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FERRARI WORLD ABU DHABI SELECTS CLEAR-COM FOR RIDE OPERATION COMMUNICATION

ALAMEDA, CA—XX July, 2015 — [Clear-Com](#)®, a global leader in professional voice communications systems, has announced that Ferrari World Abu Dhabi, the first Ferrari branded theme park, has installed FreeSpeak II digital wireless intercom system for ride operation coordination, communication and safety. Clear-Com Distributor NMK Electronics Enterprises assisted in the system design.

Known as the world's largest in-door theme park, Ferrari World spans 86,000sqm and boasts a wide range of rides and attractions. FreeSpeak II will be used by the staff operating two rides: Karting Academy is inspired by the iconic Yas Marina Circuit, and features the first electric powered go-karts in the region racing around a 290m track, with speeds of up to 50mph; while the Scuderia Challenge is an interactive motion simulator, allowing challengers to sit behind the wheel and take on the virtual Yas Marina Circuit in a full body immersion racing experience.

Due to the noise levels and speeds associated with the rides, the operators required a clear, effective and reliable communication system. FreeSpeak II allows large numbers of wireless beltback users to simultaneously roam across an expansive operation and stay connected without compromising on performance. This was particularly important due to the safety measures adopted in rides such as Karting Academy and Scuderia Challenge, with operators situated far from one another during operation, making seamless connectivity a necessity at all times.

As well as the ability to communicate across vast expanses of space, the sound needed to be clear so that if an emergency did arise operators could communicate and understand one another and react immediately. FreeSpeak II enables beltback users to continue enjoying the highly intelligible and digitally clear 'Clear-Com Sound' at 7kHz 'commentator' audio bandwidth. This level of sound quality offers an excellent audio experience and reduces the strain on the user's ears after extended usage.

A Ferrari World representative commented, "It is crucial that our communication systems can be both flexible and reliable. We are working with high octane rides, so our operators need to be alert and able to communicate with one another at all times. FreeSpeak II was the perfect solution as it enables our operators to cover the entirety of the ride but still be able to communicate with each other quickly and clearly."

"We recommended Clear-Com's FreeSpeak II be used on this project as this was the communication system that met with all the needs our client, Ferrari World, requested." Said Abdul Hadi, Clear – Com Product Manager from NMK "FreeSpeak II is a robust and reliable system that we knew would provide the bespoke solution Ferrari World was asking for"

"This particular project called for clear and reliable communications across a wide area, and the FreeSpeak II digital wireless intercom system has proved to be ideal," Said Samer Mouwanes, Regional Sales Manager at Clear-Com. "Ferrari World is an exciting and innovative theme park and I am delighted that Clear-Com could provide a solution that has optimized the safety of all the budding Formula One drivers who are enjoying the rides."

About Clear-Com®

Clear-Com, an HME company, is a trusted global provider of professional real-time communications solutions and services since 1968. We innovate market proven technologies that link people together through wired and wireless systems.

Clear-Com was first to market portable wired and wireless intercom systems for live performances. Since then, our history of technological advancements and innovations has delivered significant improvements to the way people collaborate in professional settings where real-time communication matters. For the markets we serve -- broadcast, live performance, live events, sports, military, aerospace and government- - our communication products have consistently met the demands for high quality audio, reliability, scalability and low latency, while addressing communication requirements of varying size and complexity. Our reputation in the industry is not only based on our product achievements, but also on our consistent level of customer engagement and dedication to delivering the right solutions for specialized applications, with the expertise to make it work. Around the globe and across markets, Clear-Com's innovations and solutions have received numerous awards and recognitions for ingenuity and impact to customers.

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Contact:

Dawn Bochenski

Bubble & Squeak

+44 (0)7887 627764

Dawn.Bochenski@BubbleSqueak.Agency

Judy Cheng

Director of Worldwide Marketing

+1-510-337-6600 (number not for publication)

Judy.Cheng@Clearcom.com