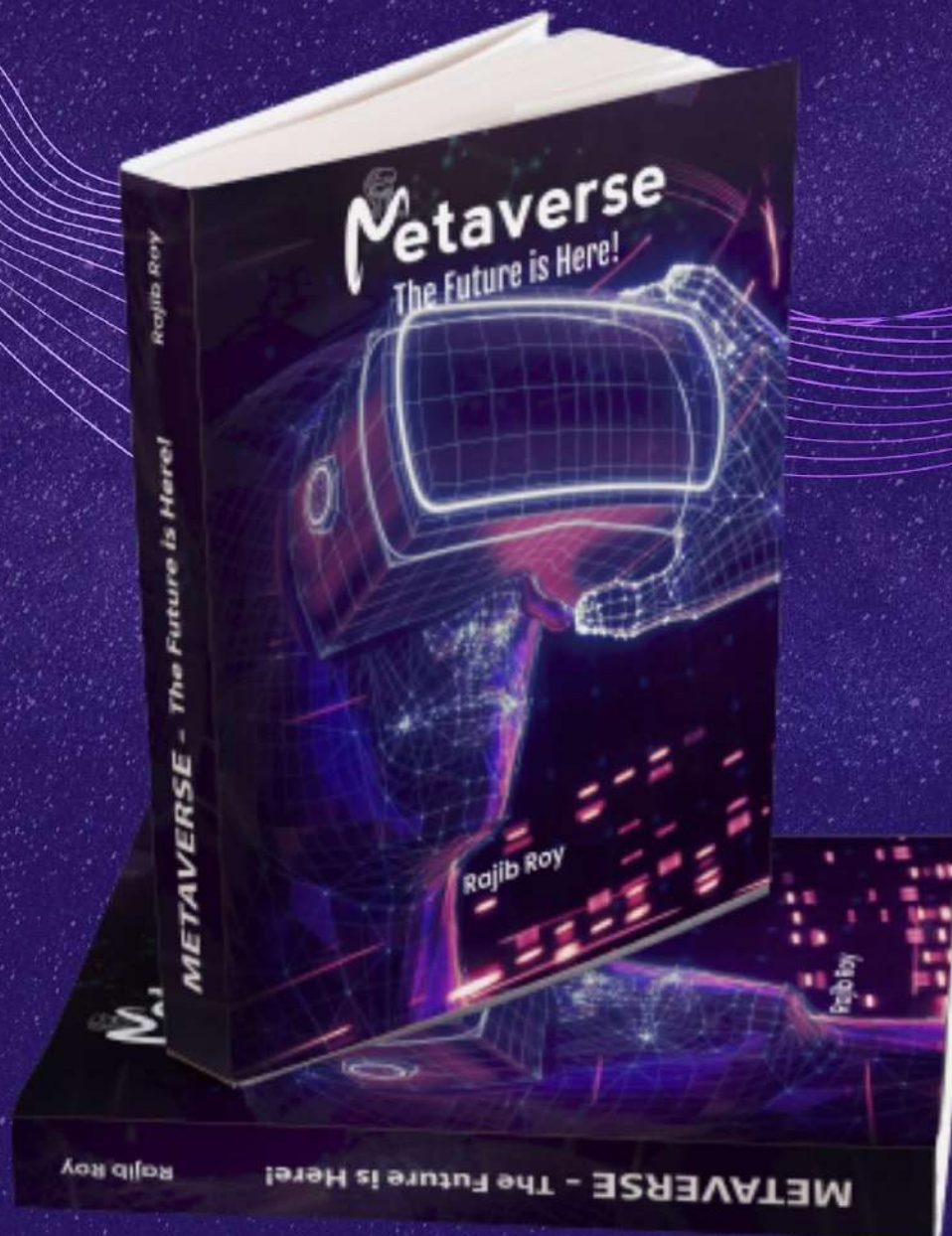
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METAVERSE
The Future Is Here!

By Rajib Roy

MOBILE APPS

Mobile app development, guides, cost breakdowns

A few trends in the mobile app development market cannot be ignored. The demand for high-quality apps offering this capability grows as more modern customers use their smartphones to pay their bills, connect with coworkers through various messenger apps, and make new friends.

By using some of the most recent technology, app developers may enhance user experience. It's time to make future plans while considering the rise in application development. It's time for you to think about various possibilities and development trends that would considerably enhance the UI and UX of your current mobile app.

These trends also enable you to create cutting-edge mobile applications. Some of these popular trends that companies and startups should consider when developing mobile apps include 5G, mobile commerce, wearables, and many more that we discuss in the first article.

The first article will give a general guideline on how to build an Employee Communication App and will explain its essential features.

In the next article, we will explain the seven best practices for Mobile UX design that you should consider. These include simplified navigation, selecting the right font size, avoid information overload, and more that are discussed in the article.
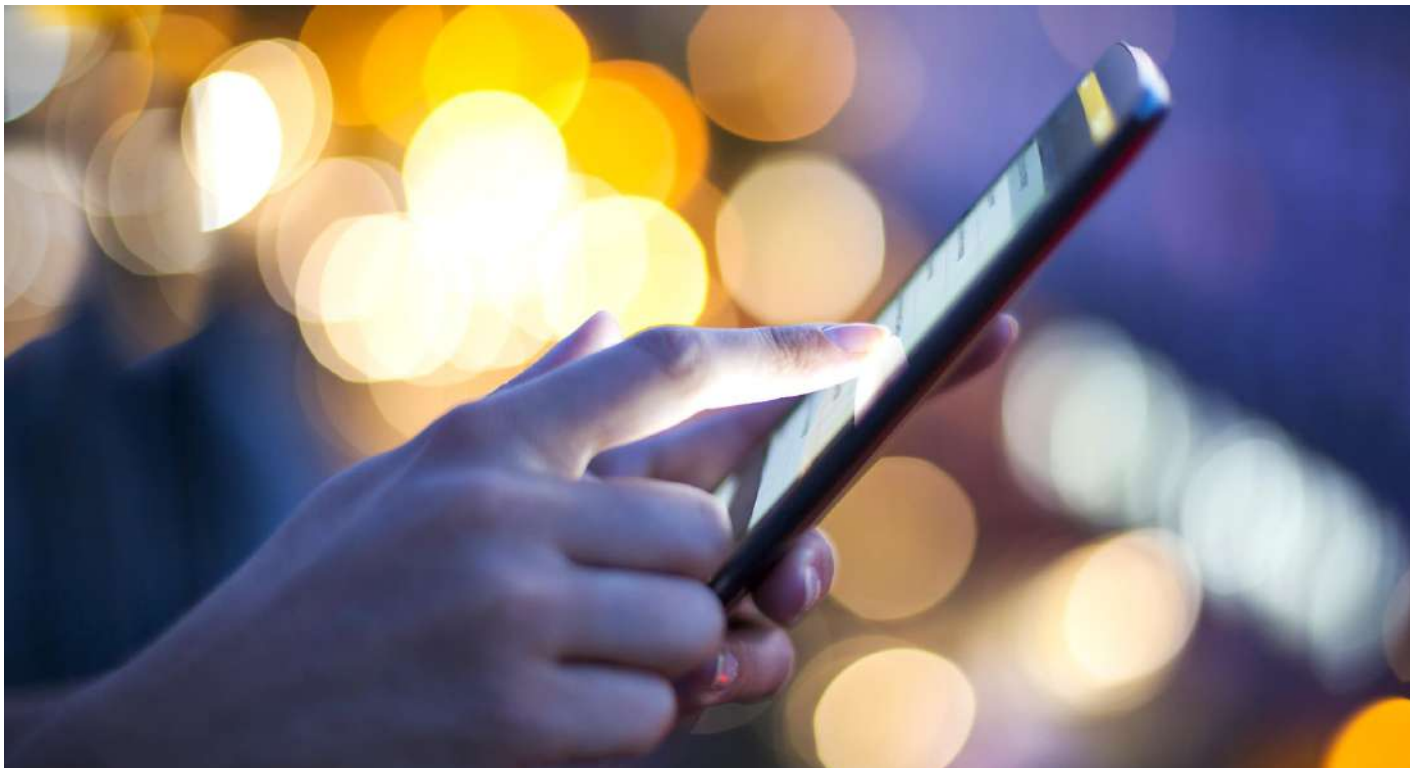
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7 FUTURE MOBILE APP TECHNOLOGIES THAT WILL INFLUENCE APP DEVELOPMENT

One of the most prominent factors in modern technology is mobile. In previously unheard-of ways, mobile gadgets and applications control our reality and information consumption. However, cellphones' hardware, software, and technology have all advanced significantly.

A few trends in the mobile app development market cannot be ignored. The demand for high-quality apps offering this capability grows as more modern customers use their smartphones to pay their bills, connect with coworkers through various messenger apps, and make new friends.

Because of the numerous recent scandals involving GDPR violations, security breaches, and other negative tendencies in this industry, people want their operations to be safe, secure, and private.

The global market for mobile applications is growing faster than ever. The number of smartphone users is growing, helping to drive up the revenue of mobile apps.

> " A few trends in the mobile app development market cannot be ignored "

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This expansion presents numerous opportunities for mobile app developers. By using some of the most recent technology, app developers may enhance user experience.

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It's time for you to think about various possibilities and development trends that would considerably enhance the UI and UX of your current mobile app.

These trends also enable you to create cutting-edge mobile applications. Some of these popular trends that companies and startups should consider when developing mobile apps are listed below.

5G Support

More and more nations are using 5G technologies. It is already clear that the new technology will have largely replaced its more established competitors at this rate.

The causes for this include remote employment, the rise in popularity of streaming services, and the rising demand for broadband access caused by COVID-19.

By the end of 2030, Statista projects that the global market for 5G technology will have grown to an amazing $620.72 billion.

With its significant increase in connectivity, 5G technology might usher in the fourth Industrial Revolution.

Did You Know?

- There are currently 236 million 5G global subscriptions. This number is forecasted to reach three billion by 2025

- There are currently 135 5G networks around the world that comply with 3rd Generation Partnership Project (3GPP) standards.

- The mobile payments market is expected to see 29.5% growth by 2027

- 79% of smartphone users have made a purchase online using their mobile devices

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With its extraordinary speed and connectivity, 5G technology advances augmented reality, virtual reality, and the Internet of Things (IoT). It will significantly impact several industries, including health, education, transportation, etc. Additionally, the more precise geofencing and geo-targeting needed for mobile apps would be made possible by 5G's higher radiofrequency and shorter wavelength.

This means that most users will anticipate native support for 5G and the benefits it can provide for app developers.

Some of them consist of:

- Better aesthetics because of more traffic.
- Comprehensive personalization based on AI and machine learning techniques.
- Improved horizontal connectivity
- A progressive move toward data processing in the cloud.

For developers, the final component might seem extremely profitable. NVIDIA's GeForce NOW service, which is gaining popularity, effectively enables its subscribers to play the newest PC games without owning a top-tier gaming PC. The user experience is supplied through the low-latency streaming of the generated video using hardware rented from the firm datacenters.

Using resource-intensive programs without fully installing them on smartphones or leveraging some of the accompanying workloads to corporate servers will be made possible by applying similar ideas to mobile apps. For developers ready to accept and support these developments, this creates a variety of new options.

Mobile commerce and Cybersecurity

Mobile wallets are gradually replacing traditional debit and credit cards as the preferred method for in-app transactions. According to recent Apple announcements, point-of-sale products will be available in 2022.

Any user can use this to turn their iPhone or iPad into a payment terminal for their company. These patterns in mobile app development show unequivocally that in the 2020s, mobile transactions will replace certain existing solutions in this area and establish themselves as the new standard.

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This opens up various opportunities for app developers, such as creating peer-to-peer payments made within their services or mobile wallets tailored to particular apps.

People may want to store a set amount of money on a specific account within a subscription-based product rather than give your program complete access to their primary debit or credit card. As a result, the majority of developers will have to have some level of financial expertise. By doing this, they can give their users the convenience they want while ensuring their safety.

Cybersecurity: Given this, user experience and consumer data security are equally crucial. Because nobody wants to lose their cash or private information unintentionally.

To ensure the security and contentment of their customers, every app developer must concentrate on the following areas:

- Discuss openly the techniques and measures you use to safeguard your clients.
- Integrate biometric and two-factor authentication wherever it is practical for all in-app purchases.
- Conduct internal audits regularly to verify adherence to the GDPR and other relevant laws.
- Recognize the kind of data you actually require and refrain from gathering extraneous customer data. Remember that you are responsible for handling, processing, and confidentiality. This puts you at a larger risk of any unintentional security breaches.

Wearables

Wearables have completely changed the world. People are now adopting wearable devices to stay connected to the outside world, like headphones, smartwatches, etc. Because Wearables allow users to get messages and notifications on their timepieces, they offer a high level of convenience.

Additionally, the popularity of fitness tracking devices has increased significantly as people's awareness of the need to live a healthy lifestyle has grown.

The demand for smartphone apps required to operate wearables would rise due to these gadgets. Wearable technology has a significant impact on the sports and healthcare sectors.

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According to need, numerous additional businesses will also use wearable technology. Shortly, wearable technology will be incorporated into many objects around us.

Blockchain technologies

As of 2022, there is still debate regarding the legal status of cryptocurrencies in several jurisdictions, with some even going so far as to outright ban them because of the dangers of tax evasion, the expansion of the shadow economy, and money-laundering operations. By leveraging security from a local device to the level of a shared database, blockchain elements, according to all experts, offer unprecedented data safety.

Securing classified data has grown crucial as more individuals buy and sell using their smartphones. To keep your data safe and exchange it effortlessly across various supply chains, blockchain offers a solid and secure option. A survey from markets & markets predicted that the blockchain market would reach $67.4 billion by 2026.

Therefore, blockchain technology can be a terrific option if you seek a secure payment gateway for your mobile app.

This allows app developers to decentralize various processes and ensure that hackers cannot access confidential information by taking over a single network node. The intruders are successfully prevented from altering crucial data or stealing user traffic because timestamps are tied to every transaction, and logs of every transaction are saved on several devices. Here are a few clear benefits of preparing your app for blockchain technology.

Benefits:

- Decentralized data storage and transfer methods eliminate the need for centralized servers susceptible to attack.
- Only authorized users can manipulate data; all such operations are completely transparent and simple to track.
- Blockchain-based solutions use encryption and cryptography at much higher levels than the available mobile apps.
- Blockchain components may be readily incorporated into cross-platform apps using modern development tools like React Native, resulting in a seamless and safe user experience.

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AR and VR

Mobile app development is increasingly leaning on AR/VR technologies to provide a better user experience. Statista's market research shows that the global AR/VR industry is expected to reach $160 billion by 2023.

The widespread use of AR/VR technologies would make a more individualized user interface. By employing AR/VR, customers may, for instance, visually visualize how a piece of furniture will look in their living room or even determine how a new outfit would look on them.

Although AR and VR technology has advanced rather slowly over the past ten years, Facebook's initiatives in the 2010s may quickly alter the current state of affairs in this field.

It recently changed its name to Meta to provide an immersive experience integrating both augmented and virtual reality technology, purchasing the Oculus company and creating some of the most affordable and well-liked VR headsets on the market.

Although this vision may seem to be some time in the future, there are many examples of more current uses for both ideas.

Examples: You may already use augmented reality (AR) to examine how some furniture manufacturers, like IKEA, can fit into your actual rooms.

Using the cameras on your smartphone lets, you view detailed descriptions of the products in front of you in many museums and shopping establishments.

Leading organizations in the sector, including Lloyds Banking Group, are gradually integrating VR into their hiring, skill-training, and onboarding processes.

As more entertainment content is produced in a 360-degree format, viewers can visit other locations and events virtually.

Given the previously mentioned 5G development, augmented and virtual reality concepts can be integrated widely because they provide special benefits for entertainment and conventional shopping. Therefore, it could be a good idea for app developers to start investigating and experimenting with these technologies right away.

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IoT and bots

The development of chatbots, often known as bots, is revolutionizing the mobile app market. By 2025, the chatbot market will be worth $1.25 billion, according to projections. Business Insider says global consumer spending via chatbots will exceed $142 billion over the next two years.

The development of technologies like artificial intelligence, machine learning, and natural language processing is the cause of this enormous expansion. With the aid of technologies like sentiment analysis, voice and facial recognition, and semantic search in the years to come, interactions with chatbots will likewise seem more natural.

These bots will play a significant role in the rapidly expanding Internet of Things ecosystem. Examples of mobile apps with a voice as their user interface include Microsoft's Cortana and Apple's Siri. As a result, chatbots will undoubtedly serve as the hub for IoT devices and apps in the years to come.

Artificial Intelligence

One of the most significant mobile app technologies used by businesses to create sophisticated and extremely useful applications is artificial intelligence (AI). According to a McKinsey report, artificial intelligence attracted $39 billion in investment in 2016, which has continued to rise in the following years.

Mobile applications use AI to become intelligent, discover user behavior, and reach crucial conclusions. In other words, AI makes use of the information the app collects to understand user behavior and enhance the user experience. Here is how some of the most popular applications in use today are utilizing AI to help their business processes:

According to a Gartner survey, the number of firms using AI has increased by 270% in the last few years due to the technology's many benefits and applications. To make mobile apps intelligent and sound, it can be applied in a variety of ways.

Apps like Amazon, Netflix, and others employ AI to suggest things for customers to buy, entertainment to stream, and occasionally even potential life partners.

7 BEST PRACTICES FOR MOBILE UX DESIGN YOU SHOULD FOLLOW

In this digitalized era, every product is designed mobile-first. People are more likely to manage their everyday tasks on the go with a few clicks & becoming more dependent on mobile devices. According to Statista report, there are an estimated 2.22 M iOS apps & 3.48M+ Android apps now in the app store.

Not every app on your smartphone is appealing & easy-to-use. And the only reason it could be is the poor mobile UX design. Sometimes, it happens that, you have made a great useful mobile application, that provides a bunch of good features, top-notch customer service, but still your user can't find your app convenient to use.

So, providing a simple & good mobile user experience is the ultimate goal for your app's success.

Nowadays to cope up with the latest mobile technology & latest design trend, UX designers are challenged to incorporate a lot of innovative features on a small screen.

> " **Not every app on your smartphone is appealing & easy-to-use. And the only reason it could be is the poor mobile UX design** "

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Providing a handy UX should be a priority for all UI/UX designers. On top of that, emerging mobile device structures like- curved displays, notch displays are another issue while structuring the mobile app design.

In this article. We have listed down the 7 best mobile UX design practices that every designer should follow.

7 Best Practices For Mobile UX Design

Mobile UX is how your consumers feel while navigating your app. UX design refers to an intuitive experience for your mobile apps. It is a combination of accessibility & effectiveness of the service to boost user interaction with the app.

Mobile app users better prefer appealing, easy-to-use & engaging mobile apps. The first approach to have a successful mobile application is to provide an interactive mobile UX.

While designing mobile UX, designers should understand the targeted audience's requirements & expectations from the app. Let's have a look at some best mobile UX practices.

Simplified Navigation Is the Key

Easy & clean navigation is the first step to adopting an effective mobile UX design. Even this is the main reason, your user will move forward & discover the app features. Your unique features & content will be meaningless if the user can't find them or discover them. The app elements should be easily recognizable so that users can smoothly navigate from one section to the next of the app. Some touchpoints for simplified navigation:

- Try to create 30*30 pixels or a minimum 7-10 mm navigation menu or tab
- Leverage full-screen navigation menu with clear labeling & meaningful icons/graphics
- Give priority to the most important & use elements at the top so that users can comfortably reach the main features of your app
- Try to incorporate one action per screen
- Give a focus on the activated tab or link

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Make Your App Scrolling Natural

To show data or a catalog of products, try to use horizontal scrolling. On a broad area, where you can fit all the necessary information on the screen, scrolling is an ideal option, although you need to keep in mind that long scrolling might be a problem sometimes for the user.

When you are reading any articles, text, or searching for any specific products then long scrolling can be a great way to access the right information. Otherwise, try to make your scrolling features minimal & spontaneous.

Studies show that people lose interest easily within 8-10 sec if they need to scroll more to complete a specific task. To avoid this long scrolling problem you can show any visual indication or tap to extend the feature to make this effort effective.

Random Color Selection Is A Big No

Selecting a standard color palette is always the hardest part of the app designing process regardless of the device type. The color scheme is something that actually makes your brand or app different & unique from the others.

Color psychology is directly related to the message or goal your app is trying to promote. As a brand owner, you should choose a primary color that you should use as your brand identity.

As an example, we can take a look at the giant successful companies Coca-Cola & Pizzahut using red as their primary color as it provokes users visually & also teases the user's appetite.

Select Right Font Type & Size

Some tips to keep in mind while selecting fonts:

- Font Size- According to the tech giants like Google & Apple, the standard font size should be 12 & it doesn't require zooming in the page screen, also give an eye-comfort for viewing
- Typeface- For standard readability, choose a typeface that fits well in every size.

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- **Colour Contrast**- An ideal color scheme will follow the 60-30-10 rules as it distributes the main color, secondary color & accent color in the right proportion. To balance among all the colors designers should follow this rule & also it help to distinguish between the font color and the background color.

Try To Avoid Too Much Information In a Single Screen

Breaking down user activities into small clutter helps your user to easily navigate a page. Adding a few additional pieces of information or actions can make your app clumsy & users can find it difficult to complete a task.

Hence you should follow the principle one action on the one-page rule. In this way, users can easily understand what they should do to step forward or go back to the previous option. You can differentiate the important steps & the less important steps by leveraging different colors & shapes.

Use Clean Tab Bar

Tab bars are essential to every app, especially for functional mobile applications. Tab bar holds the important elements of your app, so designers should be careful while choosing to plan the design of the tab bar.

Having a clean & clear tab bar provide a better user experience. Also, you don't have to be too creative in this section.

Icons are the popular way to design tabs but before using icons make sure your users will have a sense of the tab elements & know the purpose. Otherwise using icons with simple text can be a better option.

Allow Sufficient Spacing & Padding

Smartphone screens are small, that doesn't mean that you have to use small text with less space. By doing this, text & other content can be overlapped over the various device which is visually too much disturbance.

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Allowing enough spacing & line height helps to boost user legibility.

As mobile technology is blooming daily, designers must incorporate new trends while developing UX design. As an example, a curved display requires more padding than a general display to avoid unnecessary finger touch. 16pt is the minimum & statement recommendation for padding

Providing a better user experience is the ultimate solution to retain a long-lasting impression of your user. You need to ensure a great mobile UX design that promotes your brand's vision. In this article, we have mentioned those UX best practices that have been recommended by various UX designers & developers. This will affect your business as a whole with app popularity to get a positive ROI.

Do you need any help related to designing mobile applications with minimal cost? Get in touch with us & know more.

Royex Technologies- the **leading mobile application development company in Dubai** can help you to structure a variety of websites & mobile apps at the most affordable price. If you have detailed requirements for your apps, will give you the exact idea about the app's cost. You can contact us for more information to make an iOS and Android mobile application.

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Ecommerce platforms, features, tips, and reviews

According to the 2022 Stay Secure survey, which the Department of Economy and Tourism jointly conducted (DET) in Dubai and Visa, The security of a payment option made available on a merchant website was cited by more than eighty percent (84%) of consumers as the main factor in their decision to pay with their cards online rather than via Cash on Delivery (COD).

The second most essential factor (64%) for choosing a payment option was assurances that their payment information would be protected.

To trust digital payment methods generally, about three-quarters of respondents said they would like to understand how security technology operates. This emphasizes the significance of consumer education by payment industry stakeholders, including financial institutions, payments companies, and governments, to increase consumer trust in digital payments.

In the first article, we will explain 5 different ways you can protect your personal data when shopping online.

The second article shares the top ecommerce metrics that help you determine your business success. Some of them include impressions and reach, cost per acquisition, organic traffic. You will find the complete list in the article.

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85% OF UAE CONSUMERS CONCERN OVER PERSONAL DATA WHEN PAYING ONLINE - 5 WAYS TO PROTECT ONLINE DATA

Before sending their personal information to an e-commerce site, most respondents (85%) want to know how it will be used and safeguarded. We show you how you can do so.

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TOP ECOMMERCE METRICS TO MEASURE YOUR BUSINESS SUCCESS

There are hundreds of metrics out there relevant to ecommerce websites and stores. Here, we have gathered only the most significant metrics that affect ecommerce businesses directly.

85% OF UAE CONSUMERS CONCERN OVER PERSONAL DATA WHEN PAYING ONLINE - 5 WAYS TO PROTECT ONLINE DATA

Any data relating to an identified natural person, or a natural person who can be identified by reference to an identifier such as his name, voice, image, identification number, online identifier, geographic location, or one or more physical, physiological, economic, cultural, or social characteristics, whether directly or indirectly through the linking of data.

When the pandemic struck, online sales, which had been growing steadily before its arrival, were virtually overnight. Many retailers who had previously had little to no internet presence or none now found themselves scurrying to open e-commerce stores to survive.

Since many consumers now prefer the convenience of not leaving their homes to purchase anything from presents to essentials, most merchants will likely be at least somewhat engaged in e-commerce in the future.

According to the 2022 Stay Secure survey, which the Department of Economy and Tourism jointly conducted (DET) in Dubai and Visa.

> " Before sending their personal information to an e-commerce site, 85% want to know how it will be used and safeguarded "

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The second most essential factor (64%) for choosing a payment option was assurances that their payment information would be protected. In comparison, the least important one (17%) was the cost of goods or services.

The same pattern was seen in person, as shoppers placed the security of the merchant's payment system as the most important consideration (65%) when weighing their alternatives for digital payment methods to pay for goods and services.

Safety and hygiene (45%) came in third, followed by guarantees and return policies (49%) and warranties. In the past month, three out of four of the customers polled made a digital payment, and since COVID-19, nearly half of respondents had made more digital payments in-store and online, particularly contactless ones.

Most customers (79%) indicated a high preference for digital payments over cash. They stated that they would switch stores, online shopping sites, or mobile apps based on the accepted payment methods and approach Web design companies in Dubai.

According to the report, 34% of consumers prefer to tip in cash at hotels, restaurants, tourist attractions, and other services. And while most consumers (70%) claim to be confident in their ability to spot a fraud or scam, a third of those polled in the UAE still have difficulty doing so.

What Merchants Can Do

Before sending their personal information to an e-commerce site, most respondents (85%) want to know how it will be used and safeguarded. To trust digital payment methods generally, about three-quarters of respondents said they would like to understand how security technology operates.

This emphasizes the significance of consumer education by payment industry stakeholders, including financial institutions, payments companies, and governments, to increase consumer trust in digital payments.

Providing clear information regarding guarantees and refund possibilities, displaying bank and payment partner logos, and disclosing security measures are all actions that merchants may do to boost customer trust and the payment experience.

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Consumers place a higher value on security than on cost regarding how their personal data is managed.

As Visa's Head of Risk for the Middle East and North Africa, Neil Fernandes, stated, "These are crucial insights for merchants aiming to increase and sustain consumer trust in their payment offerings.

Additionally, the fact that a third of consumers still cannot recognize a possible scam highlights the necessity of all participants in the payments ecosystem to continue cooperating to maintain consumer protection.

Our Stay Secure campaign, now in its seventh year, has been a crucial tool for Visa, Dubai Police, and the Department of Economy and Tourism in Dubai in educating consumers about payment security and assisting businesses in meeting the growing demand for safe, convenient digital payments both in-person and online.

Five Ways to Protect Personal Data

You can maintain security against unauthorized access to your data by third parties by making a few straightforward modifications to your devices and accounts.

You can also safeguard your privacy from third parties with whom you do not wish to share your information.

It's simple to get going. It's difficult to go a few days after checking the news without learning about a significant data breach that could have exposed the private information of millions of consumers to thieves.

Here are some suggestions to help prevent your personal information from falling into the wrong hands.

Your Digital Kingdom's Keys are Your Passwords

Would the owner of a found smartphone be able to access its information if you left it at a coffee shop or cab? That is a dreadful circumstance.

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Losing your smartphone is one thing, but granting the finder access to your social media, email accounts, and other personal data you may have stored on the device might have disastrous effects on your life. Use a passcode to safeguard your apps, accounts, and private information securely. Do the same with your desktop computers and even laptops.

Protect Your Identity

Never exchange passwords, and avoid using a password that is simple to guess. Make sure you replace them frequently. Use two-factor or strong authentication whenever possible to confirm identity or a transaction by combining what you know (username and password) with what you have (a credential like a card, token, or mobile phone).

Don't Click on Links or Attachments

Cybercriminals are skilled at convincing individuals to click on links that appear to be from their bank, telecom provider, electric or gas company, tax service, or other trustworthy organizations.

Consider the source of information before clicking. Spelling mistakes, suspicious email addresses, and contacts from friends should all be taken very seriously.

To log into your account and confirm any communications before clicking, it is preferable to input the URL of the organization in question manually. Before clicking, phone the company or your friend if you're unsure.

Make Sure the Website You're on is Secure

Ensure the URL starts with HTTPS before submitting your payment information on any website; the "s" stands for "secure."

Avoid any website with glaring typographical errors, missing security information, or unfamiliar symbols. If in doubt, use a high-security web browser that shows the green EV SSL address bar and click on the VeriSign checkmark to confirm a site's legitimacy.

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Avoid Using Public WiFi

True, you get what you pay for. A nice example is free public Wi-Fi. Sure, it's convenient, but the majority of free public Wi-Fi networks don't offer much in the way of security. Thus, anyone using the same Wi-Fi network might "eavesdrop" on your online behavior with the appropriate equipment. Even a password-protected Wi-Fi network is only as secure as the users who know the password. Save your transactions for a secure network, possibly at home. Use a VPN (a virtual private network) to encrypt your activity so that others using the same network cannot easily see what you are doing if you must log in or do business online while connected to a public Wi-Fi network.

As you take advantage of the best aspects of the digital world while knowing that your gadgets and the data they contain are secure, keep these suggestions and tips in mind. Participating in your own Internet security is the best way to avoid nasty online things. Your family should be aware of the dangers in the world, and you should use reliable protection software. Attackers will have fewer targets to take advantage of when more of us stick together to protect one another.

Royex Technologies, a leading **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. If you need an eCommerce website with SEO optimizations, feel free to call us at +971566027916 or mail us at info@royex.net and we can send you a proposal based on your idea.

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TOP ECOMMERCE METRICS TO MEASURE YOUR BUSINESS SUCCESS

What if you don't get enough return on your investment after making all the efforts to establish an ecommerce business? You'll have to redefine your business model from every aspect to make substantial profits.

How would you know whether or not your website is performing well? That's when ecommerce metrics come into play to help you measure your success. These metrics are critical to determining the right strategies for your business. There are hundreds of metrics out there relevant to ecommerce websites and stores.

Here, we have gathered only the most significant metrics that affect ecommerce businesses directly. Keep reading for the details.

Important Ecommerce Metrics to Consider

The lifecycle of a buyer consists of 5 stages namely discovery, consideration, conversion, retention, and advocacy.

> "How would you know whether or not your website is performing well? That's when ecommerce metrics come into play"

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During the consideration stage, they proceed to click on a link, subscribe to a newsletter, or like, share your posts and comment on them.

The conversion stage is the most important as visitors turn into customers in this phase. Retention stage deals with metrics related to repeat customers.

And the final stage is advocacy. This stage comprises the metrics that indicate how satisfied your existing customers are and whether they refer your business to other people.

Delve into the next sections to know more about these elements of ecommerce analytics.

Impressions and Reach

The number of times your content, post, or ad appears before someone is called impressions.

These impressions come from a variety of sources such as paid ads, organic search, third-party websites, social media, and more.

Impressions don't mean engagement. Impressions only refer to the visibility of your content.

Reach refers to the number of your total fans, followers, and subscribers across all platforms including email, Facebook, Instagram, and your ecommerce site.

All those people who will see your content accumulate the number of reaches.

Did You Know?

- The average ecommerce store likely sees a returning customer rate of between 20% and 30%.

- It can cost as much as five times more to get new customers vs. returning ones,

- An average bounce rate for an ecommerce website is between 20% and 45%

- In e-commerce, email open rate hovers around 21%

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Cost Per Acquisition

Every customer comes to your store at the expense of an acquisition cost. Email marketing paid to advertise, and any other marketing campaign requires investment to function effectively.

You can drive traffic to your website and generate sales through these marketing funnels. What if your customer acquisition cost exceeds your total revenue? That's the reason you must pay close attention to CPA (cost per acquisition).

Organic Traffic

Organic search traffic implies the number of your total visitors who reach your website organically, without being pushed by any paid ads. More organic traffic means you have good SEO health and an optimized website capable of attracting visitors naturally.

Check your websites regularly for SEO issues. All these SEO metrics are significant to the success of your ecommerce business.

Email Open Rate & Click-through Rate

Email open rate represents the percentage of people who open your email when you run email campaigns. A higher open rate means more people receive your emails and open them.

And the next metric click-through rate refers to the number of times people clicked through your website. A standard email open rate ranges between 15-25% and the average click-through rate is 2-5%.

Conversion Rate

Conversion rate is the percentage of users who make a purchase or make a decision as you intended to the total number of visitors to your website. Divide the number of conversions by the number of visitors to get the conversion rate.

A conversion rate measuring higher than 3% is considered good compared to the average conversion rate of 2.86%. This means 2.86 visitors make a purchase among 100 visitors to an ecommerce site.

Social Media Analytics

Every internet user has multiple social media accounts. Social media platforms are a great source of sales nowadays.

Keep track of your social media KPIs at regular intervals. Likes, shares, comments, and clicks are a few factors that determine your success in social media marketing. Check for the traffic you get within a given period of time through social media.

Cart Abandonment Rate

A large number of users add something to their cart but leave the website without completing the transaction.

This stage of the lifecycle journey is termed cart abandonment. Cart abandonment rate is the percentage of visitors who leave the cart midway out of the total number of shopping carts created.

This measure is very important since it tells of the interest of potential customers who, for some reason, can't make it to final checkout.

To be more sure about the reasons behind cart abandonment, you can search for checkout abandonment rates which specifically inform about the faults of the payment and checkout process.

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Average Order Value

AOV aka average order value informs about the total amount of money your customers spend on your business while checking out. You can determine the growth rate of your company by analyzing this metric.

See how your business is evolving with time considering the average order value. Keep trying to embark on a progressive journey with an all-out marketing effort.

Customer Lifetime Value

CLV refers to the total amount of money a business owner earns from customers throughout their whole life.

If you earn less customer lifetime value compared to the money you invest in acquiring new customers, you need to rethink your business strategies and come up with more effective ways to increase the CLV.

Customer Retention Rate

Acquiring a new buyer cost at least 5 times more than retaining an old customer. This cost may go as high as 25 times.

Customer retention rate lets business owners know how many of their customers come back to buy again out of the total number of their customers. A higher retention rate means you're doing great with your ecommerce business.

Refund & Return Rate

Both refunds and returns are detrimental to your business. Measure these metrics and take the necessary steps to minimize them as much as possible. Refund and return policies are integral parts of ecommerce stores. Keep your business running in such a manner so that you hardly need to effectuate these policies.

Churn Rate

Churn rate is a complex type of metric that represents the number of visitors lost within a specific time period. Keep your visitors and customers happy to achieve a sustainable low churn rate. A high churn rate indicates a big loss as far as customer acquisition cost is concerned.

Net Promoter Score

Word of mouth is very important. A satisfied customer can cause a substantial increase in your customer base by spreading positive thoughts about your business.

NPS aka net promoter score informs about the popularity of your business among your customers. You can find out how willingly your customers refer your business to people they know.

This score represents the overall performance of your business from the perspective of customers. That's the reason this metric matters so much.

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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

UAE
Office #3203, 32nd Floor, Citadel Tower, Marasi Dr, Business Bay, Dubai - UAE

QA
Level 14, Commercial Bank Plaza, West Bay, Doha, Qatar

IND
110/8 B.T Road Kolkata - 700108, West Bengal, India

BD
House No: 51, Road No: 09, Mohakhali DOHS, Dhaka, Bangladesh.

Paira (3rd Floor), House No: 113, Road No: 10, O. R. Nizam Road R/A, Chattogram, Bangladesh

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ADDRESS

Office #3203, 32nd Floor, Citadel Tower, Marasi Dr, Business Bay, Dubai – UAE

TEL/ MOB

+971 566027916

E-MAIL

info@royex.net

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