MLS Modern LifeStyles
الرفـــاهية العصـــرية

Business Profile

2026

Audio Visual Solutions, Home Cinemas, Smart Buildings & Smart Homes

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Executive Summary

Modern Lifestyles (MLS) is a leading Saudi Arabian technology integrator specializing in Audio Visual Systems, Home Cinemas, Smart Homes, Building Automation, Hotel GRMS, and Commercial AV Solutions. Established in **2006** and headquartered in Jeddah, MLS has become a trusted partner for homeowners, commercial operators, real estate developers, hotel groups, and facility managers across the Kingdom.

For nearly two decades, MLS has delivered innovative, reliable, and future-proof technology systems powered by global brands and implemented by certified engineers. Our strength lies in providing complete turnkey solutions—from consultation and design to installation, programming, commissioning, and long-term after-sales service.

We combine engineering expertise, strong supplier partnerships, and a customer-centric approach to deliver systems that enhance comfort, entertainment, security, and operational efficiency.

About MLS

Modern Lifestyles was founded with the mission of transforming the way people interact with technology in their homes, workplaces, and hospitality environments. With a multidisciplinary team of certified engineers specializing in KNX automation, Z-Wave, CEDIA, Axis Communications. IoT systems, Audio Visual solutions, networking, control systems, and home cinemas, MLS is structured to handle projects of all sizes and complexities.

We provide fully integrated technology ecosystems that unify different systems —lighting, HVAC, security, audio, shading, access control, entertainment, and more—into seamless, intuitive platforms.

With over 20+ years of industry experience, we have developed a deep understanding of the regional market and the specialized needs of clients in Saudi Arabia.

Our Vision & Mission

Our Vision

To become the premier reference in Saudi Arabia for Home Cinemas, Smart Building & Homes, and Commercial Audio-Visual solutions by delivering industry-leading technology, exceptional engineering, and unmatched customer service.

Our Mission

To provide our clients with simple, sustainable, and scalable technology solutions that enhance their daily experience, improve efficiency, and increase comfort—while remaining future-ready and adaptable as new technologies evolve.

Our Clients

We serve the following sectors:

Residential

- Villas
- Apartments
- Compounds

Hospitality

- Hotels
- Resorts
- Gyms
- Spas

Commercial

- Offices
- Financial Institutions
- Commercial Centers
- Retail Shops
- Restaurants & Cafes

Public Sector

- Educational Facilities
- Hospitals and Clinics
- Airports and Public
- Buildings Specialized Clients (Telecom, Gov. etc.)

Why Modern Lifestyles

Technology that transforms the way you live, work, and experience space

1. Global Technology Partnerships:

- We partner with leading international brands across Audio, Video and Automation.
- Latest systems, products and technologies
- Customizable solutions
- Energy efficient options

2. Scalable and Future-Proof Solutions

All systems are designed to grow with the client's needs through modular and scalable architecture.

3. Engineering Excellence:

Our team includes certified specialists in:

- KNX
- Z-Wave
- Zigbee
- Tuya
- CEDIA
- Axis Communications
- AV Calibrations
- Security Systems

4. Turnkey Project Delivery

MLS manages every stage of the project lifecycle:

- Consultation & needs assessment
- Detailed system design and engineering
- Product selection and client validation
- Installation & integration
- Programming & custom automation
- Testing, commissioning, and training
- After-sales maintenance & long-term support

5. Strong Market Reputation

We are known for:

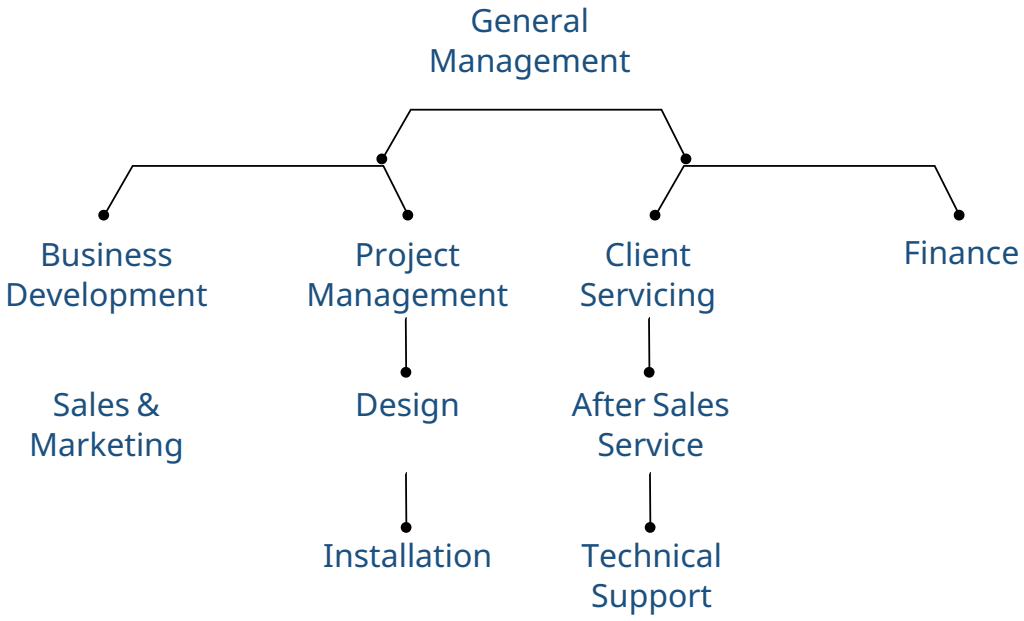
- High-quality workmanship
- Reliable support
- Long-term system stability
- Premium customer experience
- Superb after sales service

Business Model & Organizational Structure

Business Model

We focus on providing clients with a complete solution:

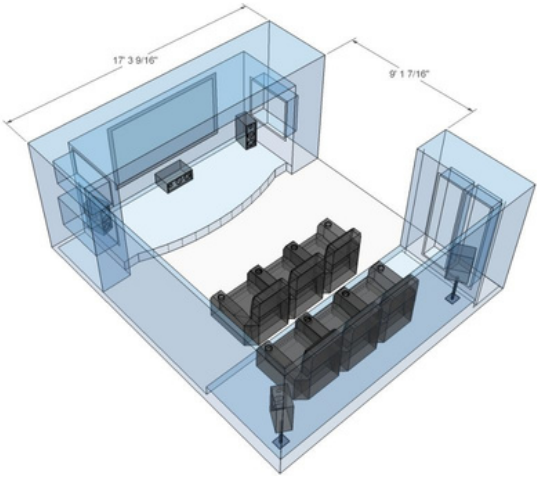
Organizational Structure



Solutions & Services

Home Cinemas (Home Theaters)

MLS is recognized as one of Saudi Arabia's premier home cinema integrators, delivering fully immersive and acoustically accurate private cinema environments.
Home Cinemas (Theaters) provide the ultimate home entertainment experience. Imagine watching your favorite film on a huge screen with booming surround sound.
Customer satisfaction ratings for our products are at 97% with no negative reviews.
A room can be transformed into a movie theater by following these simple steps.
First, choose from our wide range of premium installation packages with customizable products.
Next, we'll work with you to custom design a home cinema system that meets the specific needs of your family and space.
Finally, we'll set up your Home Cinema and professionally, calibrate it with the latest audio/visual equipment so you can sit back and enjoy movies of amazing quality!



Design and installation

MLS is an expert in Home Cinema design and installation using the "A to Z solution". We will work with you to ensure that your experience is satisfactory and enjoyable.

We will set you up with the right entertainment system, room layout design, and technology for your space.

Do you have a Home Cinema in mind?

Audio Video Calibration

As the go-to company in Home Cinema design and installation, we offer complete packages that include industry leading speakers, high-definition projectors, and the best A/V receivers.
Our award-winning team of experts can turn any space into a luxury home theater. But, no system is complete without our final touches and AV calibration, in which you get the best image and clearest sound for your system.

Total Control

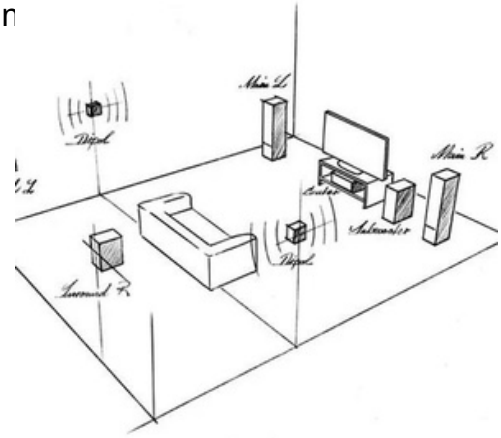
Your Home Cinema can be connected to your Smart Home, or we can provide you with a universal remote for a single control at your fingertips or smart device.

Looking for a top-quality Audio/Visual solution that is suitable for any type of installation? We got you covered. Our latest technologies in AV ensure our clients have the best systems up and running.

Our Home Cinema solutions include but are not lin

1. Cinema Design & Engineering:

- Room layout design
- Acoustic simulations
- Speaker placements
- Sound isolation planning
- Seating configurations



2. Projection & Video Systems:

Offering a wide selection of projectors:

- Sony (high-end 4K HDR, laser engines)
- JVC (industry-leading black levels, reference-grade contrast)
- Epson (reliable, bright, high-value solutions)
- DreamVision (premium European projectors)
- Optoma & BenQ (performance-driven projectors for various budgets)

We also supply premium projection screens from XY Screens, including:

- Acoustically transparent screens
- Motorized / fixed-frame screens
- ALR (Ambient Light Rejecting) surfaces

3. Cinema Audio

High-performance multi-channel cinema audio systems include:

- Surround and Atmos configurations
- Subwoofer integration
- Immersive sound mapping
- Calibration for accurate frequency response

We supply speakers from:

- Q Acoustics
- Aperion Audio

4. AV Electronics:

We use premium processors and amplifiers from:

- Denon
- Marantz
- Aperion

These systems ensure high-fidelity audio decoding, multi-channel amplification, and smart integration.

5. Cinema Seating:

Premium seating by Cineak and Leadcom, offering:

- Motorized recliners
- Premium leather finishes
- Cupholders & ambient lighting
- Multiple row configurations

6. Pro AV Calibration:

We optimize:

- Color accuracy
- Contrast & HDR settings
- Audio frequency balance
- Room EQ

Ensuring cinema-grade realism.

Audio Video Solutions

MLS designs and installs multiroom audio video systems for villas, compounds, hotels, and commercial buildings.

1. Multiroom Streaming Platforms:

With brands like Revox & Bluesound, we offer limitless audio multiroom solutions, with features including:

- Independent Zone Control
- High resolution streaming
- Apple Airplay, Bluetooth, Spotify and Tidal integration
- Smartphones and tablet controls

2. Speakers:

Our variety of brands: Q Acoustics, Aperion Audio, Revox and Bluesound, offer a wide range of audio speakers, which are suitable for all types of projects:

- Indoor audio
- Outdoor audio
- Hidden “Invisible” Speakers
- Ceiling and wall speakers
- Garden audio systems

3. Other AV solutions:

- Audio products for theaters/stages/concerts/background music/entertainment/public address...etc.
- Video products for outdoor venues/indoor venues/entertainment...etc
- Public Address & Background Music "BGM"
- IPTV
- Digital Signage
- Meeting/Conference Rooms
- Ballrooms/Banquet Halls
- Cafes & Restaurants

Our solutions are easy to use and customizable, making it simple for our clients to select the perfect product for their project- no matter the size. With control available from Smart Devices, Professional Control Systems, and other assistants (i.e. Amazon Alexa, Google Home, and Apple Homekit) our systems are always within reach.

Smart Homes & Smart Buildings:

Our lives have changed dramatically with the dawn of the Internet of Things. We now rely on smart devices to keep us connected and in control, no matter where we are. With a few simple taps on our phones, we can control our home's lighting, security, shading/air conditioning, and audio/video devices. We can also create scenes to activate when we leave the house, set timers and schedules, and even check in on our security cameras.

At MLS, all of our solutions are tested in-house by our team. This guarantees that our products are functioning the way the client wants it, with long-term availability.

Modern Lifestyles delivers intelligent Smart Home solutions that transform residential, hospitality, and commercial spaces into connected, intuitive environments. Using a combination of KNX, Z-Wave, Zigbee, and Tuya technologies, we design systems that seamlessly integrate lighting, air conditioning, curtains and shading, security, audio-visual systems, and energy management into one unified platform. Our smart homes allow users to control their entire property through elegant touch panels, mobile applications, or voice assistants such as Apple HomeKit, Google Home, and Amazon Alexa. Whether it is a luxury villa, an apartment, or a large commercial project, our solutions are scalable and future-ready, offering both wired and wireless automation to suit new developments and existing buildings. All systems are professionally engineered, tested in-house, and customized to the client's lifestyle — enabling automated scenes, schedules, remote access, and enhanced comfort, efficiency, and security, while maintaining long-term reliability and ease of use.

Certifications

We're certified with KNX which is one of the most popular standards in the world for building automation.

We're also certified with Z-Wave which is the most reliable wireless standard for smart homes.

We're certified with CEDIA which is the Number 1 Global Trade Association for Smart Home Technology

The gold-standard in wired automation for:

- Lighting control
- HVAC & climate
- Shading & curtains
- Scene creation
- Energy management
- Touch panels
- Sensors (presence, CO2, humidity, brightness)

Brands used:

Gira, ABB, iLuxus, GVS, Comfortclick, 1Home, Thinka, Zennio, Basalte, Jung, iRidi.

Wireless Smart Home Solutions

Using:

- Z-Wave
- Zigbee
- Tuya

Ideal for:

- Retrofit installations
- Apartments
- Expanding existing systems

Brands:

Homey Pro, Fibaro, Heatit, Aeotec, Innosmart, Leelen.

Voice & App Control

We integrate with:

- Apple HomeKit
- Google Home
- Amazon Alexa
- Mobile apps
- Personalized dashboards

Hotel Guest Room Management Systems (GRMS):

Modern Lifestyles provides advanced Hotel Guest Room Management Systems (GRMS) designed to enhance guest comfort while improving energy efficiency and operational control for hotel operators. Our GRMS solutions integrate lighting, air conditioning, curtains, occupancy sensors, and room status functions into a single intelligent system that responds automatically to guest presence. Features such as welcome scenes, energy-saving modes, “Do Not Disturb” and “Make Up Room” indicators, and centralized monitoring help hotels deliver a premium guest experience while reducing energy consumption and operational costs. The system can be seamlessly integrated with hotel Property Management Systems (PMS), allowing real-time status updates and improved room management for front-of-house and facility teams.

Features:

- Lighting control
- HVAC automation
- Curtain motorization
- Do-Not-Disturb / Make-Up-Room systems
- Occupancy detection
- Thermostat integration
- Central monitoring
- PMS integration (front desk)

GRMS enhances guest comfort while reducing energy consumption for operators.

Project References

#	Project Name	System
01	Mr. M. Zahid	Home Cinema Audio/Video
02	Mr. K. Almohaisn	Home Cinema Audio/Video
03	**67** Estate Compound	Home Cinema Audio/Video
04	Mr. K. Alsheri	Home Cinema Audio/Video
05	Mr. H. Mansour	Home Cinema Audio/Video
06	Mr. T. Hajjar	Home Cinema Audio/Video
07	Mr. F. Gama	Home Cinema Audio/Video
08	Mr. E. Saady	Home Cinema Audio/Video
09	Dr. M. Kassabi	Home Cinema Audio/Video
10	Dr. M. Khan	Home Cinema Audio/Video
11	J One Building	Home Cinema Audio/Video
12	Mr. A. Bagedo	Home Cinema Audio/Video
13	Mr. A. Nagi	Home Cinema Audio/Video
14	Mr. A. Safi	Home Cinema Audio/Video
15	Mr. M. Zahid Villa	Home Cinema Audio/Video
16	Mrs. Khayyat	Home Cinema Audio/Video
17	Mr. I. Khayyat	Home Cinema Audio/Video
18	Mr. M. Nagi	Home Cinema
19	Mr. M. Khoja	Home Cinema
20	Dr. S. Alotaibi	Home Cinema
21	Mr. Z. Fatayerji	Home Cinema
22	Mr. A. Hallab	Home Cinema
23	Mr. Y. Al Husseini	Home Cinema
24	Mr. S. Bogari	Home Cinema
25	Mrs. N. Malaika	Home Cinema
26	Mr. Y. Amba	Home Cinema
27	Mrs. O. Masoud	Home Cinema
28	Mr. M. Badeeb	Home Cinema
29	Mrs. D. Sayed	Home Cinema
30	Silve Sands Beach	Home Cinema

Project References

31	Mr. A. Safi	Home Cinema
32	Mr. A. Assiri	Home Cinema
33	Mr. M. Baghlaf	Home Cinema
34	Mrs. D. Sinno	Home Cinema
35	Mr. Z. Al-Akeel Villa	Smart Home
36	Mr. B. Durrat Villa	Smart Home
37	Mr. Bahareth Villa	Smart Home
38	Mr. F. Marzouki Villa	Smart Home
39	HAJ Compound **(10** Villas**)**	Smart Home
40	Al-Hamra Villas	Smart Home
41	Al-Centellion Office	Automated Office
42	Ministry of Petroleum & Minerals	Automated Office
43	Gardenia Sales Gallery	Automated Office
44	Lumina	Automated Office
45	Sansation Lounge	Lighting Control
46	Sansation Lounge	DJ System

47	Mall of Arabia	Call for Prayer Public Address
48	Ayyam Gallery Audio System	Background Music System
49	Mr. F. Hajjar Villa	Background Music System
50	Mr. K. Al-Sulaiman Villa	Background Music System
51	Shk. Tamer Villa	Background Music System
52	Mr. H. Baghaffar Villa	Background Music System
53	Mr. H. Sharbatly	Background Music System
54	Sansation Lounge	Background Music System
55	Villagio KAUST	Background Music System
56	Pink Camel	Background Music System
57	Mr. T Al-Esayi Villa	Intercom
58	Al-Hamra Villas	Intercom
59	Mr. F. Marzouki Villa	Intercom
60	Mr. G. Ghazal Villa	Intercom

Project References

61	KEB Engineers	Intercom
62	IC Center	Intercom
63	Shk. H. Juffali Villa	Intercom
64	Mrs. N. Attar Villa	Intercom
65	HAJ Compound (10 villas)	Intercom
66	Al-Murjan Head Office	Access Control
67	KEB Engineering	Access Control
68	Gold's Gym	Access Control
69	Al-Khayyat Head Office	Access Control
70	NAPCO Factory 1	Access Control
71	NAPCO Factory 2	Access Control
72	IKK Group (Jeddah, Riyadh, & Dammam)	Access Control
73	AlHayat Co.	Access Control
74	Mr. Hayel Villa	Intrusion Alarm
75	Jewello Shop	Intrusion Alarm
76	Mr. T Hajjar	CCTV
77	Mrs. N. Suleiman	CCTV

78	Mrs. Abduljuad Villa	CCTV
79	Mr. H. Baghaffar Villa	CCTV
80	Mr. L. Thita Villa	CCTV
81	Shk. H. Juffali Villa	CCTV
82	Mr. H. Sharbatly Villa	CCTV
83	MEC Warehouse	CCTV
84	Mr. H. Arif Villa	CCTV
85	IC Center	CCTV
86	Al-Amal Compound	CCTV
87	Odette Paris Bakery	CCTV
88	Sattra Wearhouse	CCTV
89	Bake Bar	CCTV
90	Mr. M. Nazer Villa	Background Music System
91	KEB Engineering	CCTV
92	Mr. O. Zaman Villa	CCTV
93	Mr. Z. Al-AKeel	CCTV
94	Toki Riyadh	Lighting Control System
95	Mr. Hamam Villa	Background Music System

Project References

96	Mrs. R. Zaki Villa	Background Music System
97	Mr. Bahareth Villa	Background Music System
98	J. Head Office Cafeteria	Public Address System
99	Mr. F. Idriss Villa	Background Music System
100	MBL Spa	Smart Home
101	Mr. Sholag	Smart Home
102	Mr. T. Hajjar Villa	Smart Home
103	KEB Engineers	Conference Room System
104	IHCC	Conference Room System
105	Jeddah Dome	Acoustic Study
106	Mr. A. Assiri	Smart Home
107	HRH Majlis	Smart Home
108	Souk Okaz Taif	Professional Audio System
109	Shk. A. Ali Reza Villa	CCTV
110	Shk. A. Ali Reza Villa	Intercom

Our Projects Gallery

A Selection of Our Recent Home Cinema & Audio-Visual Projects

For more projects photos please scan this QR code:

SCAN ME

Brands & Solution Partners

Home Cinema & Audio Visual

DENON
SONY make.believe
Optoma
Q ACOUSTICS
BLUESOUND
BenQ
REVOX
aperionaudio
XY screens
JVC
FONESTAR
EPSON EXCEED YOUR VISION
DreamVision
marantz

Smart Homes

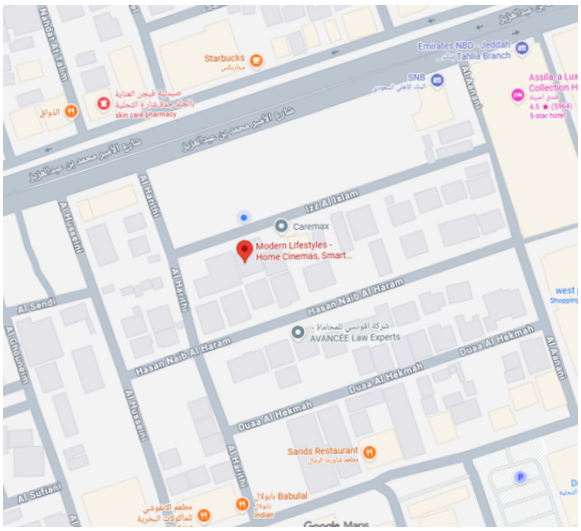
AXIS COMMUNICATIONS
AEOTEC AUSTRALASIA
GVS
iRidi
KNX
Z
FIBARO a Nice company
Homey
1HOME
comfort click
DoorBird
LEELEN

Contact Us

Let's Work **Together!**

Are you a business looking to collaborate? Our team is excited to explore partnership opportunities with like-minded organizations.

Visit our website for more information on our products and services. We strive to provide the best experience for our customers.



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Business
Company Profile

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