

B·U·T develops advanced multimedia platform for Masdar City

Dubai, February 7, 2011 – On February 8 a Flemish Government delegation led by Minister-president Kris Peeters will visit Masdar City in Abu Dhabi. **Wim Bonjean, General Manager of the Dubai branch of Flemish company B·U·T** will be guiding a tour through the city.

About B·U·T

B·U·T is a communication company that develops tailor-made interactive media, print and video solutions for the corporate and industrial world. B·U·T stands for a creative but down-to-earth and hands-on approach to ICT. With offices in Dubai and Belgium, it has the people and the infrastructure for a full in-house development of any project.

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B·U·T in Dubai

The adventure of B·U·T in Dubai began with a visit by company manager Marc Wauters to the United Arab Emirates. He was amazed by the abundant use of the most advanced audiovisual technologies, but saw tremendous opportunities to enhance the **quality of content, graphic design and user interfaces** to the high standards which B·U·T had then been upholding for more than 20 years.

A favourable market research and the enthusiasm of B·U·T Multimedia Developer Wim Bonjean to help set up this project, led to the start of an **office in Dubai in April 2007**. Wim was appointed General Manager of the branch and left for Dubai with his family.

Initially he worked solo and the assignments he brought in were executed by the B·U·T employees in Schelle. Today still, our **30 Flemish employees** are intensively involved in the realisation of projects in Dubai, but those are also carried out in large part by the **local team** which has expanded to **five employees** in that short period of time. This growth has been made possible by projects like Masdar City.

B·U·T and Masdar City

B·U·T is currently developing a modular and flexible **platform for Masdar City to manage and visualise the Masdar Content Cloud**. This is a collection of very diverse data displayed on various audiovisual media in Masdar City.

The Masdar Content Cloud contains videos, press releases, slide shows, statistics, animations, interactive applications, calendars, event overviews, interactive maps, tips, calculators, etcetera. The information is pulled from various sources: from Masdar and other stakeholders in the project, from diverse internet news feeds, etc..., and is filtered, screened and approved by experts in every type of information prior to publication.

B·U·T not only develops a system to manage and publish this data, but is also responsible for the **design of all content**. Users can do much more than consume the available information; they can also interact with it, for example by filtering the information shown according to personal preference. Those users may be either students at Masdar Institute, Masdar City inhabitants, companies, news agencies, public services, the broader public, etc.

The media used to make this information available in Masdar City are very diverse: information kiosks, high resolution video walls (both classic as well as interactive), internet, intranet and mobile devices.



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