DUBAI PARKS & RESORTS

PRESS RELEASE

Dubai Parks and Resorts and Etisalat to create an integrated theme park experience using smart technology

Abu Dhabi, January 12, 2015: Dubai Parks and Resorts, the region's largest integrated theme park destination, and Etisalat announced their collaboration in creating the region's first-of-its-kind integrated 'smart' theme park resort in the United Arab Emirates.

Together, Dubai Parks and Resorts and Etisalat will leverage the capabilities of the UAE's well-connected telecom infrastructure and digital technologies to not only create a distinctly interactive guest experience, but also enhance the country's Internet of Things (IoT) ecosystem in support of Dubai's 'smart city' vision.

As part of the collaboration, Etisalat, the ICT and digital solutions provider for Dubai Parks and Resorts, will design and implement creative end-to-end smart solutions as well as build and manage a park-wide robust and scalable ICT and security infrastructure in preparation for the opening of the resort in October 2016.

Raed Kajoor Al Nuaimi, CEO, Dubai Parks and Resorts, said, "'Experience Amazing' is an ideal that drives every aspect of Dubai Parks and Resorts. From unique attractions, to exceptional cuisine, to memorable retail options—we aim to make every visit extraordinary. Our partnership with Etisalat will ensure that these facets are seamlessly tied together, to create a truly unique digital experience. Once operational, Dubai Parks and Resorts will not only fulfil the UAE's vision to create an innovative digital economy while simultaneously supporting Dubai's drive to build a smart city, but will also bring to life a consumer experience where the Internet of Things is realized."

Under the terms of the agreement, the companies will work closely together to deliver a seamless and engaging guest experience using omni-channel customer interactions through mobile devices, web portals, RFID wristbands, smart kiosks and digital signage. Etisalat will implement a set of smart applications and solutions at the entertainment destination to offer an innovative experience before, during and after the visit to the resort. These include unified marketing and engagement, smart ticketing, digital payments, smart parking, connected transportation, connected food and beverage, as well as retail and digital entertainment.

"Today, we live in a digital world and our guests expect a fully integrated digital experience. Our partnership with Etisalat delivers on this expectation, and will enable access to Dubai Parks and Resorts in many forms. From booking tickets, to finding parking spaces, to choosing rides with lower wait times or deciding on the right cuisine to eat, this collaboration will facilitate an unforgettable trip for visitors with few simple clicks on their smart devices," added Al Nuaimi. Saleh Al Abdooli, CEO of Etisalat, said, "We are pleased about this partnership as it paves the way for the region's first smart park and contributes to making the UAE the most sought-after global destination for family-oriented entertainment. Keeping with the evolution of the IoT era, it underpins our commitment to support the nation's long-term strategy in promoting digitisation initiatives and developing the connected ecosystem of the UAE, including large-scale developments.

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"Through state-of-the-art infrastructure and platforms such as cloud, M2M and IoT, and with our expertise, capabilities and strong track record of delivering flagship ICT projects, we believe we are well-positioned to support Dubai Parks and Resorts realize its 'smart park' vision and objectives," Al Abdooli added.

Dubai Parks and Resorts will feature motiongate™ Dubai – a unique theme park showcasing some of Hollywood's most beloved characters from DreamWorks Animation, Sony Pictures Studios and Lionsgate as well as the region's first LEGOLAND® Park and a LEGOLAND® Water Park. Committed to bringing together the best of the East and West, Dubai Parks and Resorts will also feature Bollywood Parks™ Dubai, the first ever theme park based on the sights and sounds of Bollywood. The entire destination will be connected by Riverland™ Dubai – a retail, dining and entertainment walkway and guests can stay at the Lapita™ Hotel, a Polynesian-themed resort catering to families.

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Dubai Parks and Resorts PJSC (DFM: DUBAIPARKS), will become the Middle East's largest multi-themed leisure and entertainment destination comprising three separate theme parks: motiongate™ Dubai, a Hollywood movie inspired theme park concept; LEGOLAND® Dubai, the first LEGOLAND theme park in the Middle East; and Bollywood Parks™ Dubai, a first-of-its-kind entertainment destination that will showcase the authentic Bollywood movie experience. In addition LEGOLAND® Water Park, the region's first water park catering to families with children 2-12 will also open on the site.

The destination will also host the Lapita™ Hotel, a Polynesian-themed hotel which will be managed by the Marriott Group, and Riverland™ Dubai, a centrally located district of 220,000 square feet of leasable retail, dining and entertainment space connecting the three theme parks, water park and hotel.

Set to open in October 2016, the large-scale AED 10.5 billion project is spread across 25 million square feet of land strategically located on Sheikh Zayed Road close to the Palm Jebel Ali between Dubai and Abu Dhabi. 6.7 million ticketed visits are expected in 2017, the first full year of operation. For more information go to: http://dubaiparksandresorts.com

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