

ONLINE MAGAZINE

MOBILE APPS & E-COMMERCE



**Meta Connect
Conference 2022
Major Announcements**

How Much Does
It Cost
To Develop A
Game In Dubai

Why Is Saudi Arabia's
Crown Prince
Investing \$37b
into Gaming?

Lower Buyer
**Hesitation in
Ecommerce**

What Is the
Web 3.0 Economy?



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Meta's Connect 2022 event kicked off with presentations by business executives including CEO Mark Zuckerberg, chief technology officer Andrew Bosworth, and others.

The company continues to make the case that VR technology is more than simply headsets and immersion; it also demonstrated a new headset (the Meta Quest Pro) and announced a collaboration with Microsoft.

In this edition of the magazine, our feature article highlights the major announcements made at the Meta Connect 2022 event.

In the Metaverse section, we also discuss what web 3.0 economy is, and how a brand can enter web 3.0, NFTs, and Metaverse.

In the game development section, we explain the reasons why Saudi's crown prince is investing \$37 billion into gaming, and breakdown the cost to develop a game in Dubai

In the ecommerce section, we share how to lower buyer hesitation and 15 things you need to before starting an ecommerce business.

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.

METAVVERSE

Latest happenings in the world of Metaverse



The Quest Pro was the main focus of this year's Meta Connect, but the firm also unveiled some other noteworthy products and improvements. Beyond releasing a new VR gadget, Meta described how it was working to broaden the metaverse, including collaborations with other tech firms, licensing agreements with media conglomerates, and adding new avatar body parts.

The eagerly awaited Meta Quest Pro is a significant improvement over the current Quest 2. It costs \$1,499, which makes sense, given its updates. The headset is smaller and lighter than the Quest 2 and features cutting-edge pancake optics that provide 75% greater contrast than Meta Quest 2. The battery has been shifted from the front to the rear of the headset, where it bends to rest on your head. This is in part due to the device's flat pancake lenses.

In the first article, we summarize the Meta Connect 2022 virtual event and give a rundown of all the major announcements.

The second article explains what web 3.0 economy is, and how companies can prepare for it.

In the third and final article, we explain how a brand can enter the Metaverse, and incorporate web 3.0 and NFTs into their business.



06 META CONNECT CONFERENCE 2022 - META QUEST PRO, META AVATARS, WORKPLACE VR AND MORE ANNOUNCED

The Quest Pro was the main focus of this year's Meta Connect, and all the other major announcements of the Meta Connect 2022 event are covered in the article.

15 HOW TO ENTER WEB3, NFT, AND THE METAVERSE AS A BRAND

The future is not far off with Web3. It is already here, providing cutting-edge digital assets and immersive engagement that is richer, more multifaceted, and more immersive.

10 WHAT IS THE WEB 3.0 ECONOMY? HOW DO COMPANIES PREPARE FOR IT?

In this article, we will break down the elements of the web 3.0 economy, what web 3.0 means for business & how companies can prepare themselves for this digital economy.

META CONNECT CONFERENCE 2022 - META QUEST PRO, META AVATARS, WORKPLACE VR AND MORE ANNOUNCED



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Here is all the information you want about Meta Connect 2022.

Meta Quest Pro

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“ The Quest Pro was the main focus of this year's Meta Connect, but the company also unveiled some other noteworthy products and improvements

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The battery has been shifted from the front to the rear of the headset, where it bends to rest on your head. This is in part due to the device's flat pancake lenses.

Full-color mixed reality means that graphics will be overlaid on top of the real environment. Your living room is just beyond the screens that make up your virtual office.

A light-blocking gasket option is also available for the device. You may easily take them off thanks to the magnets that hold them on so you can explore a virtual environment while seeing the surroundings.

New inward-facing sensors will enable eye tracking and more realistic facial expressions on avatars, enabling greater real-world interactions in the metaverse, according to Meta.

The Meta Quest Pro includes new controllers with a detachable pen tip for writing and drawing in virtual reality.

New sensors make a 360-degree range of motion possible, and the virtual environment feels even more authentic thanks to new haptics.

VR integration in the workplace

The application of virtual reality (VR) technology in the workplace was a major theme of Zuckerberg's keynote.

He talked about how Autodesk, Adobe, and Accenture partnered with Meta in bringing the metaverse to their remote workforce.



Did You Know?

- 2.87 Billion People Use at Least One of Meta's Products Daily
- Meta's Total Revenue Was Roughly \$117 Billion in 2021
- Facebook is the Most Used Social Network with 2.93 Billion Monthly Active Users
- Meta's Advertising Audience is Comprised of 2.11 Billion People
- The name "Meta" means "beyond," indicating the futuristic motive in the Greek language.

Then Satya Nadella, the chairman and CEO of Microsoft, joined Mark Zuckerberg to talk about a new alliance between the two corporate behemoths that they think will make virtual reality (VR) the future workplace.

Quest 2 and Pro will support Microsoft Teams, Microsoft Windows 365, Microsoft Intune, and Azure Active Directory. Additionally, you may utilize your Meta Avatar in Teams.

A breakout group function, sticky notes for the program's already-available virtual whiteboards, and a Zoom connection will all be added to Meta's current Workroom offering.

Additionally, there will be four different "personal settings" that you may layer three virtual displays on top of to build a virtual reality workstation. The progressive web app versions of programs like Word, Excel, Powerpoint, and Outlook will also be available to users.

Avatars now has legs

In place of the flying eggs we now roam Horizon Worlds in, Meta added new avatars that are an improvement. The inward-facing sensors on the Meta Quest Pro, as we discussed above, will enable eye tracking and facial expression recognition that will be mirrored in your virtual self.

Meetings in Workrooms will offer you a far higher sensation of "being there" than standard video chats, according to a corporate blog post, since avatars can now display non-verbal clues like eye contact and facial expressions.

When Zuckerberg demonstrated his own avatar, it was clear that it was more expressive, conversational, and emotional than the present version. An extremely remarkable "codec" avatar that is currently being developed at Reality Labs was subsequently demonstrated to us by the team.

In his speech, Zuckerberg described the effort his team has made to develop a wide range of skin tones, facial characteristics, skills, and personal preferences for avatars. Additionally, they'll get legs!

Partnership with NBCUniversal and game announcements

In addition to integrating virtual places from The Office, Universal Studios' Halloween Horror Nights, certain Dreamworks content, and other properties into the metaverse, Meta is collaborating with NBCUniversal to put the Peacock app there. According to Vishal Shah, vice president of the Metaverse at Meta, "fans will be able to engage in these experiences in Horizon Worlds, at Universal Studios theme parks, and create their avatars."

Although there is no definite release date, Xbox Cloud Gaming will soon be accessible via the Meta Quest Store as part of Meta's cooperation with Microsoft.

In addition, Marvel's Iron Man VR, which was previously only accessible on PlayStation VR, will be playable on Meta Quest 2 starting on November 3. With "all the suspense and adrenaline of the original, but recreated from the ground up for VR," Among Us, VR will debut on Meta Quest 2 on Nov. 10. The first-person viewpoint will replace the gameplay's initial top-down view, increasing the challenge and the stakes.

The second chapter of Skydance Interactive's The Walking Dead: Saints & Sinners: While Behemoth, another game from the company, is being created particularly for VR, Retribution will be released in December.

Reality Labs' exploratory tech

The experimental technology we saw last year made a comeback at Connect this year, although it is still under development. A prototype of a wrist-worn gadget that interprets electrical impulses from your muscles to perform movements on a screen was displayed by Reality Labs' head scientist, Michael Abrash. Since controllers are cumbersome, this has enormous promise for virtual reality, but it's not obvious whether or if Meta will ever adopt the technology.

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.

WHAT IS THE WEB 3.0 ECONOMY? HOW DO COMPANIES PREPARE FOR IT?



The craze of web 3.0 has already started with the announcement of the metaverse by Meta CEO Mark Zuckerberg.

Companies are now moving from traditional economy to digital economy through investing on metaverse platforms & similar activities.

You may have heard about blockchain or cryptocurrencies before, but what about NFT, DeFi, or smart contracts?

Combining all these, we are going to experience a web 3.0 economy. From banking to logistics, healthcare, gaming, and social media, all industries will benefit greatly from this new expanding technology wave.

In this article, we will break down the elements of the web 3.0 economy, what web 3.0 means for business & how companies can prepare themselves for this digital economy.

“ You may have heard about blockchain or cryptocurrencies before, but what about NFT, DeFi, or smart contracts? Combining all these, we are going to experience a web 3.0 economy ”

What Is Web 3.0 Economy?

The web3.0 economy is all about crypto, blockchain, NFTs, metaverse, smart contracts, DeFi & decentralized storage. We can call the web 3.0 economy a digital economy.

People now use the internet in different digital forms for communication, like social media platforms, emails, video, audio, photography, or graphics. But in the web3.0 world, all these communication methods will be more interactive & secure.

Web 3.0 or Web 3 refers to a new internet made up of decentralized web applications that utilize blockchain technology and smart contracts to offer users more control over their online data and increased security and privacy from malicious actors online.

Web 3.0 – the next revolution of the world wide web that promises to provide a new kind of internet that will be decentralized and tokenized.

It will be a more efficient and secure platform for exchanging goods and services. We can consider web 3.0 as a successor of web 2.0.

With the help of web 3.0 technologies like AI, augmented reality, virtual reality & machine learning, the economy is going to change completely, like- trading services on the internet, digital ownership & many more that we can't even understand right now.

Aspects Of Web 3.0 Economy

The ultimate aim of the upcoming web 3.0 economy is to make the users & creators build up their own open economy where they will be able to own their consumers & can easily monetize their service without any third-party interference.

In this new digital economy, consumers will attend, interact & add value instead of buying products offered to them. Web 3.0 economy is all about making conversions through customer engagement & participation.

Here are the various aspects of web 3.0 economy:

Blockchain For Web 3.0

Blockchain technology is currently being used for many different applications and is still in its infancy. One of the most recent and potentially revolutionary use cases for blockchain is Web 3.0.

The goal of Web 3.0 is to create a decentralized web that will be more secure and reliable than the current internet we use today. Through blockchain, DeFi (Decentralized Finance) can be created by several industries, which is the backbone of Web 3.0.

Leveraging blockchain's decentralized infrastructure on the web 3.0 economy, individuals and businesses will be able to make their processes self-owned, transparent & easily verify their transactions & information.

Crypto For Web 3.0

Cryptocurrency is directly related to blockchain technology. It provides three individual aspects that will benefit the business in the web 3.0 world. These are- investment & asset, payment method & lastly, medium of exchange for digital products.

As web 3.0 is completely decentralized, peer-to-peer, and more secure than the current web, crypto plays an important role in this digital economy. Its immutable and transparent nature is a perfect fit for this new environment.

Crypto will provide a digital payment system that will be used to store data securely on decentralized servers that are not controlled by any one entity. Through a cryptosystem, transactions will be faster, more efficient, and cheaper than most banking transactions.

Smart Contracts For Web 3.0

The use of smart contracts for web 3.0 is a relatively new concept in all aspects & plays the biggest factor in web 3.0-enabled applications. This new system could potentially change how we do things like buy and sell goods, what will happen after buying any products & share information.

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A major component of this new system is- smart contracts, which are self-executing agreements that have been programmed earlier to execute when certain conditions have been met between parties involved in the contract.

Smart contracts are open-source, immutable & widely accessible. These contracts could offer a lot of benefits to society, such as increased security, as it does not require any broker or intermediaries to sign any agreement. So, businesses & entrepreneurs will be highly benefited as it increases authenticity & free from any power hoarders.

Metaverse & Web 3.0

Metaverse- a virtual world is going to be the biggest achievement of the web 3.0 economy. Metaverse has already opened wide business opportunities for several industries where e-commerce, gaming industry & real estate are the major fields.

The purpose of web 3.0 & metaverse is similar & that is, the way of experiencing the internet. Metaverse is a decentralized, open-source, and shared network that has the potential to replace the internet.

It is a virtual world where people can meet, chat and play games & it has the potential to replace physical offices, events & social gatherings. Metaverse aims to provide an environment where people can be free of any limitations such as censorship, discrimination, or fraud. Metaverse is a great example of a web 3.0 application that turns your life from a 2D environment to a 3D interactive environment for both computer & phone screens.

NFT For Web 3.0

NFT is another trending & most hot topic after metaverse in this digital economy. In simple words, NFTs are a new form of digital assets that are not controlled by any single entity. NFTs can be used to create interactive digital experiences and products. NFTs can be identifiable by token id, which coordinates with the smart contract. So you can easily track your digital information within a few seconds. However, it is still unclear how NFTs will impact the web 3.0 economy; they will definitely play a vital role in digital sovereignty or digital asset authority.

Prepare Yourself As A Company For the Web 3.0 Economy

As the world transitions to Web 3.0, we need to be prepared for the changes that will come with it. We have already discussed the usage of blockchain, crypto, NFT, smart contract & DeFi for Web 3.0 and what changes you can expect as this new era begins. In the future, companies must be prepared to keep up with the ever-changing technological innovations.

Web 3.0 is a term used by many people and organizations to describe the next major phase of the internet, which is expected to be more decentralized, more interactive, and much more intelligent than previous iterations of the internet. As the decentralized web is emerging widely, tech companies are digging their potential to explore this new world. Utilizing Web 3.0, companies can reduce inefficiencies by blockchain; for quicker transactions, they can use cryptocurrencies, make automation with smart contracts, and more.

Web 3.0 is a new era of the internet that will be very different from what we currently know and use today. It will be an era where every device, person, and the thing will have a digital representation on the internet and access it through their own private data store or service provider. The main shift from web 2.0 to web 3.0 for the companies is mainly the crypto technology. It introduces a variety of ideas of disintermediation & independence from third-party access that hamper our data privacy. Some important aspects of the web 3.0 economy you should know as a company:

- It eliminates the intermediate platforms between service provider & customer
- 100% ownership of their data & work
- Have transparency in business
- Reviving authentic creativity rather than ad-driven content creation

The top 5 tech companies already invested in web 3.0 are- Meta, Microsoft, Sony, Amazon & Tesla. Also, other companies are adapting new technologies to adapt to the transition from web 2.0 to web 3.0. So, companies are investing money and efforts to explore the potential of Web3 to unlock exclusive opportunities for their growth and innovation. Brands have already started integrating web 3.0 tools into their services, so it's high time to re-engineer your skills for venturing into this digital economy.

HOW TO ENTER WEB3, NFT, AND THE METaverse AS A BRAND



It's incredible how many businesses have manifested themselves in the Metaverse during the past year. Huge corporations have launched initiatives ranging from NFTs to unique Metaverse experiences that everyone may access from anywhere in the world.

Unbelievable as it may seem, NFTs and the Metaverse will soon play a significant role in branding and marketing.

The metaverse will open up new options for businesses and customers to connect in a new way as a result of the growth of digital commerce

A paper states that, rather than just being a virtual reality environment, "We believe the Metaverse represents the next generation of the internet, combining the physical and digital worlds in a persistent and immersive manner."

A device-independent Metaverse accessible through PCs, gaming consoles, and smartphones may produce a huge ecosystem.

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We believe the Metaverse represents the next generation of the internet, combining the physical and digital worlds in a persistent and immersive manner

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The audience for the metaverse is predicted to reach closer to 1 billion, even if it is limited to VR/AR devices.

Metaverse platforms have the ability to change how, when, and where businesses communicate with their customers since extended reality platforms enable organizations to create new experiences and deliver information in inventive ways.

The future is not far off with Web3. It is already here, providing cutting-edge digital assets and immersive engagement that is richer, more multifaceted, and more immersive.

Numerous organizations are attempting to stay competitive by implementing the latest technology as they emerge. Web3 is a digital media innovation that is changing the game, but getting involved without doing your study is a big mistake.

You must have a fundamental understanding of the technology and a strategy for advancement. Investigate how you may use digital assets in your company if you think they can aid in the development of better marketing campaigns with a new level of involvement.

However, you can't end there! Before using them in marketing campaigns, you must also be familiar with digital assets' production, storage, and transfer processes. Your campaigns will probably fail if you don't have a solid understanding of the technology.

Try to comprehend how web3 will affect your company. This entails being aware of the implementation costs as well as how the technology functions and integrates with your current procedures.

Many companies believe that all new technologies are worthwhile investments since they are immediately applicable. This isn't always the case, though; occasionally, the new technology won't actually help your company. If web3 isn't the best fit for your brand, that's cool too. Making an awkward relationship won't benefit your brand in any way.

Few Suggestions for Companies Entering New Technology

We've compiled a list of a few suggestions to assist brands in successfully embracing new technology. Let's examine these suggestions in greater depth.

Know the Fundamentals

Before investing in new technologies, you must first comprehend how they operate. This entails being aware of the advantages and disadvantages of the technology, as well as how it is fuelled.

Determine Your Needs

Before making a web3 investment, you must first determine how it will help your brand. For instance, you should be aware of the technology's scalability, the issues it resolves, and how it will integrate with your current procedures.

Invest in the Proper Technology

Before implementing new technology, you must first determine whether the field is profitable. It is necessary to know the worth of competing chains and protocols, their implementation costs, and whether or not they will scale as your project expands.

When you've decided to invest in web3, start small. Try not to bet everything on every cutting-edge possibility immediately. Start instead with a strategy that is simple to implement and will benefit your company right now. By providing a tiny, limited edition premium drop in order to work with a particular neighborhood, Tiffany's has done this successfully. Discover from them.

Make a Plan

After deciding to invest in web3, make a plan for its implementation. For instance, you can plan the adoption of new technologies using a technology roadmap.

Find a partner

Look for a partner who can assist you in putting a web3 plan into action. For instance, you could collaborate with a technology consulting company to locate the appropriate technology partners and adopt new technologies more quickly.

When you've finished implementing web3, test it to see how it performs. Don't be scared to alter your plan if it doesn't go as expected.

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When you've put web3 into practice, evaluate your success to see if it's accomplishing your objectives. Is it establishing new linkages with diverse communities? Adding worth for your current clients?

Keep these pointers in mind as you prepare to enter the world of web3. Additionally, you should never stop learning because the digital world is continually changing, and you need to change with it. Although the web3 space is not hostile, individuals can tell when a business is being deceptive.

Web3 is one of the technologies that is accelerating the transformation in digital marketing. This doesn't imply that you must purchase every new technology right away, but it does imply that you must comprehend how they operate and how they might help your company.

But the immersive setting of the metaverse offers opportunities to businesses that serve consumers as well. There are many business applications, from educating future surgeons to demonstrating products to retail staff.

For instance, the leadership of tech company Nvidia believes that investing in metaverse simulations of industries like manufacturing and logistics will cut waste and hasten the development of better business solutions.

And Microsoft is positioning its cloud services as the metaverse's infrastructure, using its Mesh platform to allow avatars and immersive spaces to interact with one another. Many of these more innovative virtual business experiences will probably become even more pertinent to how businesses communicate with their employees and customers in post-Covid hybrid or remote working situations.

Each brand needs to establish its niche and balance the risk-reward ratio for enterprises that are still on the sidelines. To do this, one must understand what is feasible, and the businesses that are moving quickly can serve as both models and sources of inspiration.

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.

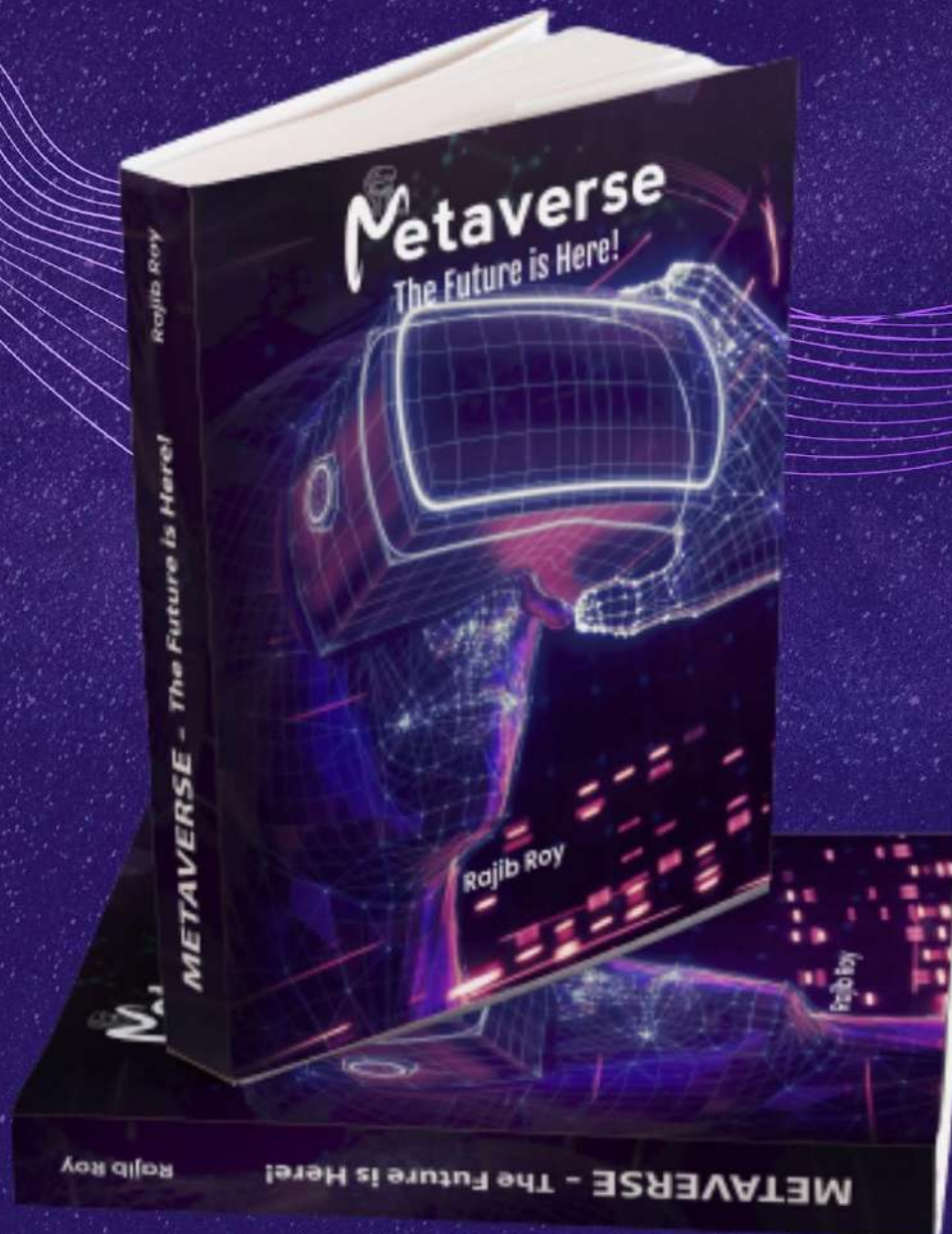
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By Rajib Roy



GAME DEVELOPMENT

Game development, guides, cost breakdowns

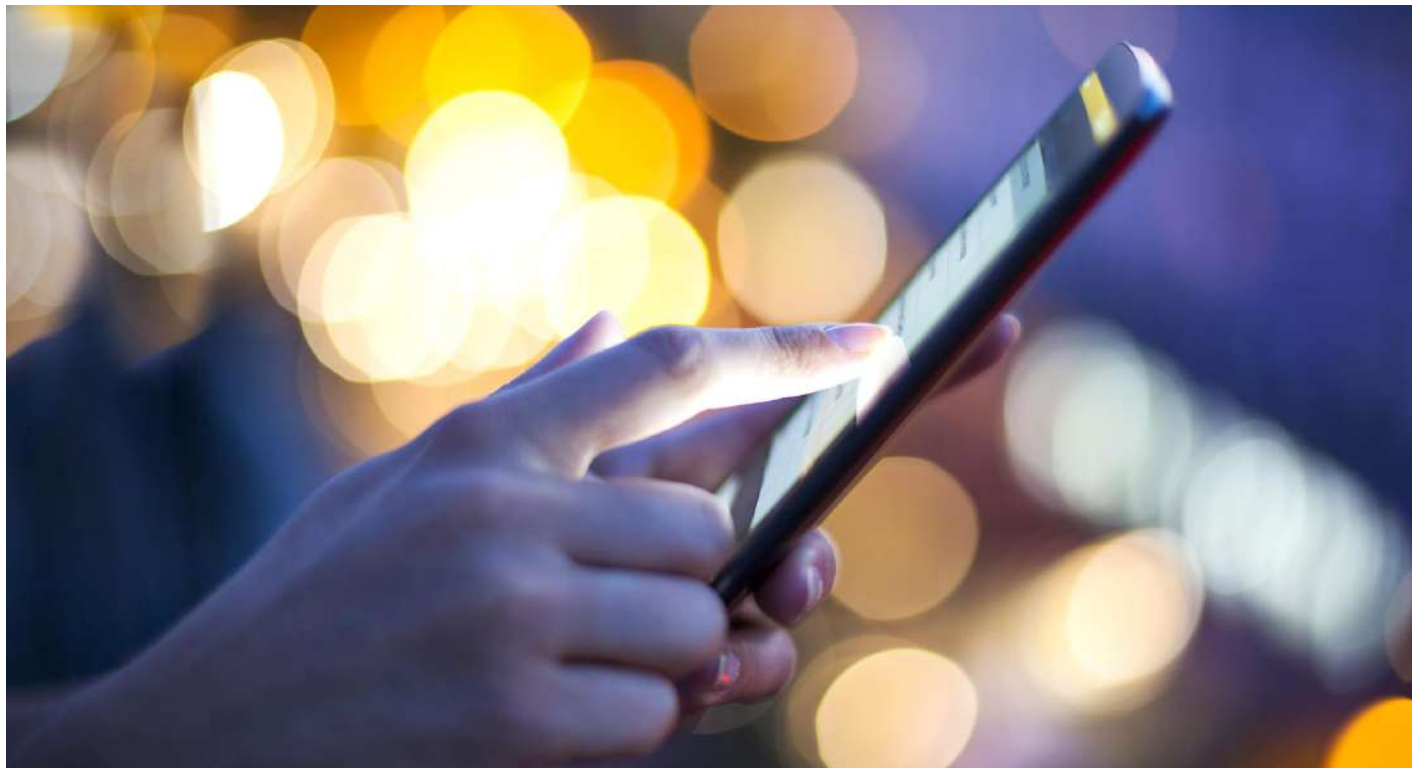


The Public Investment Fund, the sovereign wealth fund of Saudi Arabia, which owns the Savvy Games Group, has presented its new investment plan as the Kingdom aspires to become one of the world's main gaming hotspots.

Saudi Arabia's Crown Prince Mohammed bin Salman launched the Savvy Games Group's new strategy; the group intends to invest 142 billion riyals (\$38 billion) over four programs, each with a distinct goal. According to the strategy, 250 gaming firms would be founded in the kingdom, leading to the creation of 39,000 jobs and an increase in the sector's contribution to the GDP to 50 billion riyals by 2030.

But why was this investment made is the crux of the first article where will try to understand the reasons behind this investment.

In the next article, we will breakdown the cost required to develop a game in Dubai. As the gaming industry is changing & new trends are emerging, it is difficult to keep up with the current market. That's why you need to know what types of factors influence the game development cost and how you can get the most out of your money.



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WHY IS SAUDI ARABIA'S CROWN PRINCE INVESTING \$37B INTO GAMING?

On Thursday, Saudi Arabia's Crown Prince Mohammed bin Salman launched the Savvy Games Group's new strategy; the group intends to invest 142 billion riyals (\$38 billion). Find out why.

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HOW MUCH DOES IT COST TO DEVELOP A GAME IN DUBAI

The cost of developing a game may vary depending on the game type, its functionality, and the size of the development team. Also, one of the major factors behind Dubai game development costs is the platform the game needs to align with.

WHY IS SAUDI ARABIA'S CROWN PRINCE INVESTING \$37B INTO GAMING?



Why Is Saudi Arabia's Crown Prince Investing \$37b Into Gaming?

royex
Technologies

Gaming is one of the oldest and still-running enterprises. Gamers have relied on it for entertainment for a very long time.

The gaming business is worth hundreds of billions of dollars, and it's just becoming bigger as more people become aware of it. The gaming experience is continually evolving, and major companies are experimenting with different types of content. On the other hand, the broader trends lead to a globalization of the gaming experience, with players playing against one another no matter where they are and deeper human interaction, whether through texting, avatars, or video conversations.

The video game market is sizable, with a lot of promise for attracting consumers of all ages. People can comprehend and enjoy new technologies because of the significance of and enthusiasm for gaming. The community is drawn to the online gaming industry by its diverse divisions, which offer a variety of video game genres and mobile game categories that are popular with both adults and children.

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GAME DEVELOPMENT

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According to the strategy, 250 gaming firms would be founded in the kingdom, leading to the creation of 39,000 jobs and an increase in the sector's contribution to the GDP to 50 billion riyals by 2030.

As part of the programs, a top game publisher will be acquired and developed to serve as a strategic development partner.

A number of important companies that support Savvy's game development agenda will also receive minority interest investments.

Additionally, they include diversified investments in market disruptors to help early-stage gaming and esports firms flourish as well as investments in established industry partners who enhance Savvy's portfolio with their knowledge and experience.

Crown Prince Mohammed bin Salman, who also serves as the group's board chairman, said: "Savvy Games Group is one aspect of our ambitious vision aiming to make Saudi Arabia the greatest worldwide center for the games and esports sector by 2030."



Did You Know?

- Approximately 3 billion people worldwide play video games.
- 83% of video game sales happen in the digital world.
- Around 85% of all gaming revenue comes from free-to-play games.
- By 2025, the PC gaming sector alone will accumulate \$46.7 billion.
- Online gaming audiences will surpass 1.3 billion people by 2025.

Savvy Games Group of Saudi Arabia unveils \$37 billion investment plan

The group's strategy aims to boost growth by investing in the esports and electronic games sectors with a distinct long-term investment horizon and long-dated capital, expanding opportunities for participation and reinforcing partnerships in the gaming sector, and enhancing user experience.

The implementation of the strategy will facilitate and support the newly unveiled national gaming and esports strategy, as Savvy will invest in a number of regional, national, and global programs and infrastructure to offer chances for entrepreneurship, training, and education.

Four main pillars will serve as the foundation for Savvy's investments: boosting returns, local impact, leaving a worldwide footprint, growing, resulting in international game investing, generating sustainable returns, and empowering creators throughout the whole value chain.

It will help Saudi Arabia develop into the leading global hub for video games and esports by fostering local talent and utilizing the country's exceptional geographic position.

In accordance with its investment plan, the group intends to distribute SR 142 billion among four programs, each of which has a distinct goal. A budget of about SR 50 billion has been set aside for purchasing and developing a prestigious gaming publisher who will act as a strategic development partner.

Savvy will spend an additional SR 70 billion on a number of minority stake investments in important businesses that support its game development agenda, SR2 billion in diversified industry disruptor investments to grow the early-stage game and esports companies, and SR20 billion on investments in established industry partners who add value and expertise to Savvy's portfolio.

Savvy's five distinct subsidiaries, each focused on a specific industry or ecosystem growth, will carry out this approach. Together, these five companies make up Savvy's EFG esports subsidiary, which was created following the company's prior acquisitions of the ESL and FACEIT divisions.

GAME DEVELOPMENT

EFG combines ESL's strengths in creating, broadcasting, and commercializing premium content with FACEIT's capabilities as a best-in-class online platform to create a large portion of the global competitive gaming ecosystem.

Through the provision of suitable infrastructure, the provision of talent and participation possibilities, the provision of funding and consultancy support, and the promotion of talent, Nine66 is creating an ecosystem for game creators and studios to flourish. The business also provides publishing services in the Middle East markets, enabling foreign developers to do business there.

The VOV company, which specializes in building gaming and competition venues, aims to develop skills and provide a healthy environment for players by offering healthy food, a supportive social environment, and encouraging players to adopt a healthy lifestyle.

Building a series of high-quality venues that consider all players' health and care is a step that is the first of its kind globally. The business will also offer initiatives to educate and advise young gamers who want to enter the competitive esports market.

The group will also set up the first global games studio, which will launch in Saudi Arabia and offer a range of games to fans across the globe. To bring games and studios under the Savvy Group's wing, specialized teams will be developed with an emphasis on mid-core games, which are more sophisticated and time-intensive than hyper-casual products.

These groups will try to seize opportunities for acquisition in the Kingdom and other markets. The plan also calls for the creation of the Savvy Games Fund, which will finance the establishment of major publishers and developers' bases in the Kingdom by investing in them.

In order to grow the gaming and esports industry, the companies will work together to develop the world-class event and venue concepts, invest strategically in developers and publishers, fund content creators, invest in technology innovation, and create synergies across every area of the industry, according to the company.

Savvy, a global leader in this booming industry, intends to dominate gaming and esports by investing a sizable amount of money over an extended period of time. Its investments will open up opportunities for participation and advancement in the sector, regardless of gender, location, income, or other factors.

GAME DEVELOPMENT

The investments made by Savvy are meant to drive the sector's expansion on a worldwide scale, making it a more welcoming, interesting, and lucrative environment for players, fans, developers, and technology pioneers. This will make it easier for more people to have equal access to this dynamic, quickly expanding economy.

With an average yearly revenue of \$200 million, the gaming industry in the UAE is the third-largest in the world. UAE's gaming industry is booming due to having the world's highest smartphone penetration rate. You've come to the right site if you're looking for complete game development solutions.

Please feel free to contact Royex Technologies, a **leading game development company in Dubai** that has experience in developing over 300 projects for our clients, including several Mobile games, console games, NFT games, AR/VR games, and other Solutions. In order to create top-notch apps and games that meet your demands and expectations, we strategize and carry out the necessary steps at all development phases.

HOW MUCH DOES IT COST TO DEVELOP A GAME IN DUBAI



The video game industry is a rapidly growing sector that has seen an increase in the number of games being developed and released. The increasing demand for game developers and the requirement for a large investment to start developing a game has increased the price of video game development.

As the gaming industry is changing & new trends are emerging, it is difficult to keep up with the current market. That's why you need to know what types of factors influence the game development cost and how you can get the most out of your money.

The cost of developing a game may vary depending on the game type, its functionality, and the size of the development team.

Also, one of the major factors behind Dubai game development costs is the platform the game needs to align with. Developing games for various platforms like- mobile and web can increase the price range.

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The development process of games is quite expensive. The cost mainly depends on the game's type and size. Finding the right team to work on your project is difficult. Many factors affect the cost of game development. The article will explain how much it costs to develop a game in Dubai and what factors affect the price.

9 Factors That Determine The Game Development Cost

The Complexity & The Length Of Gameplay

The type and complexity of the game is one factor that determines how much a game will cost to develop.

The complexity of a game is all about its gameplay, story, and graphics. A game developer can create a game with different levels of complexity that will cost more or less depending on the difficulty level.

A complex game with more features, functionality & levels will cost you more to develop than a simpler one. For example, a simple 2D platformer will be cheaper than a 3D open-world RPG.

Given the available resources, you should be realistic about what you can achieve if you have a tight or limited budget. The length of gameplay also affects the cost because games with longer gameplay need more assets and development time.

Types Or Categories Of Game Being Developed

Depending on the project scope, there are three types of gaming categories- indie, AAA, and III. While hiring gaming, you must ensure they are compatible with all these titles. Indie games require a solo developer or a small team. Also, these are released on Steam or a similar storefront like the Nintendo e-store.

On the other hand, AAA games leverage large developers teams, which means costs are much higher than indie developers. Also, AAA games require high marketing expenses, multiple gaming features & complex gameplay. III games fall between the other two game types. It's bigger than indie games but not similar to major AAA games.

Targeted Platforms

The game development cost depends mostly on the platform the game is being developed. Different types of gaming platforms are- mobile game development, PC game development, NFT game development, console game development, AR/VR game development, and Unity 3D game development.

The cost of developing a mobile game is less than that of a PC or console. This is because the hardware and software are much cheaper for mobile games.

Also, if a studio wants to release a game on PC, PlayStation 4, and Xbox One, the cost will be higher than if they just want to release it on PC only because consoles have more features and specifications fulfilled.

Dev Team & Their Access To Resources

Your game development team greatly impacts the cost of your game development process.

The developers' expenses may vary depending on the experience of the individual developers, their contribution to the development process & their responsibilities to the whole project. A perfect game development team consists of-

- **Game Producer-** Oversees all the development process from scratch to end & coordinates all the team members.
- **Game Designer-** Responsible for creating the main gameplay loop, levels, and functionalities.
- **Game Artist-** Depending on the client's requirements, creates the main UI/UX concept that aligns audience research, platform constraints & genre norms.
- **Animator-** Responsible for creating the real game environment, 2D/3D models & all sorts of graphical works.
- **Game developer-** Key responsibilities are to develop a fundamental game feature, create core algorithms, address code-related issues & quickly solve them & ensure high-quality game performance.
- **Game Tester-** Evaluate the quality of the game, test every feature & ensure game performance & compatibility.

GAME DEVELOPMENT

Developing complex games will include high graphical work, detailed animations, usage of artificial intelligence, dynamic environments & many more.

This all requires a higher budget. While you are leveraging more experienced developers, they need access to the high-quality resources that help them develop a game more efficiently than less experienced teams.

Also, depending on the platform types & game complexity, team members need extra stuff, which also adds extra cost. You must carefully handle development team strength as different developers work at different speeds and have various price ranges.

Promotional Expenses

The game development cost and marketing expenses are related. The more you spend on marketing, the more you will have to spend on game development.

After investing a large portion of your budget in mobile game development costs, you have to seriously consider investing in your game advertising.

Even if your game is super functional & graphically attractive, you still have to focus on the smart marketing of your game. It can be digital marketing or TV advertising. The costs related to promoting a game can be different & it greatly depends on the size of the publisher.

For ordinary cases, the marketing budget sums up at least 30% of the actual budget to reach the target audience and earn a profit. For example, marketing a big-budget AAA game may cost you a big marketing budget, while marketing an indie game only costs less.

PolyCount For 3D Model

Polycount plays an important role while deciding the game development cost. Polycount is a term used in the game development process to measure the number of polygons used to create a 3D model. It is used in 3D graphics to determine the complexity and quality of an object.

GAME DEVELOPMENT

The higher the polycount, the more detailed and realistic the 3D model of your game elements will be. Games with a low polycount are generally cheaper to develop than games with a high polycount.

Games with a low polycount are usually 2D games that have less detail and do not require much rendering power. Games with a high polycount are usually 3D games with more detail and require more rendering power to run smoothly on modern hardware.

Software License & Hardware

Game development cost depends on Software License & Hardware, which includes the cost of tools and software license, hardware costs, and the cost of development.

Developing games like AR/VR games, Unity games, or NFT games require specialized hardware and software, which can be expensive. This cost depends on what type of software or data is required to develop the game.

For example, purchasing an IP license is much more expensive than an open-source license for graphics & audio assets. Also, most of the time, developers prefer to use a paid version of the software rather than the free alternatives.

You must need a huge budget for software programs Adobe Photoshop, 3D Max, Maya, Unity3D, and different types of plugins for cross-platform integration.

Intellectual Property Rights

Intellectual property matters the most in developing some specific game types like- NFT based-game, metaverse games, or simple AR/VR games. Game development costs can be high depending on which IP is chosen to be used in the game.

The rights of intellectual property can be costly depending on how popular the elements are & the nature of the IP.

The IP can be anything from a franchise, a book, a movie, a character, or even an idea. The more popular and well-known it is, the higher the game development cost will be because of licensing rights and other factors.

QA Testing

Quality assurance testing is a major factor that highly influences game development costs. QA testing is a crucial part of the game development process. It is an important step in the game development cycle that ensures the game is bug-free and ready for launch.

The platform for which a game is being developed influences its cost because each platform has its own challenges. For example, a mobile game will not have as many bugs as a PC or console game because it is easier to test on mobile devices. It can be expensive if you are not careful about it and make mistakes during the QA testing phase.

Cost Of Developing A Game in Dubai, UAE

Now, we know enough about the major factors determining the cost of developing a game in Dubai. Now, proceeding to the average cost of game development in Dubai, here is an estimation of the cost for each type of game development:

The mobile game development platform's price varies from **AED 70,000 to AED 80,000**. For PC game development, the price varies from **AED 80,000 to AED 90,000**. For NFT game development, the price varies from **AED 90,000 to AED 100,000**. For Console game development (Xbox and PlayStation), the price varies from **AED 130,000 to AED 150,000**. For AR/VR game development, the price varies from **AED 90,000 to AED 100,000**. Lastly, Unity 3D game development prices vary from **AED 80,000 to AED 90,000**.

Royex Technologies, a **leading game development company in Dubai**, has experience developing over 300 projects for our clients, including several Mobile games, console games, NFT games, AR/VR games, and other Solutions. So we have the expertise perfect for your requirements. We have mentioned our development cost for each platform, which of course, depends on the complexity of the application and the timeline available. If interested, 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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E-COMMERCE

Ecommerce platforms, features, tips, and reviews



Buyer hesitation is a natural phenomenon that is not only specific to e-commerce.

It is also present in brick-and-mortar stores, and many different factors can cause it. is a major reason for e-commerce sales to fail. It is a natural human reaction to uncertainty and can be triggered by factors such as price, product quality, or customer reviews.

Most e-commerce businesses face the problem of attracting many visitors but somehow fail to convert as customers.

For instance, the customer might be waiting for a price drop, or they might need more time to make a decision. These hesitations have an impact on the conversion rate of sales.

There are ways to positively impact your audience's decision-making by minimizing their fears and worries. Our first article will mention five creative ways to lower buyer hesitation that should be addressed in your e-commerce store.

The second article shares the 15 things you need to be aware of before starting an ecommerce business. With the emergence of ecommerce platforms, starting an ecommerce company from the ground up is no longer essential. However, there are quite a few things to keep in mind to achieve progress.



36 5 CREATIVE WAYS TO LOWER BUYER HESITATION IN ECOMMERCE

Most e-commerce businesses face the problem of attracting many visitors but somehow fail to convert as customers. This article will mention five creative ways to lower buyer hesitation in your ecommerce store.

40 15 THINGS YOU NEED TO KNOW BEFORE STARTING AN ECOMMERCE BUSINESS

With the emergence of ecommerce platforms, starting an ecommerce company from the ground up is no longer essential. However, there are quite a few things to keep in mind to achieve progress.

5 CREATIVE WAYS TO LOWER BUYER HESITATION IN ECOMMERCE



The E-commerce industry has witnessed immense growth & popularity in the last 2 years because of the pandemic. In 2022, the growth rate was near about 13.7%. But all popular thing comes with some challenges also.

For e-commerce, cart abandonment or buyer hesitation is a big challenge as customers can find hundreds of sites for their desired product as an alternative. So, your e-commerce business has to stand out from the crowd. Trust plays an integral part in online business.

Buyer hesitation is a natural phenomenon that is not only specific to e-commerce. It is also present in brick-and-mortar stores, and many different factors can cause it.

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There are ways to positively impact your audience's decision-making by minimizing their fears and worries. This article will mention five creative ways to lower buyer hesitation that should be addressed in your e-commerce store.

5 Ways To Overcome Buyer Hesitations

Emphasize on Reviews or Social Proof

Social proof or reviews are the testimonials of your e-commerce site. Reviews and social proof are the most important factors that influence buyers. They have the power to make or break a sale.

It is important for sellers to use reviews and social proof as selling points in their marketing campaigns. It makes your website more trustworthy for the consumer to make purchase decisions.

According to research, 38% think social proofs are important when deciding what items to buy. When your previous customers speak about the product on your behalf, it automatically carries weight. Social proof comes in different categories- most common: testimonials, case studies, and reviews.

Transactional Security

Online transactional security is the most crucial aspect every site owner needs to ensure for their web visitors. It is one of the main factors that buyers consider before purchasing.

The lack of transparency in transactions can be a huge turn-off for potential buyers. Companies must ensure that they provide their customers with all the information they need to feel safe and secure during their transactions.

Companies should also provide their customers with a secure platform where they can make purchases without any worries. An easy way to do this is by using SSL certificates, which encrypt data and keep it safe from third parties.

Also, you can leverage a multi-factor authentication process, updated antivirus program, set up a strong firewall system & maintain regular security checkups.

Active Social Presence

Social media is a powerful platform for brands to showcase their product & service. So having a strong & active social media presence helps customers conveniently know about your brands.

People are likelier to buy from brands they follow on social media or know and trust. The more active you are on social media, the more people will see your posts and feel inclined to buy from you.

This also helps with customer service, allowing people to ask questions about your products or services before making a purchase decision.

Flexible Return Policy

Return policies are an important aspect of e-commerce. While online shopping, one disadvantage is that people can't see the product in person before purchasing.

A flexible return policy is a great way to avoid this barrier for your consumer & make them feel more confident about their purchased product.

The idea of being able to return an item without any questions or hassle is appealing to many potential customers.

A well-planned & flexible return policy is an effective way to lower buyer hesitation and increase customer satisfaction. For example, some retailers provide free returns for up to 30 days and full refunds with no questions. This reduces the customer's anxiety, who may be worried about buying something they won't like or need.

Well Described Product Page

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).

An exceptional product page is a great way to increase conversion or sales. A well-detailed & designed product page help consumer explore their desired product conveniently.

So, it needs to be clear and concise and provide all the information about the product. There is no magic formula for what makes an excellent product page, but some key components must be present for it to be effective.

A product page's two most important parts are the title and description. The title should be catchy and descriptive, while the description should contain all of the necessary information about the product that is not included in other places like images or videos.

So, we have come to the conclusion that maintaining a healthy customer relationship is all about building trust with your consumer. The first purchase from a new customer is always a hard decision & only transparency of your brands towards the customer can solve these buyer hesitation issues.

Royex Technologies is a **leading E-Commerce website 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 develop your e-commerce store to drive more qualified visitors to your site and convert those visitors into leads and sales.

15 THINGS YOU NEED TO KNOW BEFORE STARTING AN ECOMMERCE BUSINESS



With the emergence of ecommerce platforms, starting an ecommerce company from the ground up is no longer essential.

However, there are quite a few things to keep in mind to achieve progress. A popular question among potential entrepreneurs is what precautions must be taken before opening an online marketplace.

Here's a checklist of everything you can do before opening your ecommerce website to ensure it generates interest and revenue.

Get the ten basics right

These are the steps that you need to take before starting your ecommerce business.

You need to ensure the proper setup of these basics, or else your business will fail.

“ With the emergence of ecommerce platforms, starting an ecommerce company from the ground up is no longer essential

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1. Begin with the company's name

The first step (after deciding what you want to market, of course) is to come up with a great, unforgettable brand name that no one else has.

You will check to see whether the name is still in usage by doing a corporate name scan. If you've decided on a name, make sure to register it.

(This would happen immediately in the state where you file the papers, whether you create an LLC or corporation.)

2. Secure your website and domain name

If your company name isn't available as a domain name, pick a URL that's simple to say and spell and applies to your industry.

Your eCommerce site's design could be your most expensive business cost.

However, you must ensure that it is not only pleasing to the eye but still practical.

To start, there are out-of-the-box eCommerce solutions like Shopify, but if your requirements are more complex, you may need something more custom-made.

3. Choose the best business structure for the company and register it

When it comes to the layout of your business, you have many options:



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%

- Sole proprietorship
- Partnership
- LLC
- Corporation

As a sole proprietor, moreover, your interests are at stake. If your firm is also prosecuted, the judge can be able to take your personal belongings if your company is unable to pay its debts.

Both the corporation and the LLC have tax incentives by separating you and your properties from the firm.

You may either file on your own by filling out the requisite IRS business structure paperwork or pay a business filing firm to do so for you. Another choice is to hire a prosecutor, although this is always overkill for the needs of the ordinary small business owner.

4. Obtain an Employer Identification Number (EIN)

To open a company bank account and pay your business taxes in April, you'll need an Employer Identification Number (EIN).

Your EIN is similar to the company's social security code: it's a one-of-a-kind number that distinguishes your company and assists you in filing vital paperwork. If you have workers or not, any company wants one.

5. Apply for business licenses and permits

You would also require some business licenses and permits if you run an eCommerce business. Check with your area, district, and state to see what kind of sales tax licenses or home business licenses you'll require, and make sure you have them before you start selling.

Since you'll be up to a lot of competition if you market goods online, it's in the best interest to find the best standard and pricing for the products you sell or the resources you use to make them. Scan around before you locate a vendor with whom you want to make long-term sales.

6. Select the Best Vendors

Since you'll be up to a lot of competition if you market goods online, it's in the best interest to find the best standard and pricing for the products you sell or the resources you use to make them. Scan around before you locate a vendor with whom you want to make long-term sales.

7. Have a head start on marketing

And if your site isn't up and running yet, it's a smart idea to start setting up social networking accounts and creating blog material now, so you don't have to start from scratch on Day 1. You should have a "coming soon" tab on your website where interested people can sign up for alerts.

8. Use the Right Technologies to Boost Productivity

Before you launch your eCommerce business, experiment with CRM, accounting, project management, and email marketing tools that you can integrate into what you're doing once you're up and running.

9. Make sure you have enough inventory

Ensure you have enough inventory to launch, whether you have a warehouse full of products, or your inventory is stored in your garage. Not knowing how much you'll need can be difficult, but in general, it's better to have too much inventory than not enough. Keep track of how the revenues grow so you can plan for upcoming orders.

10. Ensure that the business is compliant

Stuff can travel at the pace of light once you start your eCommerce venture. If you've registered or formed an LLC, don't forget to submit your annual report and pay your annual business permit fees. Place certain dates on the calendar if necessary to keep on top of them.

5 Things To Do For Your Ecommerce Business

One of the most critical stages in starting an E-Commerce company today is determining precisely who the target customer is and ensuring that all marketing strategies and budgets are solely focused on recruiting, entertaining, and ultimately retaining that audience.

1. Finding Profitable Customers

When it comes to marketing a commodity, the worst error you can create is to believe that it is for everybody. If you want to grow your company successfully, you'll need to describe your potential customers in as much depth as possible.

There are several causes for online retailers to be hopeful about the prospects of their company.

2. Differentiation

The goal of online marketing is to create and sustain your brand. You provide a stable base for your company and clientele by doing this correctly.

It is almost impossible to stick out in today's industry, where there are many online vendors for virtually any commodity eligible for purchase.

3. Tracking your funnel analytics

the four points – Attention, Interest, Desire, and Action – form a funnel rather than a conventional flowchart. Each segment's size represents the size of the audience it represents. When the crowd grows closer to conversion, the frequency and scale of the audience decline, indicating that although a significant amount of people may pay attention, only a small percentage convert into purchases.

4. Seasonality

Seasonality is particularly significant in the world of e-commerce. It is frequently the source of otherwise mysterious revenue that raises and decreases.

Many unfamiliar with the industry's normal cycle can misdiagnose a drop in revenue, negatively impacting the overall company. However, with a basic knowledge of seasonality and the ability to meet the right customers at the right moment, seasonality may be used to improve business efficiency.

5. Big data analytics

The conventional method to retail decision-making – a smaller dataset hypothesis extended to a broader population – is being challenged by Big Data. This method is largely focused on causation analysis.

The Big Data method reverses this theory, expanding the study range to $n=all$ (or as close as possible).

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.



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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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