



PRESS RELEASE



Abu Dhabi University Set to Open Cultural Centerpiece *Alpha Data has been selected to deploy a complete Audio Visual Solution*

For Immediate Release

March 20 , 2007

Abu Dhabi University (ADU) is set to play a significant role in Abu Dhabi's up and coming cultural scene by building a state of the art 630-seat auditorium on its new campus. The new auditorium is set to be a first for the introduction of intelligent lighting into a university auditorium within the UAE. Intelligent lighting is important to not only ensure that the audience get a clear and detailed view of the stage, but also to control the lighting styles needed for different performances and moods within those performances. The intelligent lighting systems were also designed to reduce energy consumption, setting the right amount of light at the right time, controlling every single lighting fixture in the building.

Along with the lighting, the acoustics of the auditorium were designed following an extensive study into the appropriate balance of seating, room characteristics, flooring, and walls to ensure that quality sound could be delivered across the venue regardless of performance type or audience size.

"ADU is committed to developing and offering an advanced academic environment to all its students and staff," said H.E. Ali Saeed Bin Harmal Al-Dhaheri, Chairman of ADU, stated that what impressed the University with Alpha Data is that it has always offered the best-of-breed technologies. "Our experience with Alpha Data was one of the major reasons they were appointed, as they had worked with us before on installing a video conferencing and projection systems in our campus. Their experience in integrating

different solutions impressed us," added Mr Al-Dhaheri who also stated that cultural activities such as concerts, plays and public events played a crucial part in the University's expanding plan. Mr Al-Dhaheri later revealed that the University's facilities will be "an ideal place for cultural and professional events."

"We are delighted to be working with ADU again," said Fadi Ramadan, Head of the Audio-Visual & Security Solutions at Alpha Data. "Our design team worked closely with our manufacturing partners to deliver the most comprehensive solution of audio and visual integrated solutions for the university auditorium, and we are immensely proud of the results so far."

-ENDS-

About Alpha Data

Founded in 1981, Alpha Data is one of the largest IT and Telecom Solutions companies in the Emirates with revenues in excess of \$120 Million and offices in Abu Dhabi and Dubai. Alpha Data strives to build long term client relationships based on mutual trust and respect. With a team of over 500 qualified personnel, Alpha Data provides complete end-to-end solutions in the following areas of expertise: Telecommunications & Radio, Networking & Security Solutions, Infrastructure Cabling, Enterprise Computing, Audio Visual Systems and Applications. Each of our specialist areas are backed up by highly qualified presales and post sales support teams who handle both project implementation and post-sales support. Beyond our offering, what counts most to our clients is the technical skills of our staff. Alpha Data's people have both high level industry certification & in depth experience in their respective fields.

For more information, please contact:

Alpha Data
Marketing Department
P.O. Box 45384
Abu Dhabi, UAE
T 02 6333 644 F 02 6211924
E nicolas@alpha.ae W www.alpha.ae