



Press Release

The future has arrived at Hidd Al Saadiyat

State-of-the-art system allows residents to control their homes from a variety of interfaces

Abu Dhabi, 8 July 2014: In keeping with the needs of the future, Saadiyat Development and Investment Company (SDIC) has adopted a smart home automation system from UT Technology, an Etisalat subsidiary, in its newest luxurious beachfront residential development – Hidd Al Saadiyat, located at Saadiyat Island.

The system, user-friendly and intuitive to use, will give residents the power to take complete control over their home environment. With the simple touch of a button, from their smartphone, tablet or LCD keypad, residents will command lighting, audio, video, climate, energy and safety elements, ensuring the perfect living experience for them and their families.

Besides making life easier for residents, by allowing them to create unlimited settings for activities, control individual devices and monitor security systems, this highly adaptable home automation system fulfills the Estidama initiative of supporting the Abu Dhabi Urban Planning Vision 2030.

Ahmed Alhashimi, Deputy CEO of UT Technology, said, “At UT Technology we work hard to develop smart solutions that will transform and simplify the UAE lifestyle. Our goal is to connect people and educate the new generation about the benefits of smart cities, always keeping in mind the Abu Dhabi 2030 vision and the Estidama rating for sustainability standards.”

“Saadiyat Development and Investment Company (SDIC) is committed to implement sustainable practices that are in compliance with Abu Dhabi’s sustainability standards of new projects and help the country become a benchmark for sustainable development, globally,” added Dr. Adnan



Sahli, Chief Operating Officer of LEAD Development, working as the Development Manager for Hidd Al Saadiyat.

The automation system adopted at Hidd Al Saadiyat also offers residents a series of other benefits, such as a community portal through which they can benefit from full integration with e-Life service, unified billing integration, real time monitoring, reporting, and much more.

Dr. Sahli, concluded, “We are creating the perfect place to work, live and play and we’ve thought through every detail to make sure it is exactly what the tenants of our project require.”

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Notes to Editor:
Hidd Al Saadiyat

The upcoming residential community covers 1.5 million square meters with 7 kilometers of beaches on Saadiyat Island, the cultural district of the capital. It will provide residents the finest offerings on the shores of the Arabian Gulf, minutes away from Abu Dhabi City. The community will consist of 452 villas, commercial centres, hotels, apartments, beach clubs and amenities, conveniently located within reach.

Combining modern and traditional Mediterranean designs, Hidd Al Saadiyat seamlessly integrates the sea and the beach into every detail of its villa designs. As a comprehensive development surrounded by the serene beauty of the natural environment, Hidd Al Saadiyat blends natural landscape with sustainably designed villas, apartments, retail space, hotels and schools. The project has obtained Estidama Pearl 2 rating for compliance with Abu Dhabi’s sustainability standards of new projects.

The construction work on the project began in October 2012; the company began building the villas in July 2013, accomplishing more than 25% of the first phase its construction. The project successfully sold more than 70% of the villas up to date.

For more information on Hidd Al Saadiyat, please contact:

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