



Where Innovation Meets Indulgence

BRAND ESSENCE & EXPERTISE

With over 100 man-years of combined expertise, Lexa Lifestyle leads the way in luxury lifestyle technology. We specialize in seamlessly integrating automation, audio-visual, lighting, and interior systems to create intelligent, design-forward living environments. Our work has earned multiple industry awards and recognition across premium residential and commercial sectors.

MISSION

Our mission is to deliver fully integrated automation, AV, lighting, and interior experiences that elevate modern living through design, innovation, and simplicity.

L

LIGHTING &
FURNITURE

E

ELECTRONICS &
ELECTRICALS

X

XPONENTIAL HOME CINEMA &
TECHNOLOGIES

A

AUTOMATION &
AUDIO VISUALS



Home improvement is about more than just function – it's about **creating mood, atmosphere, and energy efficiency through thoughtful lighting, décor, and smart automation** seamlessly blended into design."

Althaf Ali

CEO - LEXA LIFESTYLE

BUSINESS VERTICALS & INTEGRATED SOLUTIONS

LEXA Lifestyle is a multifaceted bespoke enterprise providing high-end lifestyle technologies. Our integrated services span multiple verticals, empowering spaces with aesthetic intelligence, smart functionality, and immersive experiences.



1. Smart Living & Automation:

- Smart Home Control Systems
- Building Management Systems
- HVAC & Climate Control Integration
- Security and access control



2. High-End Audio & Home Cinemas:

- Dolby Atmos Certified Home Cinemas
- Multi-Room Audio/Video
- High-Performance AV Systems Including Projectors & Screens
- Acoustic Room Treatments & Design



3. Lighting Control & Automation:

- Smart Lighting Design & Dimming Systems
- Sensor-Based Lighting Automation
- Daylight & Mood-Based Scene Settings
- Architectural & Decorative Lighting



4. Integrated Technology / IoT:

- Hybrid Meeting Rooms
- GRMS (Guest Room Management System)
- Personalized Smart Control Experiences
- Mobile App & Touch Panel Control Interfaces



5. Technology Retail & Distribution:

- Distribution of AV & IT products
- Curated technologies and savvy experience centers
- Support for system integrators and resellers
- Custom technology developments

Smart living isn't just a promise – it's a system. Here's what we deliver seamlessly.

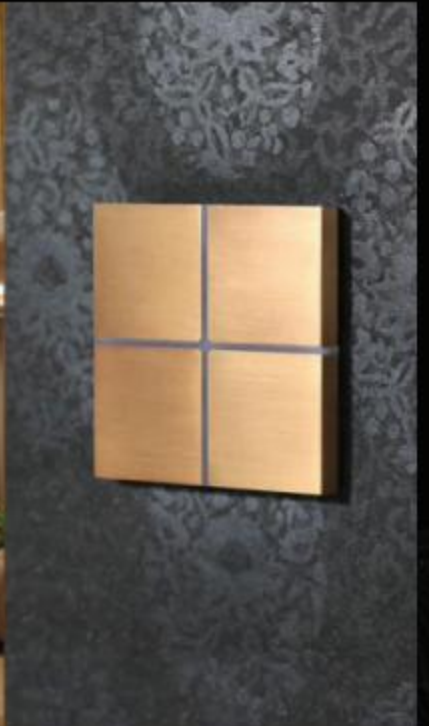
6. Project Execution & Support:

- Turnkey Project Management
- AMC & Managed Services
- Remote Infrastructure Monitoring & Asset Management



RECENT PROJECTS

Real homes. Real tech.
Seamlessly integrated for
modern living.



Private Apartment Jumeirah Living

Home Automation Delivered - 2024

Lighting Control(0-10V), Curtain Control, Air Conditioning Control, Security Camera, WIFI System, Touch Screens, IP Intercom, Lock Control, Back Ground Music System

Lumibright, Tridonic, Marantz, Bowers & Wilkins, Unbiquiti, Dlink, Lifesmart

Private Villa Meadows

Home Automation (KNX) Delivered - 2024

Lighting Control (DALI & RGB), Curtain Control, Touch Screens

Lumibright, Tridonic, Eelectron, SAVANT

Private Apartment Dubai Marina

Home Automation Delivered - 2024

Lighting Control, Air Conditioning Control, Security Camera,
Touch Screens, IP Intercom, Lock Control

Lumibright, Tridonic, Dahua, Lifesmart



Private Villa Umm Suqeim

Home Automation Delivered - 2024

Lighting Control, Curtain Control, Touch Screens

Lumibright, Tridonic, Lifesmart



A Benchmark in Smart Luxury Living



LEXA turned my home into a smart luxury experience.

The lighting, the automation – it's next-level living. Smooth process, amazing team. They nailed it! "

Kris Fade

Radio Host | Entrepreneur | TV Personality

Private Mansion Emirates Hills

Home Automation, Facade, Landscape & Bespoke Lighting
Delivered

Lighting Control (Dimming), Air Conditioning Control, Curtain
Control, Touch Screens.

Lumibright, Lexa KNX, Tridonic, Philips Dynalite



McGettigan's Souk Madinat Jumeirah

Home Automation (KNX) Delivered - 2024
Lighting Control (DALI-DMX), Touch Screens.

Lumibright, Ilevia-Italy



Trust Built Through Craftsmanship



It has been a pleasure to know Munir for the past few years. **They run a very professional high-end music business. The quality of their work and staff they send to do the work makes me realise their philosophy of customer satisfaction.** I wish them all the very best."

Vikram Shroff

Executive Director United Phosphorus Ltd.

Lamborghini Villas

Dubai Hills

Automation & AV Integration Delivered - 2025

Lexa - Lighting control (Triac Dimming ,0-10V Dimming)

Smart Curtains and Control (Blinds &Track type)
Smart Locks With AI Based Face print recognition

Lumibright, Tridonic, Eelectron, SAVANT, Lifesmart, Bowers & Wilkins,
Audio Group Denmark

Private Villa

Al Ain

Home Automation Delivered - 2024

Lighting Control, Air Conditioning Control, Security Camera,
Touch Screens, IP Intercom, Lock Control

Lumibright, Tridonic, Dahua, Lexa KNX



Al mas Corporate Office, Meeting room

Jumeirah Lakes Towers

Office Automation Delivered - 2024

Lighting Control, Air Conditioning Control, Security Camera,
Touch Screens, IP Intercom, Lock Control

Lumibright, Tridonic, Dahua, Lexa KNX



UW Mall

Mankhool, Dubai

LED Display Delivered - 2024

P4 Outdoor LED Screen, Module cabinet, outdoor lighting control

Lumibright, Tridonic, Lexa, KNX



Fomo Cafe & Lounge

Downtown, Dubai

Outdoor Tv screen Delivered - 2024

P2 Outdoor LED Screen, outdoor lighting control

Lumibright, Lexa





OMNIA MAGNETIC SERIES COLLECTIONS FROM LUMIBRIGHT

LUMIBRIGHT[™]
◆ INSPIRED BY LIGHT

TRAINING & SUPPORT SERVICES

Reliable assistance, seamless experiences – even after installation.



Support Services

- AMC Packages
- Remote Monitoring
- 24/7 Helpdesk
- On-Site Support
- Flexible maintenance plans
- Proactive system care
- Round-the-clock assistance
- Fast, field-based resolution

User Training

- Hands-On Sessions
- Digital Guides & Tutorials
- Custom Scenarios
- Learn by doing
- Easy, step-by-step use
- User-friendly interface

Every Lexa installation comes with dedicated training and support—built to perform for a lifetime.

TECHNOLOGY & LUXURY PARTNERSHIPS



ansuz°

AXXESS

BØRRESEN

ARTESANIA AUDIO

PRO

THEORY



SAVANT



Bowers & Wilkins

K-ARRAY

SONOS

KEF

MAGNA

Nakamitone
invisible loudspeakers

NEAR

BEALE
STREET

ROTEL

marantz

SONY

EPSON

Leica

FORMOVIE

Hisense

KNX

LifeSmart

LEXA
INTELLIGENT SWITCHES

LUMIBRIGHT
INSPIRED BY LIGHT

basalte

VIMAR

LUTRON

ROEHN

eelectron

Milan

Reciners

Stressless

TAILORED DESIGN. SEAMLESS INTEGRATION.

At Lexa Lifestyle, every project begins with a deep understanding of the client's space and lifestyle. From initial consultation to post-installation support, our team delivers turnkey solutions that blend aesthetics with technology, ensuring luxury automation experiences that are intuitive, elegant, and future-ready.



Analysis



Design



Installation



Training



Support

- Comprehensive site audits and needs analysis
- Custom system design with CAD and 3D visualization
- Professional installation by certified engineers
- Seamless coordination with architects & interior designers
- Integrated systems: AV, lighting, HVAC, security, access control
- End-to-end project management with minimal disruption

WHY LEXA LIFESTYLE?



30+ Years
of Expertise

Legacy in distribution
& integration



UAE & India
Presence

Featuring the Al Quoz
Experience Centre



Award-Winning
Brand

Recognized in automation
& luxury innovation



Exclusive Brand
Partnerships

Audio Group Denmark,
Artesania Audio & more.



Prestigious
Projects

Villas, penthouses,
luxury hotels &
commercial spaces.



Design-Focused
Approach

Seamless tech integration
with interior harmony.



EXPERIENCE CENTRE

Experience smart automation, audio, lighting & interiors – live.

HEAR THE DETAIL. FEEL THE SOUL



Unparalleled two-channel audio.

Step into our demo centre and explore audio rooms curated from entry-level to reference-grade systems—crafted for the most discerning ears.

HEAR THE DETAIL. FEEL THE SOUL.

Book your slot now and experience the extraordinary.

EXPERIENCE CENTRE

Experience smart automation, audio, lighting & interiors – live.

STATE-OF-THE-ART HOME CINEMA



Immerse yourself in our purpose-built cinema rooms—from compact spaces to flagship theatres—designed to dazzle the most discerning eyes.

STEP IN. ZONE OUT.

Book your slot now and witness the cinematic difference.

SMART LIVING
DESIGNED TO INSPIRE

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