

# Case Study



**AMP NETCONNECT Cabling Systems are connecting royalty, celebrities, and vacationers in luxury at this land mark hotel.**

## Fairytale Enchantment at the Emirates Palace Hotel in Abu Dhabi

Located in Abu Dhabi, the capital of the United Arab Emirates, the magnificent Emirates Palace is a national landmark and one of the most impressive hotels and conference venues ever built. Emirates Palace is located on 1.3 km of private white sandy beach and surrounded by 85 acres of beautifully landscaped gardens. It offers a \$1 million vacation getaway package. The staff tucks lavender into your pillow each night. And a private butler is available to fill your bathtub with champagne.

These are just a few of the luxuries that world leaders, celebrities and wealthy vacationers enjoy during their stay at this remarkable hotel. Guests also make

phone calls, watch television and surf the internet thanks to a network featuring TE products. With a vision to offer exceptional design and luxury coupled with next generation technology, the Emirates Palace Hotel is the region's first large scale "triple play" solution over IP - video, voice and data implementation.

Considered one of the most expensive hotels ever built, the \$3 billion Emirates Palace Hotel relies on a broadband network for its communications. This high-speed, internet-based network was built with cable and jacks from Tyco Electronics' Enterprise Networks business.

### Project Facts:

- **Client Company:**  
Emirates Palace Hotel
- **Country:**  
United Arab Emirates
- **Industry:**  
Hospitality & Gaming
- **Challenges:**  
Install IP-based triple play cabling infrastructure with high security requirements in landmark hotel of enormous size
- **AMP NETCONNECT Solutions:**
  - 15,000 Cat. 6 UTP Links
  - 1,200 MT-RJ F-t-t-O Links
  - Hundreds kms of SM and MM backbone cabling
- **Customer Advantage:**  
The region's first large scale triple play over IP installation. Critical time saved by TE's Quick Termination Technology.



**Hakam Sourani, Director of Information Technology and Audio Visual at Emirates Palace Hotel**

# Triple Play Solution @ Emirates Palace Hotel

Tyco Electronics provided a wide range of AMP NETCONNECT products for the system, including 15,000 copper cables, 1,200 jacks and hundreds of kilometers of fiber optic cable - valued at approximately \$1.2 million. Milad Gabriel, Middle East Regional Manager for Enterprise Networks, says the Emirates Palace Hotel network was the division's first large, high-end project in the Middle East that deployed voice, data and video capabilities over the same cabling structure.

It was installed in 2005 by Gulf Systems, a local system integration company that worked with TE engineers to confirm that the network would meet the high performance and security specifications required by the hotel and its guests: The original specifications were not a fit for the local market and for the project's key requirements. Tyco Electronics AMP NETCONNECT team were called upon to localize the specifications and brought a system that had better security and increased performance.

"Tyco Electronics' international presence and global reach were impressive," said Hakam Sourani, Director of Information Technology and Audio Visual at Emirates Palace. "Securing our product from one vendor with a strong local design support team was critical but the 25-year warranty on the installation was a huge market differentiator for Tyco Electronics."

A major factor in the network's installation was the hotel's enormous size. The Emirates Palace Hotel stands

eight stories high, is more than 800 m long, and covers 850,000 square meters of floor space. An intricate labyrinth - the hotel construction site was maze-like - and managing the physical whereabouts of the 20,000 person installation teams became top priority.

"It was truly a maze that created communication issues between members of the installation teams who were getting lost or out of range for wireless communication," says Milad. "The walls were very dense and the layout changed from one area to the next. It also has domes that are 30 meters high that made it difficult to pull cables. Additionally, the building's design was constantly changing, so



**The hotel's triple play network enables an easy supply of voice, data and video services in the rooms and suites.**

teams had to be very responsive and show a lot of creativity." Mohammed Azeem, Managing Director at Gulf Systems, says TE provided more than just high quality products to manage the complex project. "Tyco Electronics' custom termination tools also gave us the added benefit of quicker installation time, which was a real plus given the size of the project," he said.

Today, the broadband network can be accessed anywhere within the hotel, from the lobby to its exclusive guest rooms, conference halls, restaurants, kitchen, laundries, and even its parking lots, poolside and on the beach. Milad says the TE and Gulf Systems team look back on the Emirates Palace Hotel project as an "overwhelming experience that has left us all proud to be part of a true landmark for the region and the world."

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Hakam Sourani, Director of Information Technology and Audio Visual at Emirates Palace

## TE AMP NETCONNECT Regional Sales Headquarters:

**North America**  
Greensboro, NC, USA  
Ph: +1-800-553-0938  
Fx: +1-717-986-7406

**Latin America**  
Buenos Aires, Argentina  
Ph: +54-11-4733-2200  
Fx: +54-11-4733-2282

**Europe**  
Kessel-Lo, Belgium  
Ph: +32-16-35-1321  
Fx: +32-16-35-2188

**Mid East & Africa**  
Cergy-Pontoise, France  
Ph: +33-1-3420-2122  
Fx: +33-1-3420-2268

**Asia**  
Hong Kong, China  
Ph: +852-2735-1628  
Fx: +852-2735-1625

**Pacific**  
Sydney, Australia  
Ph: +61-2-9554-2600  
Fx: +61-2-9554-2519

