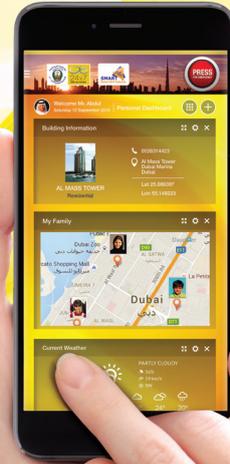




Dubai Civil Defence introduces Personal Dashboard for all residents and visitors



Dubai - October 23, 2015: The Dubai Civil Defence, or DCD, has announced the launch of the personal dashboard, which allows the emirate's residents and visitors to connect to the DCD services and import their personal data and view them on a great intuitive interface. This unique way will allow residents and visitors to visualise data and keep them informed and connected. The personal dashboard, introduced by Dubai Civil Defence, empowers citizens, residents and visitors by connecting them to their needs making their daily 'city interactions' more efficient and seamless.

Launching the new initiative, Major General Rashid Thani Al Matrooshi, director general of Dubai Civil Defence, said: "With personal dashboard, the DCD has joined Dubai government's MyID service, to enable single sign-on for users to access their dashboard. This will give the public smooth access to the personal dashboard wherever they are, thereby contributing effectively to full transformation into smart government and to Dubai becoming the smartest city in the world in implementation of the initiative of His Highness Shaikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, to shift to smart government."



Major General Rashid Thani Al Matrooshi and Dilip Rahulan, Executive Chairman and CEO of Pacific Controls at the launch of Dubai Civil Defence's 'personal dashboard'.

Further Al Matrooshi, also said: "Dubai's Smart City initiatives are not merely about automation, it is about connecting people to their needs. The DCD cares about the safety and happiness of its citizens, residents and visitors; the personal dashboard will now enable real-time public engagement like never before. This is in extension to the Dubai Life Safety Dashboard, which assists DCD and building owners in Dubai to monitor city/building live from a single screen."

The DCD has been in the forefront of implementing key technologies for the future of the smart city. The Dubai Life Safety Dashboard reflects the leadership's dedication to using technology to make municipal information more open, transparent and accessible. With the dashboard, leadership is taking a natural next step towards embracing current technological trends in the public sector.

"The government, the private sector and the people are working together to achieve the 'Smart Dubai' vision. One of the greatest promises of big and open data is the ability to create a dashboard that will enable us to measure the life safety condition in real time, this is what we aspire to achieve. A personal dashboard is a step towards achieving the same by collecting and displaying data from public and private sources, and from ever expanding social media network," said Al Matrooshi.

He further added: "The DCD's personal dashboard is a sophisticated way to digitally track critical information online. It is similar to a car dashboard, it

keeps all the important information right there, in front of you at your choice, things that you want to monitor and a SOS button to reach out to DCD in case of an emergency. The enterprise-class business intelligence delivered through the personal dashboard will also help all government departments, building owners and residents to monitor their buildings health and safety status in real-time."

Pacific Controls Services has provided the expertise to DCD to build personal dashboard and during the launch, Dilip Rahulan, executive chairman and ceo, Pacific Controls, said: "The personal dashboard comprises of key metrics, such as health, family and connectedness enhancing the internal communication with regards to monitoring of incidents in Dubai. The dashboard will also enable other government departments to facilitate innovative services to building owners and occupants in Dubai."

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