



## PRESS RELEASE

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### **BurJuman Centre Offers Broad and Unusual Technology-based Services: Shen Milsom & Wilke's network master plan provides electronic concierge and more**

Project: BurJuman Centre Expansion, Dubai, United Arab Emirates  
Owner: Saif Al Ghurair Group L.L.C  
Project director/owner rep: Innotech Construction Co. LLC  
Architect: Kohn Pedersen Fox, London  
Acoustics, Audiovisual, Telecommunications, Multimedia: Shen Milsom & Wilke; Ward Sellars, Principal  
Size: 4 million square feet  
Building Type: Mixed-use, including retail, office tower, luxury residential, theater, cinema, health club, children's area, food court, parking (3,000 cars)



The luxurious new BurJuman Centre in Dubai, designed by Kohn Pedersen Fox Associates in London, is a five-building addition to a shopping center that will more than double retail space and adds an office tower, conference space, luxury apartments, a theater, multi-cinemas, and a health club. Unifying this huge complex is a carefully planned visual display, data, and voice network designed by Shen Milsom & Wilke.

The project owners are offering a tremendous range of services for their high-end clients, including such retailers as Saks Fifth Avenue, Prada, and Fendi, as

well as residents, office users, and centre visitors. For example, an interactive intranet-based electronic concierge invites users to ask about events, weather, services, and more. These requests are fielded at a network operations center or NOC—a control room within the complex that includes multiple workstations where a research and technology staff can field questions and offer solutions. The NOC also includes a bank of wall-mounted monitors where staff members can monitor the network and track store traffic, electronic signage, emergency information, and even parking space availability.

Other services—also controlled at the NOC—include electronic signage and event announcement monitors, monitors within the elevator cabs, interactive information panels throughout the centre, hookups to satellite dishes for television from all over the world, and music throughout the complex.

Unifying these disparate and distant buildings under a single technology network was a challenge for the owners. Shen Milsom & Wilke solved the problem by using a master plan approach to the network infrastructure. "The cabling, and the systems that draw from it, was treated like any other essential infrastructure element—plumbing, mechanical, even transportation," says Ward Sellars, a principal at Shen Milsom & Wilke in San Francisco. "This is a rare project because of the high level of services the owners are providing."

This master plan approach gives the owners maximum flexibility; each building can stand alone (and provide its own services) or work in concert with the other buildings. The center of the network is a redundant fiber-optic backbone. This serves as a platform for all of the services—cable television and the various data, voice, and video networks.

Shen Milsom and Wilke also provided acoustic and audiovisual design for the 900-seat cabaret theater, the conference space, and the health club.

Shen Milsom & Wilke ([www.smwinc.com](http://www.smwinc.com)) is an international technology consulting practice founded in 1986. It offers comprehensive services in the areas of telecommunications, audiovisual, multimedia, trading floor technologies, and acoustics. The firm has offices in New York, Princeton, Atlanta, Washington, D.C., Chicago, Houston, Denver, San Francisco, Las Vegas, London, the United Arab Emirates, and Hong Kong, and a staff of more than 140 professionals. Shen Milsom & Wilke was named one of the 100 fastest growing A/E/P firms in the nation by Zweig White & Associates for the years 2001 and 2002