

EDITOR'S *comments*

Dear Reader,

July has been a relatively slow news month for us at Royal Group. While a lot has been going on behind the scenes, only a few announcements have been made to the public.

Perhaps the biggest news story for us has been Aleron Systems' incredible success in scoring the New York University Abu Dhabi campus project that will require them to build and provide audio-visual technology for the university's campus in the capital. The multi-million dollar project is a milestone for Aleron and our support is with them.

We also bring you news of Cine Royal Cinema, a Royal Group subsidiary that works to make the world of cinema accessible to all at the highest quality. Read more about where the next Cine Royal Multiplexes are coming up and how soon you can watch movies in style and unparalleled comfort.

As August begins, we're stepping into the month of reflection, during which we take stock of all that's gone before and try to think of ways to do things better the next time round. To help with this process, we've brought you tips on business networking and remember, every little step counts.

Many of you are either planning a summer holiday or have just returned from one. We hope that your trips either have or will be filled with wonder, excitement and rejuvenation.

We sign off wishing you Ramadan Mubarak and hope that this year's Holy Month brings you peace and insight.

Till next month... happy reading...

multiply Marketing Consultancy Services

Bringing you the best **cinematic experience** in the region

Cine Royal Cinema LLC was established as a subsidiary of Royal Group of Companies with the aim of providing an unparalleled cinematic experience. The silver screen has long inspired hope and brought forth catharsis. It's recorded history at various stages, retold stories that might have been forgotten and helped the world at large escape into a parallel universe for a couple of hours. Cine Royal Cinema's goal is to ensure that every form of cinema, whether fantastical cartoon or factual retelling, is enjoyed at its highest quality.

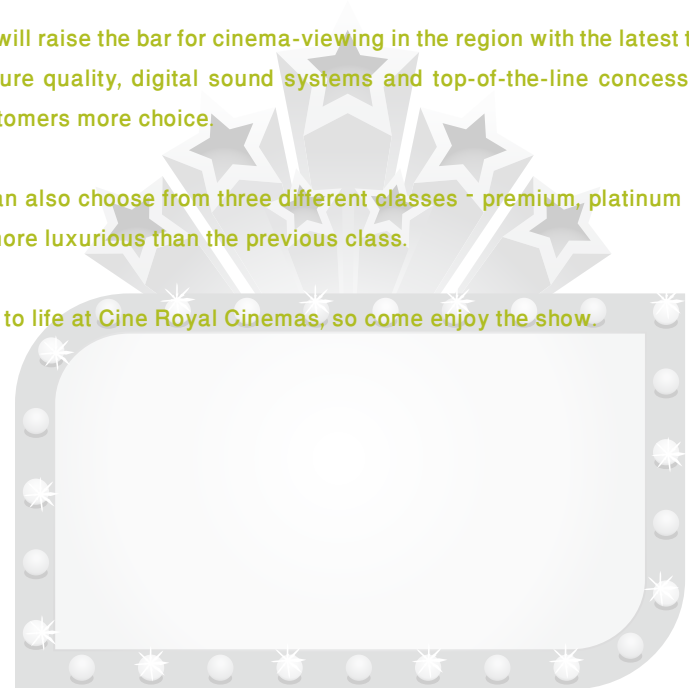
The company's first multiplex is housed in Khalidiyah Mall in Abu Dhabi. With nine screens, the theatre will regularly host the latest and most popular releases from Hollywood, Bollywood and the region.

More screens are planned for later this year and next year, with Delma Mall's 14 screens due to start operations at the end of this year and Paragon Bay and Paragon Point set to launch in June and December 2010 respectively.

The theatres will raise the bar for cinema-viewing in the region with the latest technology in digital picture quality, digital sound systems and top-of-the-line concession stands that offer customers more choice.

Customers can also choose from three different classes - premium, platinum and royale class, each more luxurious than the previous class.

Movies come to life at Cine Royal Cinemas, so come enjoy the show.



Inside

- Aleron Systems bags order worth millions
- Tips for successful business networking

Aleron Systems bags order worth millions

Aleron Systems, a subsidiary of Pal Group of companies has been selected to provide state-of-art technology to the New York University Campus in Abu Dhabi. The project involves full integration of audio-visual systems, information technology and video-conferencing interfaces with New York University campuses across the world. The project will earn Aleron Systems in the neighbourhood of US\$ 8 million.

Aleron Systems' proven track record and its vast experience played a significant role in its success in winning the account. Aleron has previously provided audio-visual and IT solutions to major corporate enterprises such as:

- GASCO
- BOROUGE
- HIGHER COLLEGES OF TECHNOLOGY IN ABU DHABI AND DUBAI
- ADCO

Aleron Systems is equipped with specialized teams that design end-to-end solutions for audio-visual integration in corporations, educational institutions and hospitality as well as home automation solutions. The team works with the latest technologies to provide the best-in-class of the following solutions:

For educational institutions

- Audio-visual system for training rooms and auditorium
- Language labs and computer training system
- Campus-wide audio-visual control

- Collaborative conferencing (audio, web, and video conferencing)
- Remote control, monitoring and maintenance of multi-campus facilities
- Interactive television system
- Lighting and environment control
- Digital signage solution
- Banquet hall and auditorium solution

Corporate audio-visual

- Board room and meeting room integration solutions
- Collaborative conferencing (audio, web, and video-conferencing)
- Interactive training room and meeting room solutions
- Rear and front projection systems
- Paging system and public address systems
- Entrance or lobby information displays or kiosks
- Remote control, monitoring and maintenance of multi-campus or multi-office facilities

In order to provide the very best solutions, Aleron Systems has partnered with world famous brands such as Crestron, Polycom, Sony and Christie.



AUGUST 2009

SUNDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
 <p>EVERY FRIDAY UAE 16:00 HINDI MOVIE</p>					<p>1. UAE 23:00 Hidden Agenda (Comedy)</p> 
<p>2. UAE 23:00 Split Intent (Action)</p>	<p>4. UAE 23:00 House of 9 (Mystery Thriller)</p>	<p>5. UAE 23:00 Forever Young (Romantic Comedy)</p>	<p>6. UAE 23:00 Passenger 57 (Drama)</p>	<p>7. UAE 23:00 Tin Cup (Drama Comedy)</p>	<p>8. UAE 23:00 The Shawshank Redemption (Drama)</p>
<p>9. UAE 23:00 Phase IV (Action)</p>	<p>11. UAE 23:00 Sugar & Spice (Comedy)</p>	<p>12. UAE 23:00 Pipe Dream (Romantic Comedy)</p>	<p>13. UAE 23:00 The Red Violin (Drama)</p>	<p>14. UAE 23:00 Nixon (Drama Biography)</p>	<p>15. UAE 23:00 Seven (Crime Thriller)</p>
<p>16. UAE 23:00 Payback (Action Crime)</p>	<p>18. UAE 23:00 Pleasantville (Fantasy Drama)</p>	<p>19. UAE 23:00 A Perfect Murder (Crime)</p>	<p>20. UAE 23:00 Harry Potter & the Philosopher's Stone (Adventure)</p>	<p>21. UAE 23:00 In love & War (Drama War Biography)</p>	
					

www.infinitytv.tv

MOVIE GUIDE

"FRASIER'S" new life in Seattle begins when he is employed by a radio station to offer therapy in a call-in manner. Frasier handles the everyday problems of people, sometimes uninteresting and frustrating to Frasier but his ultimate goal will stay the same; he wants to and enjoys helping people.



Sunday - Thursday
UAE 21:00

Gilmore girls



"GILMORE GIRLS" is an American comedy-drama series following a single mother and her daughter in the fictional town of Stars Hollow-Connecticut, a close-knit small town with many quirky characters. The series explores family, friendship, generational divides, and social class.

Saturday - Thursday
UAE 20:00

"Erefti keef" Chef Wadiah reveals his culinary skills on Arabic and International cuisines that amount to more than thirty one years spent moving among 5 star hotels in UAE. His amusing character and the art of cooking whole-heartedly will definitely spice up the show for his viewers & satisfy their cooking needs.



Sunday - Thursday
UAE 12:30



المجلة الاقتصادية
Economic Magazine

"Economic Magazine"
Essential economic subjects are the main focus of the program where all primary topics in the Arab and foreign economic newspapers are presented. It sheds light on major economic issues and analyzes it in depth.

Friday
UAE 20:30



a glimpse of **ABU DHABI**



Top tips for successful business networking

Effective business networking is the interaction of individuals who, through trust and relationship building, become walking, talking advertisements for one another. It is often the cornerstone of thriving businesses. However, networking isn't always easy or comfortable. Here are some basic tips to keep in mind when it comes to establishing business connections and making them work for you.

1. Networking is about being genuine and authentic, building trust and relationships, and seeing how you can help others.
2. Ask yourself what your goals are in participating in networking meetings so that you will pick groups that will help you get what you are looking for. Some meetings are based more on learning, making contacts and/or volunteering rather than on strictly making business connections.
3. Visit as many groups as possible that spark your interest. Notice the tone and attitude of the group. Do the people sound supportive of one another? Does the leadership appear competent? Many groups will allow you to visit at least twice before joining.
4. Hold volunteer positions in organizations. This is a great way to stay visible and give back to groups that have helped you.
5. Ask open-ended questions in networking conversations. This means questions that ask who, what, where, when, and how as opposed to those that can be answered with a simple yes or no. This form of questioning opens up the discussion and shows listeners that you are interested in them.
6. Be known as a powerful resource for others. When you are known as a strong resource, people remember to turn to you for suggestions, ideas, names of other people, etc. This keeps you visible to them.
7. Have a clear understanding of what you do and why, for whom and what makes your doing it special or different from others doing the same thing. In order to get referrals, you must first have a clear understanding of what you do that you can easily articulate to others.
8. Be able to articulate what you are looking for and how others may help you. Too often people in conversations ask, "How may I help you?" and no immediate answer comes to mind.
9. Follow through quickly and efficiently on referrals you are given. When people give you referrals, your actions are a reflection on them.
10. Call those you meet who may benefit from what you do and vice versa. Express that you enjoyed meeting them, and ask if you could get together and share ideas.