

LEADERS IN INNOVATIVE VISUAL TECHNOLOGY

## COMPANY PROFILE 2023

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# OUR VISION

We believe that people with passion can change the world for the better.

With the beauty of light and powerful digital vision, we are on a journey to bring people and cultures together and create positive change. For our community, for our planet and for future generations.

*"Sincere thanks to all my devoted ULA Group team, our manufacturing partners and suppliers, all of our loyal clients around the world who trust us and value our relationship. Your wonderful contribution has underpinned our success to consistently deliver spectacular and unique lighting & visual solutions around the globe."*



**Cuono Biviano**

Founder & Managing Director



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# ULA GROUP

## Leaders In Innovative Visual Technology

Setting the standard for innovative and engaging digital technology, ULA Group is responsible for providing some of the World's most iconic visual displays across an extensive range of markets.

We take pride in providing our clientele with advanced lighting solutions, including Digital Displays, Architectural Lighting, LED Screens, Digital Retail Signage, Outdoor Media, Entertainment Lighting, Control Systems, Networking and Healthcare Solutions.





# MAJOR MILESTONES

1991

Launch of ULA Group  
in Melbourne

1992

Opening of the new office  
in Queensland

1994

Launch of the Architectural  
Lighting Division

2001

Opening of the new office  
in Sydney, NSW

2007

Launch of the Digital  
Division

2018

Opening of the new office  
in Auckland, NZ

2020

Launch of the Healthcare  
Division

2021

Celebrating 30 Years  
in Business

# OUR COMMITMENT

## ENVIRONMENT



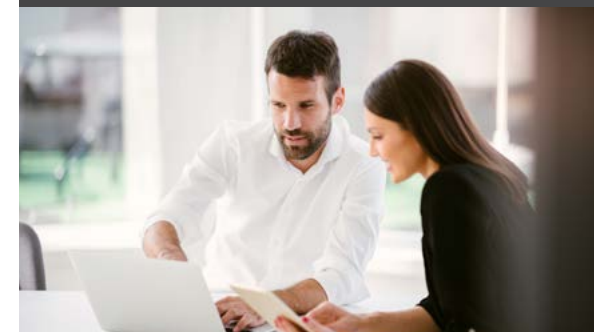
We are fully committed to reducing our environmental footprint with the implementation of sustainability strategies and policies throughout all aspects of our operations.

## COMMUNITY



We are passionate about creating positive change through our charity partnerships and community initiatives. We embrace preserving cultural heritage for future generations.

## OPERATING PRACTICES



We conduct our business in an open, honest and ethical manner and actively strive to align ourselves with socially responsible business partners that share our core values.

## DIVERSITY & INCLUSION



We understand that we have a responsibility to cultivate a culture that respects all. We are committed to creating a workforce that embraces individual talent and promotes equal opportunities for all.

# 30 YEARS STRONG

Proudly Australian & Growing Globally



# STRENGTH IN PARTNERSHIP

We believe in forming strong partnerships – our business is people as much as it is technology solutions.

ULA Group aligns itself with World leading specialist lighting brands as a manufacturing partner and exclusive distributor. Together we deliver fully comprehensive technology solutions to provide visual enhancement to some of the most prominent and iconic structures, buildings, entertainment venues, performances and multi-faced engineering projects worldwide.

VUEPIX  
INFILED

uvmedico

ELATION  
PROFESSIONAL

lumenradio

GRIVEN

NOVA STAR

SGM

GLASSILED

arKaos

7M<sup>4</sup>  
Milos. Works better.

ChamSys

CHAINMASTER  
THE WORLD OF MOTORS

ASTERA

MDG

pharos

LUXI3EL

ACCLAIM  
LIGHTING

ICME

DJPOWER

BROMPTON  
TECHNOLOGY

# WHO TRUSTS IN US

Our reputation for professionalism and innovation has resulted in us working with some of the world's most influential companies and brands.



Our extensive portfolio of clients demonstrates the versatility and commitment our company holds and provides to each project. We ensure that our technology solutions are individually tailored to the specific requirements, whether it is a standalone project or an extensive collaboration with publicly listed corporations.



We take great pride in forming and maintaining strong and successful relationships with every one of our valued clientele.



# AWARD WINNING TECHNOLOGY & PROJECTS

We work alongside our global partners at the forefront of technology research & development, together gaining worldwide recognition for product innovation and industry defining projects.

Our experienced R&D teams focus on innovation, cutting edge technology and long-term reliability, to develop smart and timeless concepts with a long life cycle. Functionality, simplicity and unique design are part of our DNA.

Through collaboration with World leading artists, designers and creatives, we continue to redefine the landscape around us in delivering unique luminous art.



[d]arc awards  
CELEBRATING THE BEST IN LIGHTING DESIGN



# EXCEPTIONAL CUSTOMER SERVICE & SUPPORT

When supplying world class visual solutions, it is paramount to have outstanding service and support to back it up.

ULA Group has been built on the formation of successful relationships and our continued commitment to exceed our client's expectations has put our company at the forefront of the industry.

Our experienced teams provide technical support through all stages of the process, from technology selection and customisation, through to supply, installation and commissioning. Together with our partners, we offer and provide preventative maintenance programs and regular servicing tailored specifically for each project, to ensure your technology performs at its optimum all the time.

ULA Group together with our manufacturing partners conduct regular training and seminars, both in person and online. These are designed to provide our customers with the latest product and technical training, allowing them to master and refine their expertise.



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# THE HIGHEST STANDARDS

At ULA Group, we go above and beyond to meet all required governmental policies worldwide, ensuring no matter where in the World we operate, it is of the highest standards.

Our stringent screening policy ensures all business partners we engage with operate within a common set of core values in regards to the environment and sustainable work practice.

Our dedication to the industry is reflected through our investment into research, technology, manufacturing, engineering, software, and most importantly, our people. This ensures the ability to cater to the practical, creative and technical demands of a diverse clientele, while also remaining at the forefront of an ever advancing market.

All our manufacturing partners meet ISO19001 Quality Management Certification, ISO14001 Environmental Certification and OHSAS18001 Occupational Health and Safety Certification.



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# OUR TEAM & CULTURE

We believe outstanding works and iconic projects come from creative environments & respectful collaborations.

We are a team of Professional lighting and AV Technology experts who come together to provide our clientele with cutting edge lighting & visual solutions and support them in creating spectacular luminous art.

We believe in empowering each individual in our team, as their contribution is paramount to the success of our organisation.

Our common goal is to increase our footprint of significant lighting and visual projects around the globe.





# **FIELDS OF EXPERTISE.**

**ARCHITECTURAL LIGHTING**



**HEALTHCARE SOLUTIONS**



**LED SCREENS & DIGITAL DISPLAYS**



**FILM & ENTERTAINMENT LIGHTING**





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# ARCHITECTURAL LIGHTING

ULA Group collaborates with leading architects & lighting designers, together redefining spaces and creating new identities for urban locations, historic landmarks and cultural sites.

With decades of experience in the architectural lighting industry, we deliver innovative solutions that stand out for their distinctiveness and efficiency in an increasingly competitive market.

We are proud to partner with World leading manufacturers of architectural lighting and control solutions, providing advanced LED lighting technology systems that are reliable, innovative, energy efficient and environmentally friendly.



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# FILM & ENTERTAINMENT LIGHTING

We are proud to partner with world leading manufacturers of professional entertainment lighting, control and stage effects.

Our decades of experience in supplying the highest standard technology for the professional entertainment lighting industry has laid the foundations for our deep understanding of the specific demands and critical requirements of this specialised market. We understand the pressure of delivering entertainment, cultural and sporting events, which are being streamed live across the globe and watched by millions.

We work with the biggest production companies in the industry as well as with boutique production houses who are unique in how they deliver their events. We tailor our visual technology solutions to their specific requirements and the environment they work within.

From the technology selection through to product supply and commissioning – back up & support is a hallmark of the ULA Group reputation and standing.

Inspired by so many talented individuals and creative teams in our wonderful industry, we provide them with the innovative & reliable technology to express their vision, entertain the audience and create those once in a lifetime moments for so many of us.



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# LED SCREENS & DIGITAL DISPLAYS

Digital LED screen technology has been a pivotal part of ULA Group for over 15 years. Working with leading AV integrators, creative designers and production companies, we provide cutting edge digital media solutions to many prominent clients and deliver iconic projects across diverse market segments.

Our VuePix Infiled range is one of the most versatile on the market, offering high quality LED screens, LCD displays, curved video walls, transparent LED mesh systems and creative video platforms, designed to your specific requirements and built to exceed your expectations. Our technology excels in some of the most challenging environments.

We manufacture at our own state of the art facilities and operate with the highest standards, meeting ISO19001 quality certification and ISO14001 environmental certification. Our commitment to quality is what sets our company apart, and positions VuePix Infiled as a market leader in commercial LED display technology. Our experienced team is constantly working to ensure each client receives the highest quality, most reliable, cost-effective and complete LED display systems to fit their vision.

We are proud to partner with the Worlds leading manufacturers of visual control solutions and content management systems, which complement our VuePix Infiled range and provide us with the flexibility to deliver a complete digital media solution that will perform flawlessly.

With our extensive industry experience, we have been involved in many iconic digital projects around the globe, which have been recognised and awarded by leading industry experts.



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# HEALTHCARE SOLUTIONS

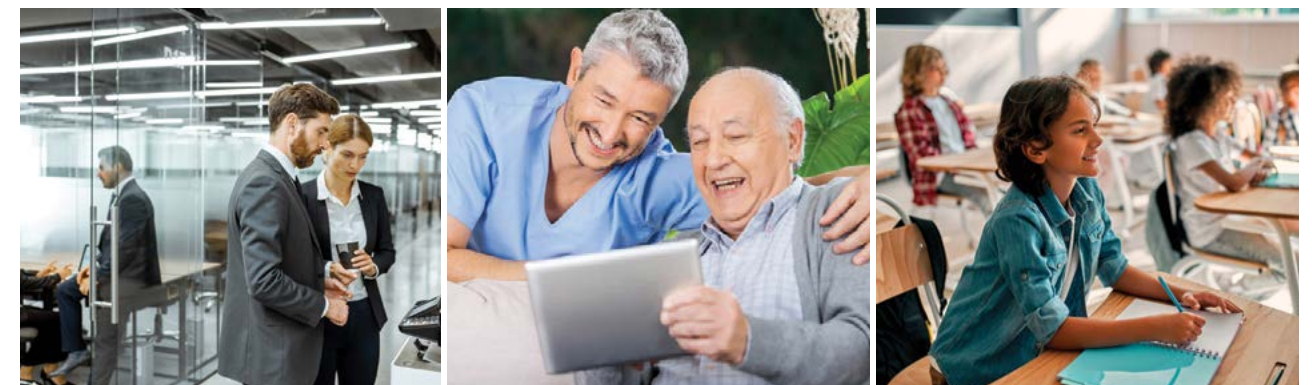
With over 30 years of experience in providing the most advanced lighting & visual solutions, ULA Group has been at the forefront of lighting technology across diverse market segments.

Over the past decade, we have dedicated extensive resources to the research & development of lighting technology to reduce the spread of infectious disease and bacteria.

We have forged a strategic partnership with the experienced team of photonic scientists and business leaders at UV Medico in Denmark, together offering a solution for better health management and disease prevention.

The breakthrough light-based UV222™ technology solution is a highly effective method for continuous disinfection of occupied indoor and outdoor spaces. Utilising the far UV-C light treatment, we design safe and reliable disinfection systems, helping to protect people from the spread of infectious diseases.

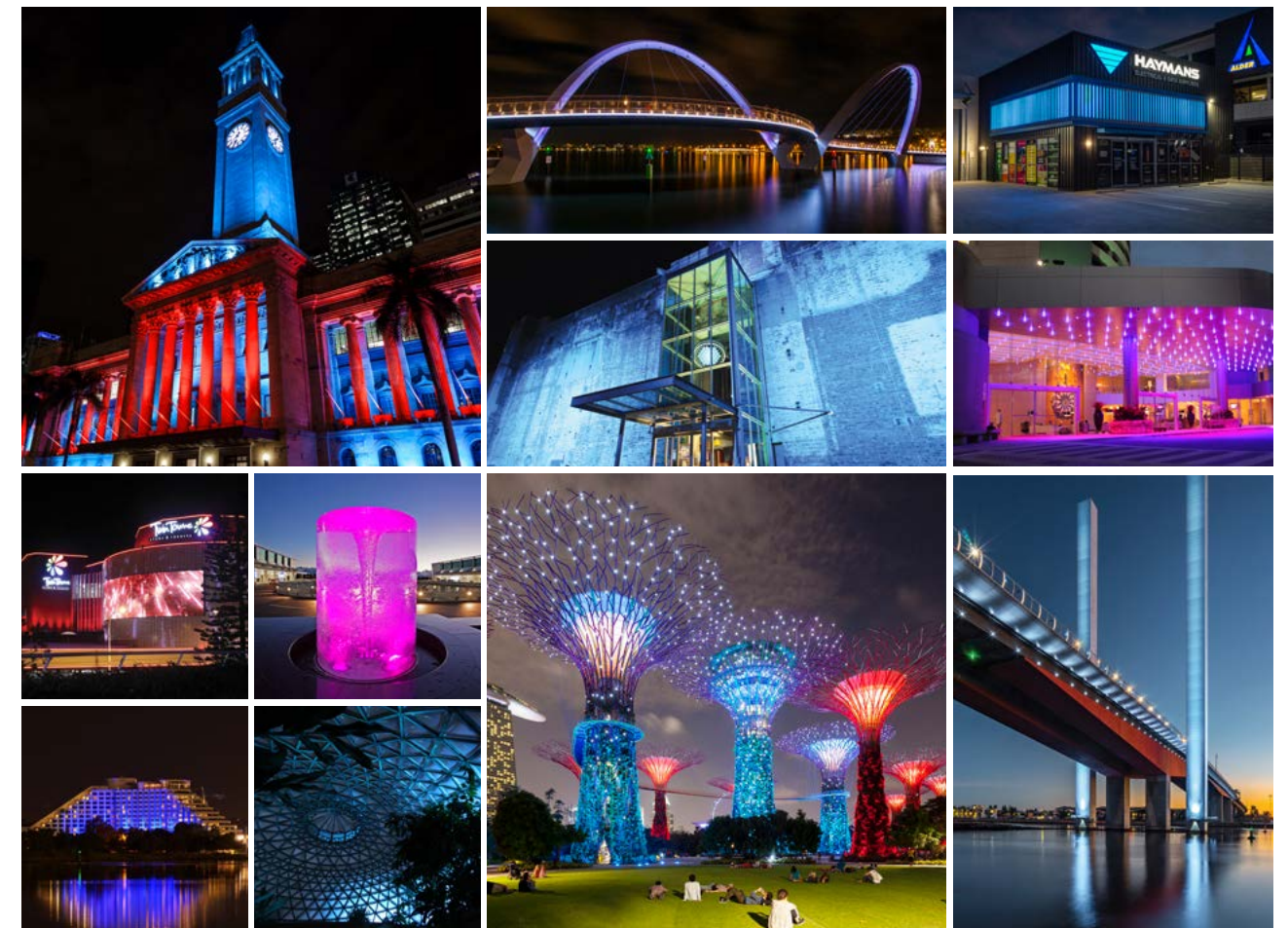
This adds another layer of lighting for the company, broadening the market even further, providing our customers with a unique technology solution to create safer and healthier work and social environments.





# OUR SHOWCASE.

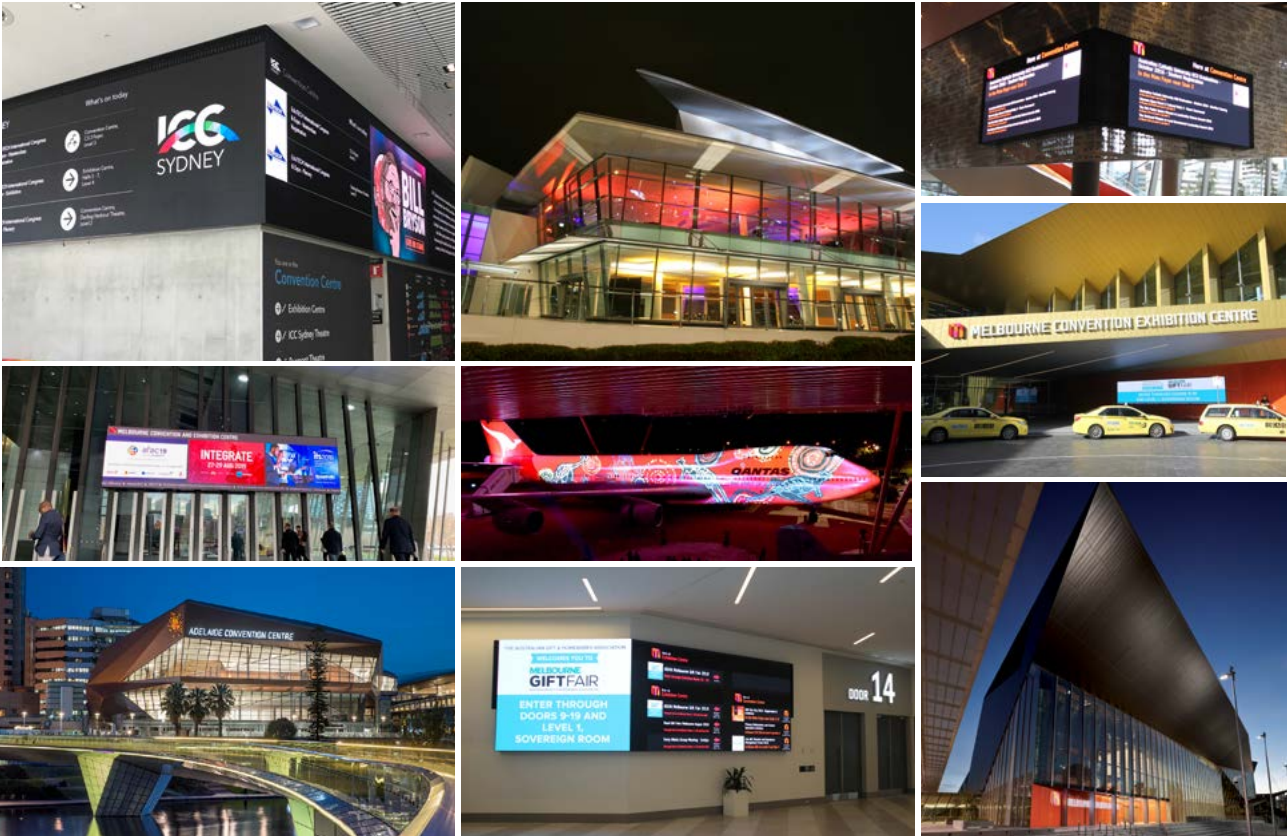
## BUILDING FACADES & ARCHITECTURAL STRUCTURES



Bolte Bridge | Brisbane City Hall | Marina Bay Sands | Empire Theatre | Power Street Melbourne | GCCEC  
The Star Gold Coast | Brisbane Powerhouse | Crown Casino Perth | Sofitel Hotel Gold Coast | Logan City Council  
Drum Theatre | Western Australian Museum | Jewel | Twin Towns | Haymans Electrical | Bolte Bridge  
Sir Leo Hielscher Bridges | Kurilpa Bridge Red Sticks | Federation Square | William Jolly Bridge | BHP Billiton  
... and many more

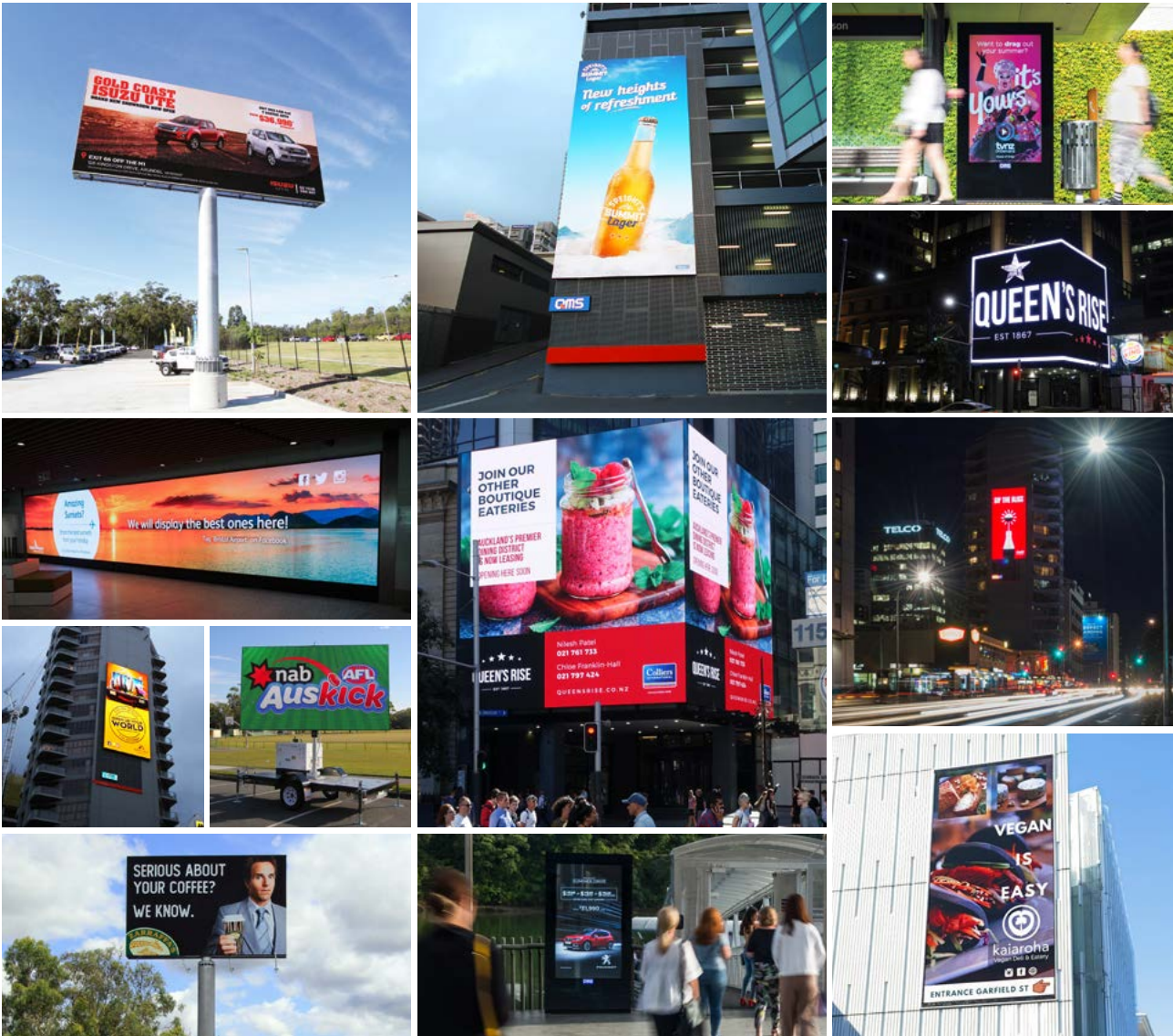


# CONVENTION & EXHIBITION CENTRES



ICC Sydney | Melbourne Convention & Exhibition Centre | Adelaide Convention Centre | Qantas Founders Museum  
Gold Coast Convention and Exhibition Centre | Brisbane Convention & Exhibition Centre | Auckland Showgrounds  
Brisbane Showgrounds | Gladstone Entertainment Convention Centre | Cairns Convention Centre...and many more

# OUT OF HOME ADVERTISING



100 Parnell Road | Zarraffa's Coffee HQ | Frizelle Sunshine Automotive Group | The Oracle Boulevard  
Wellington International Airport | Queen's Rise | MediaWorks Victoria | QMS Kiosks | The Mark Retail Precinct  
ASB Showgrounds | Coogee Beach Kiosks | Riccarton Road | MediaWorks Fanshawe | Supercheap Auto  
Stocklands Green Hills | SPL | Haymans Electrica | Hoppy's Car Wash | 339 Coronation Drive | Moorhouse Ave  
... and many more

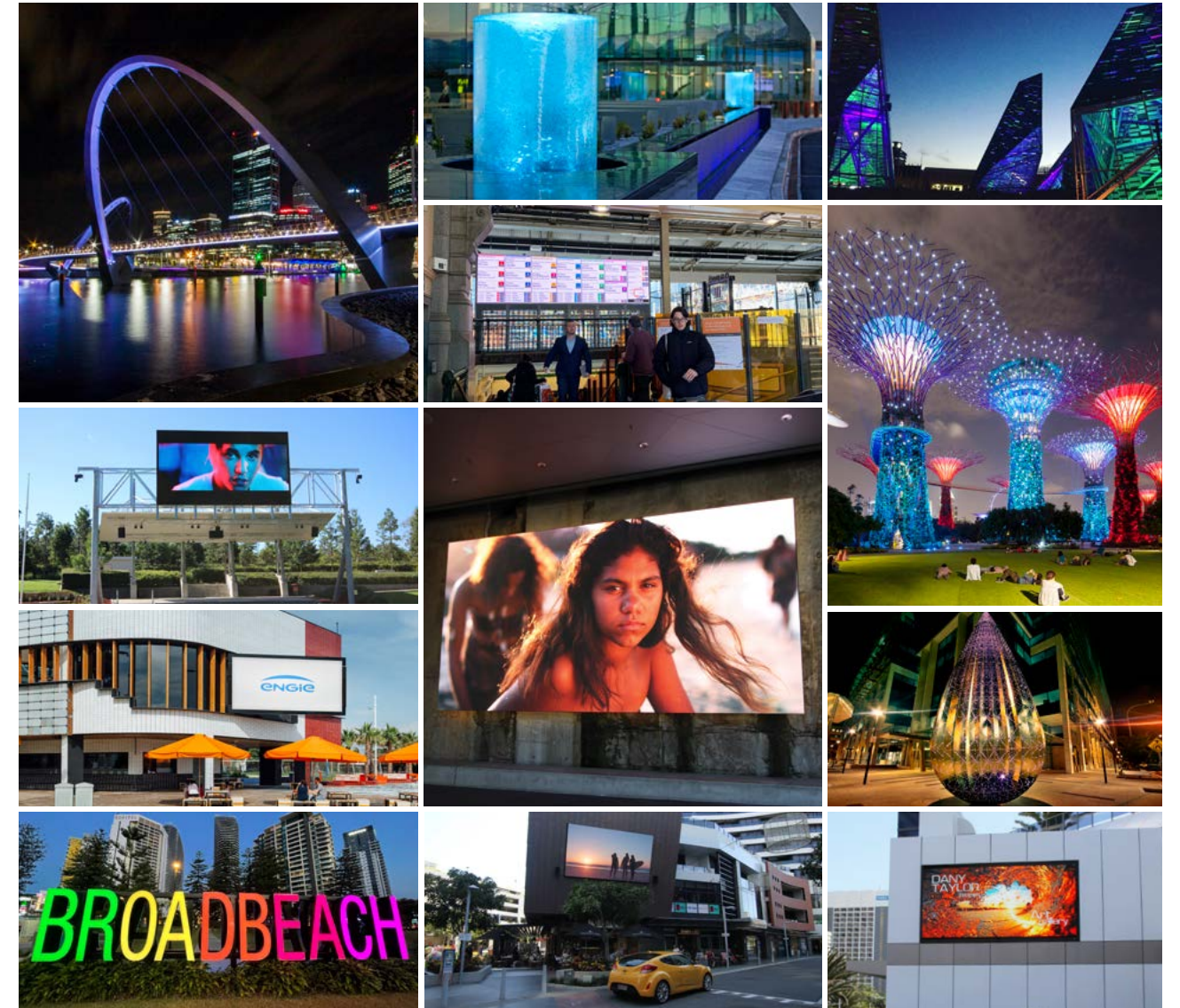


# THEATRE & ARTS



The Arts Centre Melbourne | National Institute of Dramatic Arts (NIDA) | Perth Institute of Contemporary Arts (PICA)  
Home Of The Arts (HOTA) | La Boite Theatre | Empire Theatre | The Judith Wright Centre of Contemporary Arts  
Queensland Performing Arts Centre (QPAC) | Western Australian Academy of Performing Arts | Pilbeam Theatre  
State Theatre Centre of WA | Townsville Civic Theatre | AOTEA Centre | Spotlight Theatre | Ipswich Civic Centre  
Gladstone Entertainment Centre | Drum Theatre ... and many more

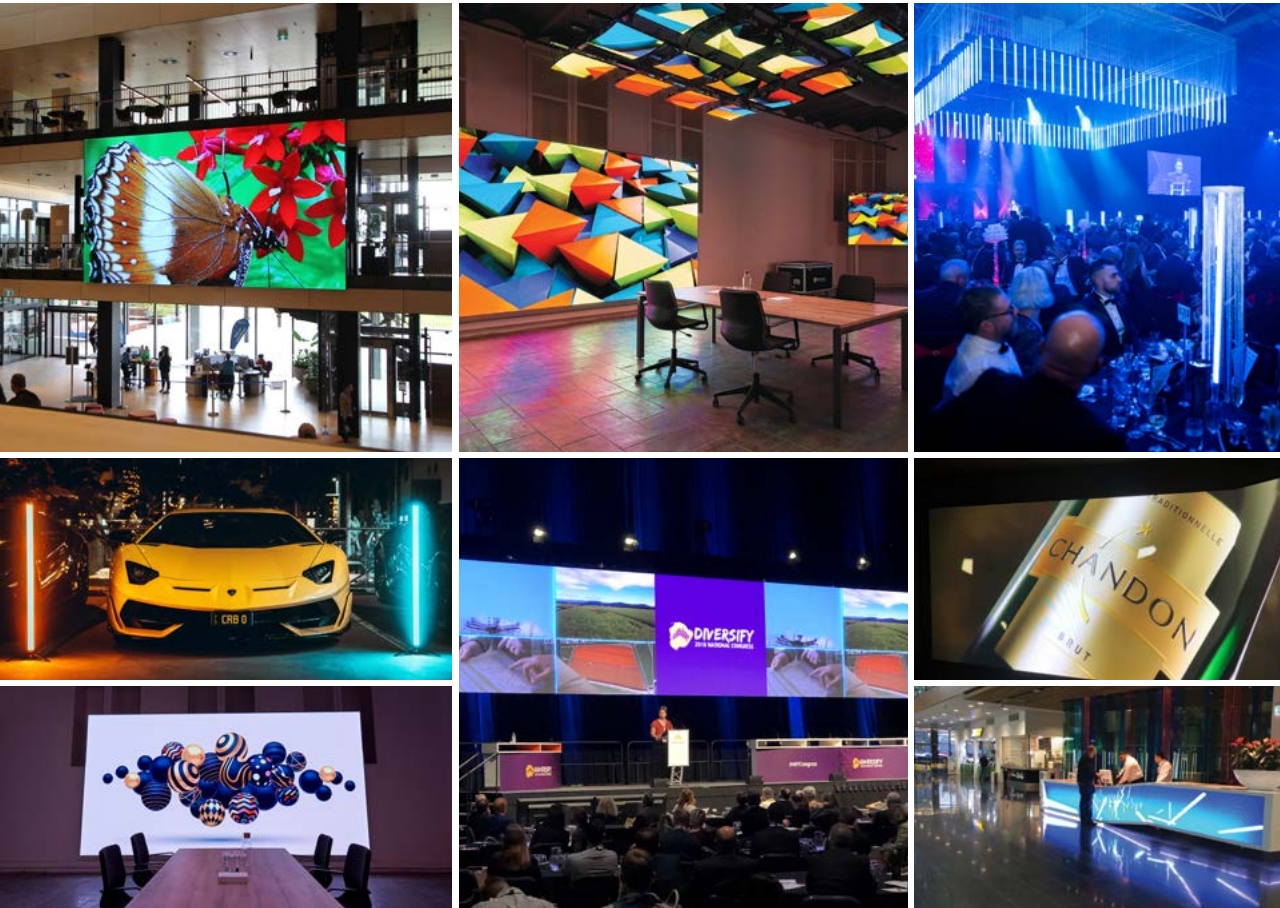
# URBAN LANDSCAPES



Elizabeth Quay | Mt. Cootha Botanical Gardens | Canberra Airport | Flinders Street Station | Brisbane Sign  
Federation Square Barangaroo | Brisbane City Botanic Gardens | Oracle Boulevard | Springvale | Broadbeach Sign  
Droplet Sculpture | Scarborough Amphitheatre | HOTA Cultural Precinct | Captain Cook Memorial Jet Fountain  
Rockhampton Riverside Precinct | Power Street Melbourne | Gardens By The Bay | Scarborough Amphitheatre  
Oracle Boulevard | Yeppoon Beachfront Amphitheatre | South Bank Parklands Brisbane... and many more



# CORPORATE ENVIRONMENTS & EVENTS



Spark HQ | Investa HQ | Les Mills HQ | Victorian Police HQ | Domaine Chandon Winery | Multiplex Brisbane  
CBA HQ | Qantas Gala Ball | Lamborghini Huracan STO Launch | Amway Gala Ball | BMW Gala Ball  
Starlight Foundation Event | Audi E-Tron Launch | Bruce Lynton Charity Ball | Ricky Stuart Foundation Event  
Cullen Wines | Jubilee Place | Geocon Canberra | Broncos League Club | Sumsung Galaxy Unpacked Event  
BHP Billiton ... and many more

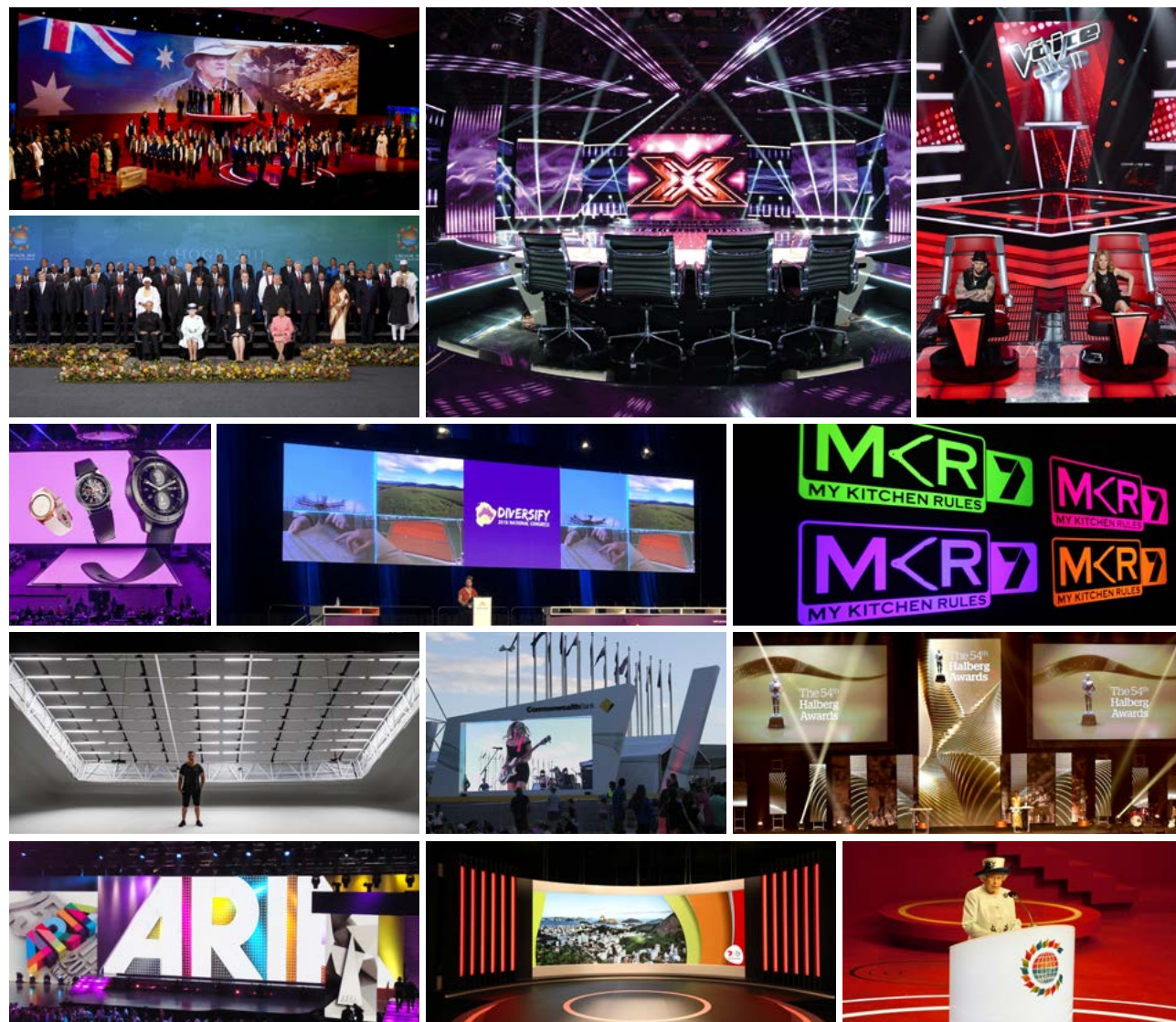
# ENTERTAINMENT VENUES & HOSPITALITY



Warner Bros. Movie World | Cali Beach Cocktails Club | Dracula's Cabaret | Madame Tussauds Sydney | P&O Cruises  
The Star Sydney – Marquee Club | FCTN Club | Topgolf | 1st on Wharf | Southport Sharks | Sea World Marine Park  
Rockhampton Leagues Club | Australian Outback Spectacular | Club Central Hurstville | Ballina RSL | The Cavill Hotel  
Outback Spectacular | Greyhound Hotel | Cove, Okada | Famous Nightclub | P&O Cruises | One22 Bar  
QT Hotel Canberra... and many more



# TV STUDIO & LIVE BROADCAST



Channel 7 News | Rio 2016 Olympic Studio | X Factor | The Voice | ABC 24 News | Fox Sports | Big Brother  
Brownlow Medal | ARIA Awards | Halberg Awards | Dancing with the Stars | My Kitchen Rules | D1 Studios Sydney  
Beauty and The Geek | Samsung Galaxy Unpacked Event | Aussie Millions Poke | Australia Day Celebration  
Australian Prime Ministers Award | NZ Music Awards | Australia's Got Talent | Australian Country Music Awards  
Commonwealth Heads of Government Meeting | Australian Coal Preparation Society Conference ... and many more

# SPORT, STADIUMS & ARENAS



Adelaide Oval | Australian Open | State of the Origin | Etihad Stadium | Formula 1 | Quiksilver Pro | Les Mills  
Australian Institute of Sports | Perth Wildcats Stadium | Redcliffe Dolphins Stadium | Magic Millions | Titan Fitness  
2018 Commonwealth Games Village | V8 Supercars | O'Brien Icehouse | Total Carnage | Inglis Riverside Stables  
Toowoomba Sports Ground | Southport Sharks Sports Club | Broncos League Club | UEFA Euro Soccer Championship  
Floating Lotus Yoga Studio | Elite Football Training Facilities | Suncorp Stadium Brisbane... and many more



# RETAIL & COMMERCIAL



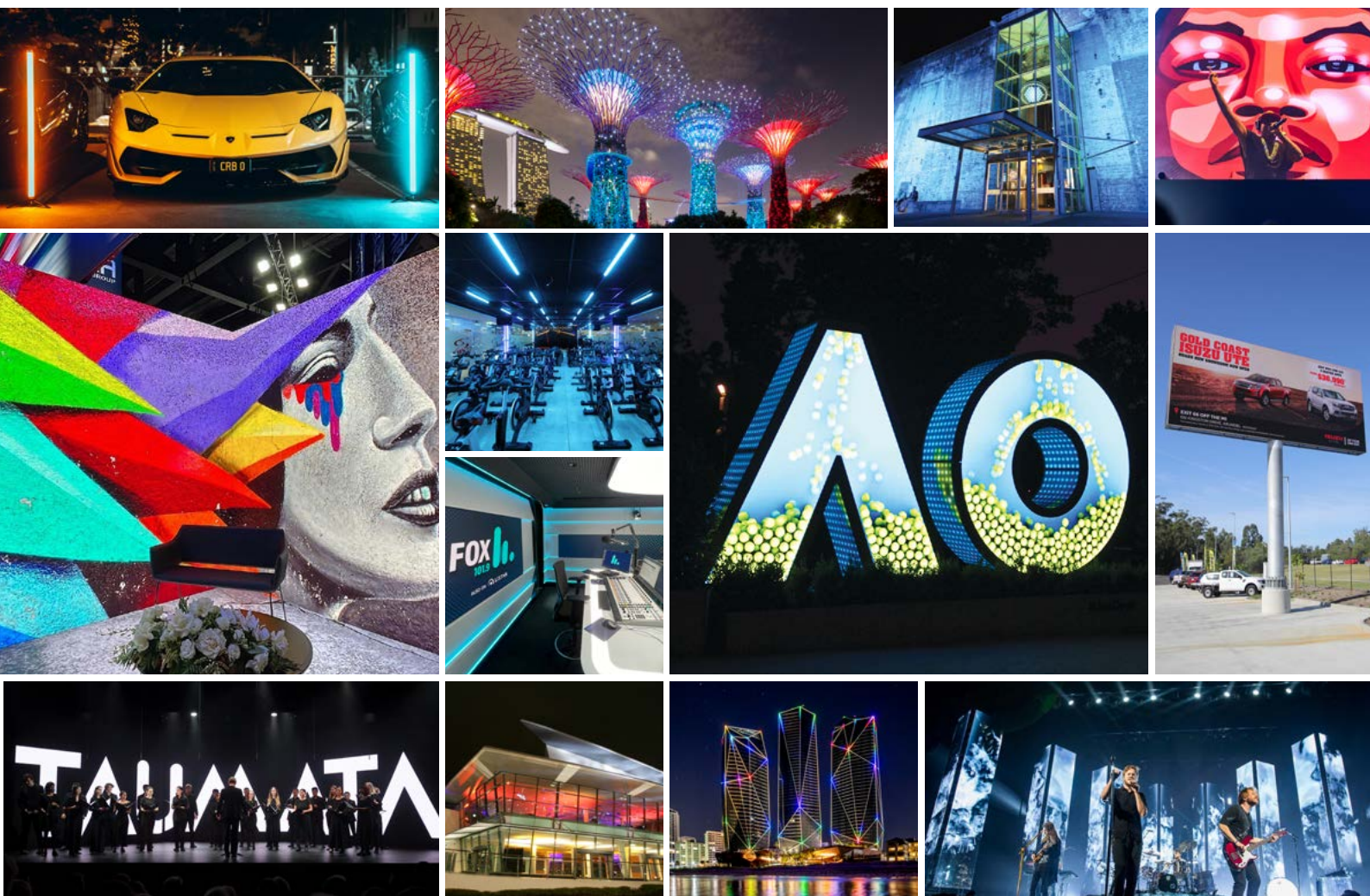
Rebel Sports | Louise Vuitton | Telstra | David Jones | Icebreaker | Queen's Rise | Westfield | BMW | Nexta  
Vodafone | Frizelle Sunshine Automotive Group | Supercheap Auto | Stockland | Pacific Fair | Optus | ISUZU  
Ripley's Believe It or Not! | City Beach | Aquila | Geocon | The Mark Retail Complex | Taylormade | Oracle  
... and many more

# CONCERTS, FESTIVALS & LIVE PRODUCTION



The Prodigy | Paul van Dyk | Justin Bieber | V8 Supercars Festival | Tomorrowland | Guy Sebastian | Jill Scott  
David Guetta | Avicii | Future Music Festival | Symmafieldayze | We Are The One | Ice Cube Genesis Owusu  
Tash Sultana | Amy Shark | Eminem | Stereosonic | Foreshore Festival | Rudimental | Bass in the Place | Prince  
New World Sound | Mariah Carey | Naturally 7 | Passenger | Birds of Tokyo | Hands Like Houses | Ed Sheeran  
Adele | Armin Van Buuren | Lorde | Cold Chisel | Maroon 5 | Spilt Milk Ocean Alley | Fatboy Slim | Pink Floyd  
Beyonce | Justin Timberlake | Midnight Oil | Summer Session Groovin The Moo | Imagine Dragons | 21 Pilots  
... and many more





**ULA**  
GROUP

Australia: 1300 852 476 New Zealand: 09 218 6532 International: +61 7 5509 4633  
[info@ulagroup.com](mailto:info@ulagroup.com) | [www.ulagroup.com](http://www.ulagroup.com)