Dubai Phase 3
Smart City Initiative

اتصالات
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We are growing hand-in-hand with the UAE,

2011 - 2013
– Global Leadership in FTTH Penetration
– LTE Rollout
– 1st VoLTE in ME

2010
– HSPA+
– DTV

2008
FTTH Roll-out

2003
1st 3G in ME

2000
Cable TV Services

1995
Region 1st Internet Roll-out

1994
1st GSM in ME

1982
1st Mobile Network in ME
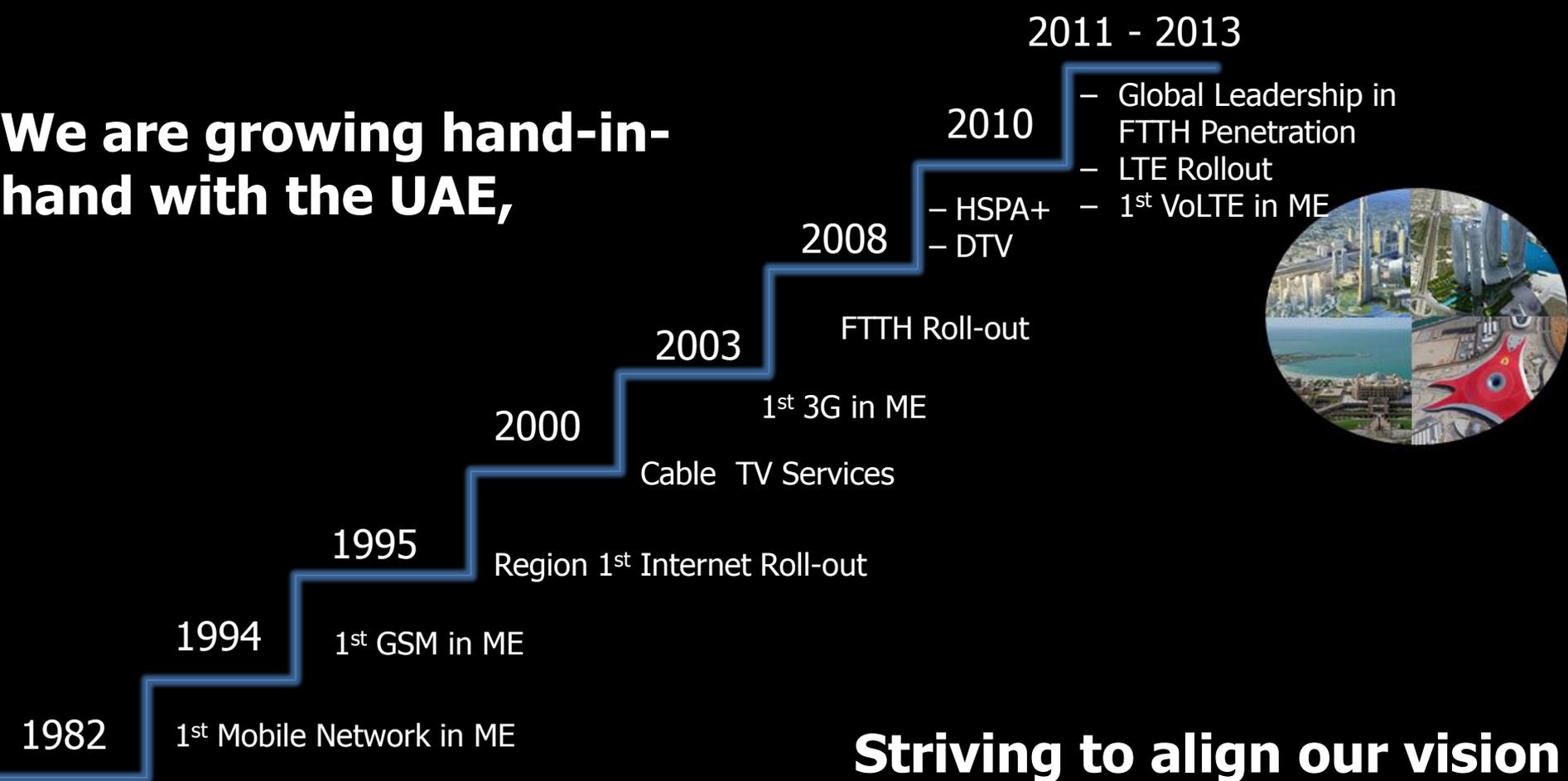
Striving to align our vision with the ambitions & aspirations of our country's leaders…

So when the sky is not your limit,

you become among the Stars...

Among the top 500 Corporations in the world[1]

Most powerful company in the UAE[2]

1st in Fiber network connectivity in the world[3]

1st to launch LTE in the region[4]

Emirati corporation with Global presence

2nd most valuable brand in the region[5]

1) Financial Times, measured in terms of market capitalization
2) In 2012 according to Forbes Middle East
3) IDATE for FTTH Council – Feb. 2013
4) Press releases; first fully mobile LTE network
5) In 2012 according to Brand Finance

We operate in a dynamic world, where the pace of change is beyond imagination and drive for connectivity and ICT services is surging to a new high

Exponential increase in connected devices with the UAE having one of the highest penetration rates in the world

Dubai plans is working to be a "Smart City"

HH Sheikh Mohammed Bin Rashid Al-Maktoum launches Mobile Government initiative on a federal level

"Creating an international city model and a new and better reality for our people is our purpose "

H.H Sheikh Mohammed bin Rashid Al Maktoum
The Launch of Smart Dubai Initiative
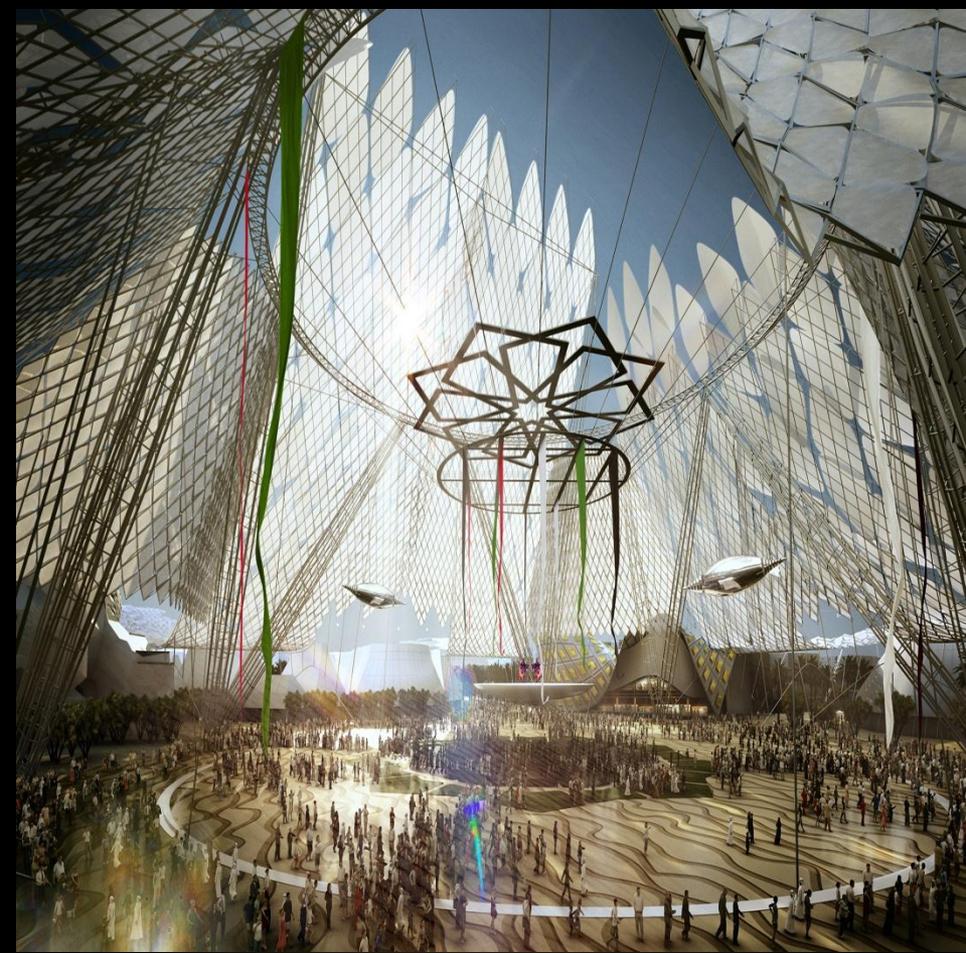
DUBAI EXPO 2020

Dubai Phase 2 Focused on the Modernization and Infrastructure

1990

2003

In Dubai phase 2 and only within the last 10 years, complete new cities were built

Dubai Down town – Burj Khalifa

Dubai Marina

Jumirah Palm Island

Dubai Phase 3 - Smart City

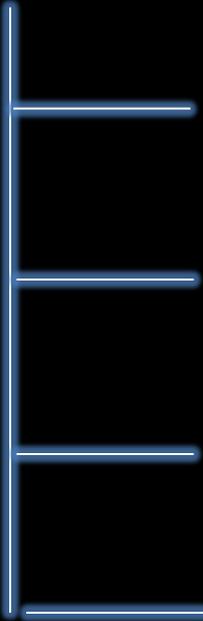## Vision
"To Improve Quality of Life in Dubai "

Mission
"Embraces Innovation to make Dubai More Efficient, Seamless, Safe & deliver an enriched City experience Through Smart Technology "

Dubai Smart City

Strategic Goals

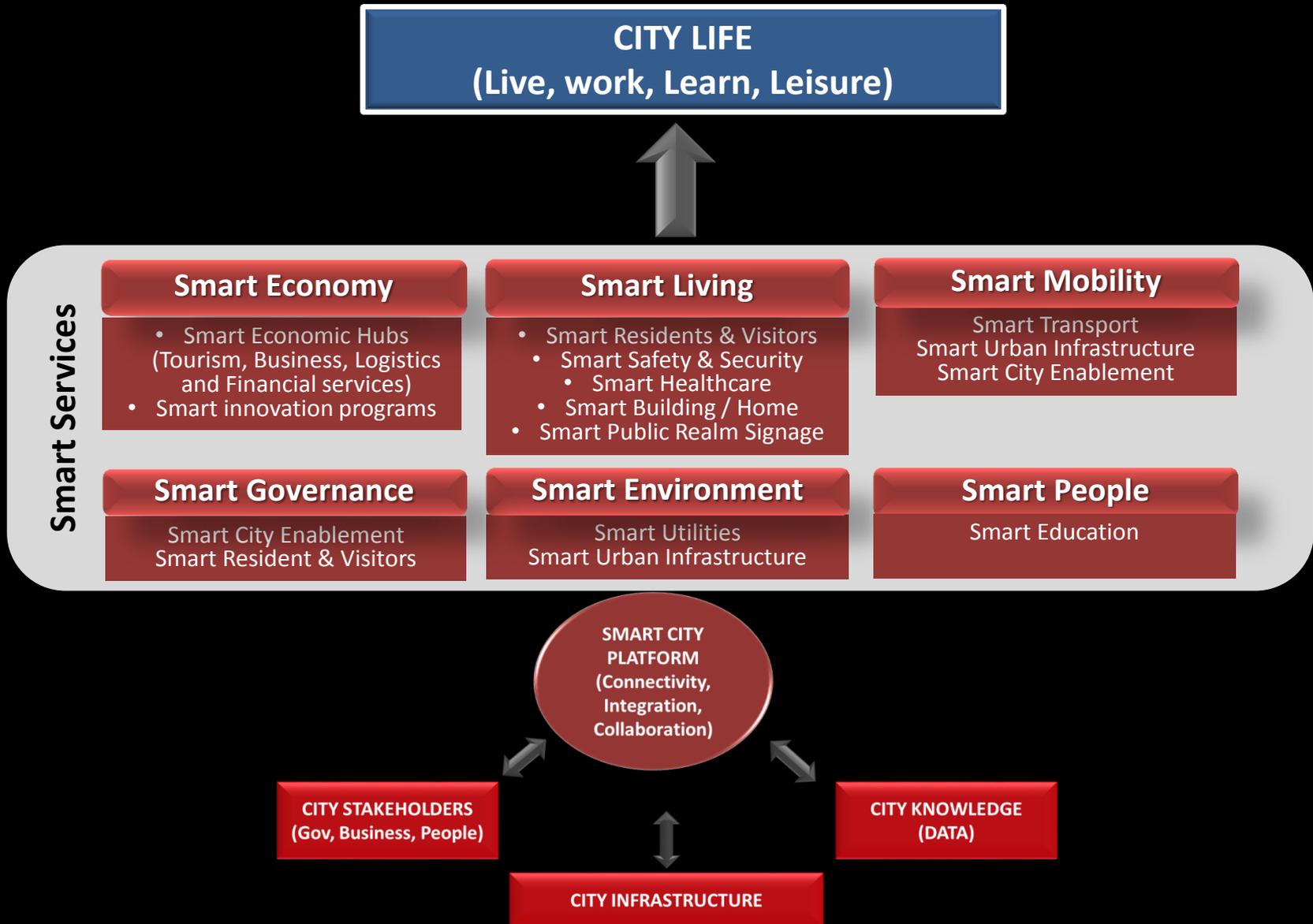***Efficient Dubai:*** Improved use of city resources and contribute to Dubai's Strategic Plan

Seamless Dubai: Integrated and information rich smart services weaved into daily life

Safe Dubai: Innovative security services to help anticipate and prevent

Experience Dubai: Improve City experience through a collaborative approach that fosters innovation from and for all City stakeholders

Leverage City Assets to Enrich City Life Through Smart Services

CITY LIFE
(Live, work, Learn, Leisure)

Smart Services

Smart Economy
- Smart Economic Hubs (Tourism, Business, Logistics and Financial services)
- Smart innovation programs

Smart Living
- Smart Residents & Visitors
- Smart Safety & Security
- Smart Healthcare
- Smart Building / Home
- Smart Public Realm Signage

Smart Mobility
Smart Transport
Smart Urban Infrastructure
Smart City Enablement

Smart Governance
Smart City Enablement
Smart Resident & Visitors

Smart Environment
Smart Utilities
Smart Urban Infrastructure

Smart People
Smart Education

SMART CITY PLATFORM (Connectivity, Integration, Collaboration)

CITY STAKEHOLDERS (Gov, Business, People)

CITY KNOWLEDGE (DATA)

CITY INFRASTRUCTURE

Dubai Smart City Initiatives – Smart Governments

mHealth

eLearning

mIdentity

Dubai Smart City Initiatives – Mobility

One Payment Cards – Mobile NFC enabled

Dubai Smart City Initiatives - Energy & Environment

Emirates Energy Star – Project Performance from November 2011

37,858 tonnes of CO_2 reduced → which is equivalent to planting **8,116 trees**

Emirates Energy Star

Total To–Date savings

Cash : AED 22.5M
kWh : 64.1M

Total area managed by EES : 17.9M sq. ft.

Average % savings across all facilities

19%

Return on Investment : 9 months

Types of industry verticals breakdown

Public, Government & Education	34
Banking & Finance	29
Wholesale & Retail	21
Communications & Media	19
Construction & Infrastructure	18
Health & Hospitality	11
Conglomerates	10
Energy & Oil	3
Airlines & Logistics	1

Reducing the Carbon Footprint of UAE

Dubai Smart City Initiatives – Public Wi-Fi

Dubai Smart City Initiatives – APPs

Dubai Municipality
- Dubai Map
- Places of interest
- Nearest places of interest
- Notifications & news
- Information
- Feedback
- Weather
- mServices for individuals and businesses for applying and tracking permissions and files

DCD
- General information
- Rules & regulations
- Safety tips
- Events
- Emergency numbers
- Offices locations

GDRFA
- General information
- Information on Dubai
- Offices
- Self enquiries on application status
- Media library

DHA
- Latest news and events
- Health services provided
- Facilities and location
- Nearest facility
- Professional locator
- Facility locator
- Foreign visiting doctors
- Feedback

Dubai Police
- Contact
- Feedback
- Rules & regulation
- Fine enquiries
- Police stations
- Nearest police station

Dubai Smart City Initiatives – APPs

DED
- ✓ General Information
- ✓ Public services information
- ✓ eServices transactions

Dubai Metro
- ✓ Info about the metro
- ✓ Metro stations
- ✓ Rules and fines
- ✓ Timing (Not real-time)
- ✓ Prices
- ✓ Contact

RTA
- ✓ Metro & buses stations information
- ✓ Taxi booking
- ✓ Fare calculators
- ✓ RTA offices
- ✓ mParking
- ✓ Fine enquiries
- ✓ Reporting tool "Madinati"
- ✓ Places of interests

DEWA
- ✓ Latest news & publications
- ✓ Events
- ✓ Utilities payment
- ✓ Bill information
- ✓ Closest DEWA offices
- ✓ Log complaints
- ✓ Push notifications

Dubai Prosecution
- ✓ eLaws
- ✓ Prosecutor services
- ✓ Lawyer services
- ✓ Customer services
- ✓ Offices and contact details

Dubai Airport
- ✓ Real-time flight details
- ✓ Food & drinks
- ✓ Shopping & services
- ✓ Airport information
- ✓ Parking & transport

Dubai Smart City Strategy – Framework desired outcome

Consolidated City Infrastructure	• Leveraging City Assets and Infrastructure will provide scalability and efficiency
Open City Data Orchestration	• Reach City data where it resides and orchestrate secure access to stakeholders
Window to Dubai	• Enable cross stakeholder data reach and stimulate Crowd-Sourcing for development of Smart City Applications
Dubai Dashboard	• Provide an integrated app and data rich Geo Spatial dashboard for City decision makers
ONE-DUBAI - Stakeholder Involvement	• Enable Stakeholder collaboration to define Smart Services based on each Stakeholder input and experience
Smart City Dimension Focus Areas	• Enable Dubai smart city to focus on strategic imperatives of Dubai and lead globally in Smart Economy and Living

Dubai 2021

Thank You

#MyDubai