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## **Dubai Parks and Resorts adopts Urbanise technology for UAEs largest theme park destination**

Urbanise.com Limited (Urbanise) (ASX:UBN) announced today that Dubai Parks and Resorts will use the Urbanise Platform to manage and maintain assets at the Middle East's first year-round leisure and entertainment destination.

Due to open this year in October, Dubai Parks and Resorts, the region's largest integrated theme park destination, 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.

Under the Hosted Services Agreement (HSA), Dubai Parks and Resorts will use the *Asset Maintenance* and *Mobile Workforce* functionality of the Urbanise Platform to manage theme park assets including buildings, roads, infrastructure and rides. Dubai Parks and Resorts will also adopt Urbanise's *Service Catalogue* module to offer a range of additional services to the theme park's multiple stakeholders.

Commenting on the announcement, Dubai Parks and Resorts Chief Technical Officer Matthew Priddy said, "Dubai Parks and Resorts is the first entertainment destination of its kind – bringing together recognised and well-loved brands and movies from around the globe. A destination of this scale requires a comprehensive asset maintenance and management solution that not only accommodates our specific requirements, but also the asset maintenance needs of the park's individual operators. The Urbanise Platform delivers on all fronts."

Urbanise Chief Executive Officer Ben Churchill added, "Dubai Parks and Resorts is a truly ground breaking project and we are thrilled that the Urbanise Platform has been selected to facilitate the management of assets across this 25 million square foot site. One of the key benefits of our technology is its flexibility, and the ease and speed at which it can be mobilised. The Platform's broad range of smart features also offers Dubai Parks and Resorts the opportunity to 'switch on' additional asset-related modules around performance and utilities usage as needed."

Urbanise will receive an activation services fee to support Dubai Parks and Resorts with the mobilisation and configuration of the Platform, followed by a fixed bundled service fee agreed annually to reflect platform usage.

-ENDS-

**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>

#### **About Urbanise**

Urbanise is the creator of a cloud-based platform for delivering building services. Designed for service providers, the Urbanise software-as-a-service Industry Cloud platform is transforming the traditional engineering approach to building operations – improving customer service, removing operational costs and enabling new revenue streams. Urbanise technology is used in some of the tallest towers and most prestigious communities around the globe.

[www.urbanise.com](http://www.urbanise.com)

For further information contact: Katie Paynter +61 417 057 243