



## PRESS RELEASE

### New level of Quality, Charm and Service arrives in Dubai in autumn

June 2008

The Bonnington will be a landmark of heritage and style, towering gracefully in the midst of the Jumeirah Lakes Towers, providing a chic five-star residential address to all who walk through her doors.

Alpha Data worked closely with Bonnington to design a fully integrated technology system for the hotel from the ground up that included Structured Cabling, Data Networks, Telephony, Security & Access Control, Interactive Television system including IPTV and Audio Visual solutions.

One of the key requirements was for a fully integrated Room Management and Guest Door Access system, in which guests could control many room functions from a single panel beside their bed," said Anil KJ, a Hospitality Consultant at Alpha Data; adding that the system could "distinguish between guest and housekeeping cards, which means that during housekeeping functions only limited lights are lit and the other functions disabled resulting in considerable power savings."

In addition, we have provided Bonnington staff members with Wireless-IP handsets that will make them reachable on their extensions anywhere on the hotel premises to ensure optimum speed of service to guests not to mention cost savings to the hotel.

"To provide a luxury hotel with the reliable and highly secure infrastructure required to enhance the communications experience of staff and guests. There's no shortage of exciting, innovative technologies available to help hoteliers create unique, positive guest experiences," said Anil KJ, a Hospitality Consultant at Alpha Data. "Integrating numerous systems and devices to work together and exchange information is the number one challenge for many hoteliers and that's where we come in."

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### **About Bonnington**

Bonnington Group PLC, a subsidiary of McGettigan Ltd and Regan Development Ltd, is the holding company for all the Bonnington Group companies. These companies are all collectively known as the Bonnington Group.

### **About Alpha Data**

Founded in 1981, Alpha Data is one of the largest IT and Telecom Solutions companies in the Emirates with revenues in excess of \$120 Million and offices in Abu Dhabi and Dubai. Alpha Data strives to build long term client relationships based on mutual trust and respect. With a team of over 650 qualified personnel, Alpha Data provides complete end-to-end solutions in the following areas of expertise: Telecommunications & Radio, Networking & Security Solutions, Infrastructure Cabling, Enterprise Computing, Audio Visual Systems and Applications. Each of our specialist areas are backed up by highly qualified presales and post sales support teams who handle both project implementation and post-sales support. Beyond our offering, what counts most to our clients is the technical skills of our staff. Alpha Data's people have both high level industry certification & in depth experience in their respective fields.

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