

# e& UAE and Kleindienst Group Partner to Transform Dubai's Heart of Europe with Smart Technology

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**Telecom innovator e& UAE and leading real estate developer Kleindienst Group have announced a strategic partnership aimed at revolutionizing the luxury guest experience at Dubai's prestigious Heart of Europe islands through the deployment of cutting-edge smart technology.**

The two entities have formalized their collaboration with the signing of a Memorandum of Understanding (MoU) to implement a comprehensive suite of digital services across the unique collection of themed islands located off the coast of Dubai. The joint objective is to establish a technologically advanced and environmentally conscious tourism destination that will redefine the standards of luxury hospitality in the UAE.

Guests visiting the Heart of Europe can anticipate a significantly enhanced digital environment, including high-speed internet connectivity, intelligent in-room controls, artificial intelligence (AI)-powered services, and immersive virtual reality entertainment throughout the islands' hotels and resorts. These technological upgrades are strategically designed to streamline and connect every aspect of the guest journey, from arrival to departure.

The infrastructure underpinning this transformation will include a sophisticated Command Control Centre for optimized operational management, Drone-as-a-Service capabilities to elevate guest support, and seamless internet coverage extending to boats and vessels surrounding the island archipelago.

## **Commitment to Sustainability**

A core tenet of this partnership is a strong emphasis on sustainability. Under e& UAE's 'Sustainability as a

Service' initiative, the collaboration will integrate environmentally responsible technologies aimed at minimizing the development's carbon footprint. Additional sustainability-focused efforts include the implementation of smart worker tools to enhance staff productivity and digital systems designed to optimize maintenance and property management efficiency.

Commenting on the partnership, Esam Mahmoud, Senior Vice President at e& UAE, stated that this collaboration represents a significant step towards "redefining smart hospitality" within the UAE by seamlessly integrating high-end tourism with future-forward technologies. Josef Kleindienst, Chairman of Kleindienst Group, added that the shared vision is to create an "immersive, intelligent, and environmentally conscious" experience for all guests visiting the Heart of Europe.

The Heart of Europe, already renowned for its distinctive themed islands inspired by European destinations, featuring unique attractions such as underwater villas, beachfront palaces, and a climate-controlled "raining street," will be further elevated by this technological integration. The partnership will position the development as one of the region's most advanced and sustainable tourism destinations.

This collaboration aligns with the broader strategic direction of the UAE to integrate innovation and sustainability across major development projects, offering visitors a glimpse into the future of travel and hospitality.