Dubai Phase 3
Smart City Initiative
We are growing hand-in-hand with the UAE,

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 world¹

1st to launch LTE in the region⁴

1st in Fiber network connectivity in the world³

Most powerful company in the UAE²

Emirati corporation with Global presence

2nd most valuable brand in the region⁵

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 Phase 2 Focused on the Modernization and Infrastructure
In Dubai phase 2 and only within the last 10 years, complete new cities were built

- Dubai Downtown – Burj Khalifa
- Dubai Marina
- Jumeirah 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 Governance
- Smart City Enablement
- Smart Resident & Visitors

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

Smart Environment
- Smart Utilities
- Smart Urban Infrastructure

Smart Mobility
- Smart Transport
- Smart Urban Infrastructure
- Smart City Enablement

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 CO₂ reduced

which is equivalent to planting 8,116 trees

Total To-Date savings
Cash : AED 22.5M
kWh : 64.1M

Average % savings across all facilities
19%

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

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

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

- **DHA**
  - Latest news and events
  - Health services provided
  - Facilities and location
  - Nearest facility
  - Professional locator
  - Facility locator
  - Foreign visiting doctors
  - Feedback
# 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 |
| 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 |
| RTA | • Metro & buses stations information  
|     | • Taxi booking  
|     | • Fare calculators  
|     | • RTA offices  
|     | • mParking  
|     | • Fine enquiries  
|     | • Reporting tool “Madinati”  
|     | • Places of interests |
| 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