



PRESS RELEASE

Abu Dhabi University Opens Cultural Centerpiece

Alpha Data deployed complete Audio Visual Solution

June 2008

Abu Dhabi University (ADU) is set to play a significant role in Abu Dhabi's cultural scene with its new state-of-the-art 690-seat auditorium on its new campus in Khalifa City, marking the first intelligent lighting system into a university auditorium within the UAE. The design, planning and installation of the technology required in the auditorium was carried out by Alpha Data, the UAE's leading systems integrator.

Intelligent lighting is important not only to ensure that the audience gets a clear and detailed view of the stage, but also to control the lights' directions and lighting styles to set the moods needed for different 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.

"ADU is committed to developing and offering an advanced academic environment to all its students and staff," said Dr. Nabil A. Ibrahim, ADU Chancellor. "Cultural activities such as concerts, plays and public events played a crucial part in our expanding plan and our university's facilities will be an ideal place for cultural and professional events."

Alongside the lighting, the acoustics of the auditorium were designed by Alpha Data's teams 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.

Citing on what made them choose Alpha Data for this project, Dr. Nabil A. Ibrahim said, "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; Alpha Data has always offered best-of-breed technologies."

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

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About Abu Dhabi University

Abu Dhabi University was chartered as a private institution of higher learning in the year 2000 under the patronage of H.H. Sheikh Hamdan Bin Zayed Al Nahyan, Deputy Prime Minister and President of the University of Abu Dhabi Board of Trustees. The University is licensed by the Ministry of Education and Scientific Research with all its degree programs accredited. The University of Abu Dhabi currently serves 3000 students at its two campuses in Abu Dhabi & Al Ain. ADU moved into its new AED500m campus in Khalifa City in October 2006. All programs are open to eligible students from all nationalities. The University uses the American model of higher education for its Colleges of Arts and Sciences, Business Administration, Engineering and Computer Science and English Language Institute.

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 650 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.

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