

For Immediate Release



CONTACT:

Frederick Koons

Corporate Communications Director

fkoons@xtralis.com • 1 610 439 1946

Xtralis VESDA-E addressable aspirating smoke detectors to protect new IMG Worlds of Adventure indoor theme park

VESDA-E VEA addressable smoke detectors provide over 2,000 sampling points for critical fire prevention at the world's largest indoor theme park, an architectural marvel with 1.5M sq. ft. of space

Xtralis VESDA-E aspirating smoke detectors have been selected to protect [IMG Worlds of Adventure](#), the world's largest indoor theme park set to open in early this year in Dubai, United Arab Emirates.

[VESDA-E VEA](#) is the only addressable detector in the market that delivers “assured detection” through active sampling, proactive self-supervision, auto-cleaning, and highest longevity with sustained sensitivity. The centralized detection architecture with up to 120 sampling points per detector, coupled with auto supervision and cleaning, lowers servicing time by up to 90% and decreases total cost of ownership. VEA will protect the entire facility, with over 50 detectors and over 2,000 sampling points. VESDA-EVEA detectors will provide constant early and reliable smoke detection to ensure absolute fire prevention.

Lennard Otto, CEO of IMG Worlds of Adventure, commented, “When we open, IMG Worlds of Adventure will be an industry leader, not only in the provision of entertainment, but in all areas of operation, including guest security and protection. Ultimately, the safety of our guests is of upmost priority to IMG Worlds of Adventure, and we are proud to partner with industry titan Xtralis to offer unprecedented, state-of-the art protection, to ensure that our guests are offered the best theme-park experience possible.”

“IMG Worlds of Adventure is an architectural marvel, and its certain success means fire detectors must assure the best protection to the many lives and valuable assets with no operational disturbance” commented Samir Samhoury, Chairman, CEO, & President of Xtralis Group. “VESDA-E VEA, Xtralis’ latest innovation, is transforming the industry of traditional smoke detection delivering pinpoint addressability and unique assured detection with centralized test and maintenance. VESADA-E VEA can now address all market segments and applications that traditional ASD detectors could not address before,” Samhoury added.

IMG Worlds of Adventure will consist of four zones including global brands Cartoon Network and MARVEL and original concepts IMG Boulevard and the Lost Valley – Dinosaur Adventure, plus 28 themed F&B concepts and 25 retail outlets. The theme park will feature an array of adrenaline-pumping roller-coasters, thrill-rides and spine-tingling attractions and a 12 screen Novo theatre. Set to become a must-visit international destination, IMG Worlds of Adventure will bring the best of family entertainment to Dubai’s growing leisure industry.

To offer this unprecedented entertainment experience IMG Worlds of Adventure has partnered with over 20 blue-chip companies including Bose, Avaya, Pelco, Cisco, Microsoft and Xtralis, which have provided both the internal and external framework and VESDA-E VEA is proud to join this team of market-leaders.

VESDA-E VEA detectors combine VESDA reliability and early warning smoke detection with pinpoint addressability and a variety of annunciation options that surpass traditional spot detectors and are more flexible than aspirating smoke detectors with rigid pipe networks. They use patented air sampling points and multi-channel micro bore air-sampling tubes with three alarm sensitivity settings for the sampling points.

As a multi-channel addressable system, the VEA detector is able to divide a protected space into sampling locations, enabling the localization of potential sources of fire for faster incident response. The detectors are ideal for protection of areas facing

challenges and where pinpoint location of fire events is essential like that required by IMG Worlds of Adventure. Detector testing and maintenance with VESDA-E VEA is far simpler and totally unobtrusive, allowing service technicians to maintain the detectors without scaffolding, or lift equipment. A wide range of other features provide unsurpassed flexibility, field programmability, enhanced connectivity and reduced total cost of ownership. To learn more about VESDA-E VEA, please visit www.Xtralis.com/VEA.

Note to Editors:

About Xtralis

Xtralis® is the leading global provider of powerful solutions for the early detection and visual of fire, gas and security threats. Our technologies prevent disasters by giving users time to respond before life, critical infrastructure or business continuity is compromised. We protect high-value and irreplaceable assets belonging to the world's top governments and businesses. Our brands include VESDA® & VESDA-E™ – the world's No.1 very early warning aspirating smoke detection (ASD) systems; ICAM™ for flexible ASD; ECO™ – Gas detection & environmental monitoring modules for VESDA & ICAM systems; OSID® – easy to use smoke detection for open areas; ADPRO® & ADPRO E™ – advanced, intelligent access, perimeter & intrusion detection solutions for multi-site & enterprise security; HeiTel™ – digital video remote monitoring; and, ASIM® – intelligent traffic detection. To learn more, please visit us at www.xtralis.com.

About IMG Worlds of Adventure

About IMG Worlds of Adventure: IMG Worlds of Adventure is wholly owned by IMG Theme Park L.L.C., a subsidiary of IMG Holding. It is Dubai's first mega themed entertainment destination, promising visitors from around the world the excitement of four epic adventures in one epic location. Two of IMG Worlds of Adventure's four zones represent renowned global brands Cartoon Network and MARVEL, while the IMG Boulevard and the Lost Valley - Dinosaur Adventure zones are original concepts by IMG Theme Park L.L.C. Once open, IMG Worlds of Adventure will be the largest indoor theme park in the world, covering an area in excess of 1.5 million square feet. IMG Worlds of Adventure will feature a unique array of adrenaline-pumping roller coasters, thrill rides and spine-tingling attractions based on popular Cartoon Network characters, iconic MARVEL Super Heroes and hair-raising dinosaurs. Additionally, the park will be home to a number of world-firsts, a variety of themed retail stores, exclusive dining venues and a 12-screen state-of-the-art Novo cinema. Situated along Sheikh Mohammad Bin Zayed Road, IMG Worlds of Adventure is set to become a must-visit international destination, bringing the best of family entertainment to Dubai's growing leisure industry.