

Dubai FDI supports Safe Dynamics Int'l Operations in Dubai and Its First Antenna Safety Services Operations in the UAE

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DUBAI FDI



Safe Dynamics has announced the opening of its international headquarters in Dubai. The new location will serve as a hub to expand the company's future operations in the Europe, Middle East and Africa (EMEA) region.

The company is planning to capitalize on the Dubai Expo 2020 and UAE Smart City Summit as a way to reach out to mobile communications executives, mobile regulators and municipalities from around the world and lead the industry in antenna safety, especially the latest generation (5G) of antennas.

With Safe Dynamics moving to Dubai, its subsidiary RF Check will provide "wireless safety service" to certify and ensure safe operation of mobile networks in the UAE.

Today there are nearly 10 billion devices connected to the wireless network – over 10 million antennas. When 5G matures, there will be 25 to 30 billion devices and 20 million antennas. RF Check makes the wireless industry safe from RF overexposure now and in the future.

Safe Dynamics' investment in Dubai and the UAE is further acknowledgement of the region's leadership role in promoting new technology and public health and safety, particularly that of the UAE, where world-class wireless safety matters.

D.J. Hill, CEO of Safe Dynamics, said: "We are pleased to see the interest by all parties in how Dubai and the UAE can benefit from our unique technology – how together with the UAE we can lead the rest of the world in making communications safer while promoting growth and innovation. It is encouraging that the government is working hard to create an advanced and safe city for its constituents in which we can play an important role by reducing RF overexposure to workers and the public at large."

Fahad Al Gergawi, CEO of Dubai Investment Development Agency (Dubai FDI), an agency of Dubai Economy, welcomed Safe Dynamics' decision to base its international headquarters in Dubai, and said: "We worked with the Safe Dynamics team several years ago and are extremely happy to welcome them to Dubai."

The investment validates Dubai's resilient economic and readiness model to receive and nurture high-technology FDI. Safe Dynamics' vision for global expansion, using Dubai as its EMEA base, coincides with the city's strategy to continue evolving as a global Smart City. A number of strategic components, including infrastructure, legislation, public services and geographical location, reinforce Dubai as a smart and sustainable city of the future and a major hub in the global economy."

He added: "Dubai's policies and initiatives have primed the city to attract investments into new and emerging sectors, among which one of the most important is the digital economy that includes secure communication networks, artificial intelligence, 3D printing, machine-to-machine communication and other technologies of Industry 4.0."

This is the reason Dubai was one among the top ten cities globally in attracting FDI capital during the first half of 2020, and third in attracting greenfield FDI."

Over the years, the global insurance industry has excluded RF radiation injury from standard policies. This exclusion followed AM Best's recognition of RF radiation as an "emerging risk", along with cybersecurity and fracking. Safe Dynamics' unique technology is the only process recognized by Lloyd's to have an effective safety protocol that now makes this risk "insurable".

This system provides on-line worker training and virtual reference of each antenna, its hazard areas and information on how to work around the antenna or mitigate any exposure.

Safe Dynamics' safety protocol is essential with the advent of 5G technology as the number of antennas is expected to grow exponentially around the world. Roger E. Egan, a Member of the Board of Safe Dynamics, said: "Throughout history, the insurance industry has enabled advancements in technology to benefit mankind."

By protecting life and property and reducing financial uncertainty, Lloyd's in particular, always known for its innovative approach to insuring risk, has enabled new technology to gain acceptance and, thereby, improve lives."

Gil Amelio, Chairman of Safe Dynamics and former Apple CEO, said: "Dubai, known as a city of the future and an innovation hub in the MENA region and around the globe, is well-positioned to deploy our unique technology that improves the safety of mobile industry workers and the public and export it to other countries."

Dubai and the UAE have implemented an innovative and forward-thinking approach. That's why we are also planning to launch other products that improve safety for both workers and the public in the UAE in the near future."

Safe Dynamics' Executive Management visited the UAE last week to conduct high-level meetings with the Telecommunications Regulatory Authority, the General Directorate of Civil Defense, Du Telecom, Etisalat and several investors. Safe Dynamics' having partnered with BAE Systems, including the use of their geospatial software and database management systems, and collaborating with a Lloyd's of London syndicate to provide RF insurance were key factors in the discussions.