

Dubai Gold & Jewellery Group Live Retail Price



Digital Communication LLC (DigiComm) activates live Gold Jewellery Retail Price for Dubai Gold & Jewellery Group.

DigiComm initially started by deploying 20 large format outdoor displays in Deira's Gold Souq in 2013 through a mandate by the Consumer Protection Department to offer full transparency and standardisation of retail gold rates which are updated multiple times every day. This project won an International award at the Munich-based Digital Signage Summit.

Last year, the DGJG was mandated by the government to deploy digital displays at all its 1,000 + member outlets to display retail gold pricing across Dubai. This contract is managed by DigiComm whereby we deploy, manage and maintain screens in all locations.

DigiComm installed 10" and 22" screens that show live gold pricing at over 300 different locations in the city. All the screens are managed remotely over the cloud.

The retail gold price data are provided by Dubai Gold & Jewellery Group. They are based on the international ounce rate and cost of holding the gold in Dubai.



The rundown of the price is reflected on the screens located in different local shops in the city. It shows the updated rate at AED per gram for each type (18K; 21K; 22K; and 24K). It is updated instantly whenever the price changes.