

Press Release: Burj Khalifa's Facade Gets a Dazzling Lighting Overhaul
Disseminated on: 28 November 2024
Target country(ies): Pakistan
Distribution Language(s): English and Urdu

TOTAL - PR Results

The media monitoring outputs of the press release are summarized in four key metrics.



14

Websites Have Published



17.001.318

Total Potential Audience



6.201

Journalist Views

Press Release: برج خلیفہ کے لیے آر جی بی ڈبلیو آپ گریڈڈ لائٹنگ کی تکمیل
Target country(ies): Pakistan
Distribution Language(s): Urdu and English

I. Brief - PR Results

The media monitoring outputs of the press release are summarized in four key metrics.



Urdupoint

Reaching the Most People



14

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6.201

Journalist Views

II. Distribution Report

This section comprehensively outlines the steps for distributing the press release to the media.

Recipients

Status

Associated Press of Pakistan (APP)	✓	Sent
Comtex	✓	Sent
Dow Jones	✓	Sent
LexisNexis	✓	Sent
Google News	✓	Sent
Urdu Point	✓	Sent
Infodesk	✓	Sent
Targeted Media Lists	✓	Sent
Thomson Reuters	✓	Sent

7

Media lists

The media lists that the press release was sent includes: Technology, Business, Tourism, Travel, Entertainment, Innovation, Architecture

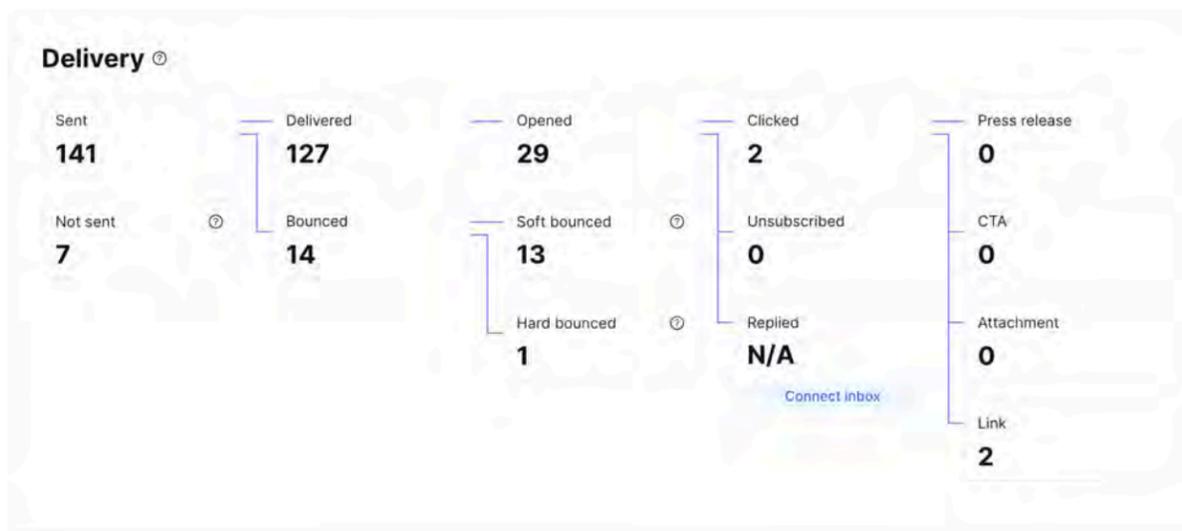
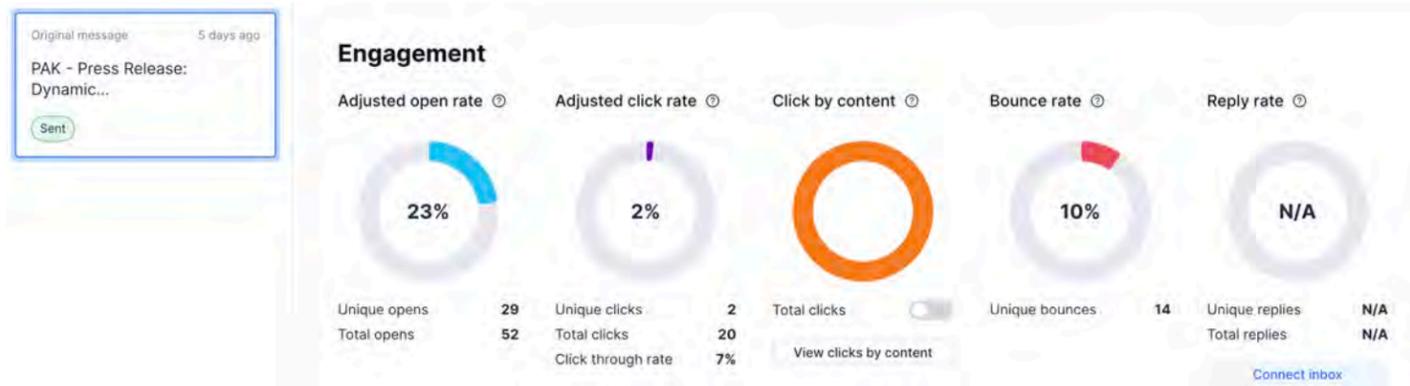
8.187

Press members

The number of the media members whom its affiliates emailed your press releases.

Media List Distribution

This section provides a segmented media list distribution report for the press release, ensuring that the content was sent to relevant media outlets and journalists.



Print Media Coverage

This section provides a detailed overview of printed publications where the press release has been featured.

02-12-2024

TINSO
Times International News Service

Dynamic lighting brings new life to Burj Khalifa's visual identity

By Rehan Khan

ISLAMABAD: Emaar Properties has announced the completion of a revolutionary facade lighting upgrade for Burj Khalifa. This dynamic Red, Green, Blue, White (RGBW) lighting system, integrating cutting-edge technology with the building's architectural artistry, will debut during the UAE's Eid Al Etihad celebrations on Sunday (December 1, 2024), and set the stage for the 15th anniversary of the world's tallest building on January 4, 2025. The upgrade transforms the iconic facade into a stunning visual spectacle, offering a wide spectrum of vibrant colours and effects, enhancing the guest experience while reinforcing Dubai's status as a global leader in innovation and design excellence. The process was carefully coordinated, with a six-month mock-up testing to ensure seamless integration. The upgraded system features dynamic RGBW technology, replacing static lights with colour-changing, addressable fixtures to create complex lighting effects. Without compromising Burj Khalifa's sleek design, the system can create

dynamic lighting scenes, from festive displays to everyday illuminations, complementing the tower's media screen and adapting to various occasions and celebrations. In his comments, Executive Director, Emaar Properties, Ahmad Al Matrooshi said Burj Khalifa has always stood as a beacon of what is possible when vision meets innovation. He said this

lighting overhaul is a testament to Emaar's continuous pursuit of excellence and a tribute to the UAE's spirit of progress. "As we unveil this stunning upgrade during Eid Al Etihad celebrations and approach the tower's 15th anniversary, this transformation marks a new chapter in its legacy, reaffirming Dubai as a city of boundless ambition," he added. The

lighting system not only enhances Burj Khalifa's visual presence but also strengthens its position as a global icon of architectural brilliance and a symbol of modern design innovation. By perfectly blending technology with artistry, this project sets a new benchmark for architectural lighting and promises to inspire future projects worldwide. It is worth mentioning that Emaar Properties PJSC, listed on the Dubai Financial Market, is a global property developer and provider of premium lifestyles, with a significant presence in the Middle East, North Africa, and Asia. One of the world's largest real estate companies, Emaar has a land bank of over 1.7 billion sq. ft. in the UAE and key international markets. With a proven track-record in delivery, Emaar has delivered approx. 117,000 residential units in Dubai and other global markets since 2002. Emaar has strong recurring revenue-generating assets with approx. 1.4 million sq. mtr. of leasing revenue-generating assets and 38 hotels and resorts with around 9,200 keys (includes owned as well as managed hotels). Today, 36 percent of Emaar's revenue is from its shopping malls, hospitality, leisure, entertainment, commercial leasing, and international businesses. Burj Khalifa, a global icon, Dubai Mall, the world's most-visited retail and lifestyle destination, and Dubai Fountain, the world's largest performing fountain, are among Emaar's trophy destinations.

Visit for further details
www.tns.world

برج خلیفہ کے لیے آر جی بی ڈبلیو آپ گریڈڈ لائٹنگ کی تکمیل

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02-12-2024

Daily BIG DIGIT

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Visit for further details

www.dailybigdigit.com

برج خلیفہ کے لیے آر جی بی ڈیپلو آپ گریڈڈ لائٹنگ کی تکمیل

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Visit for further details
www.dailydigitalposts.com

برج خلیفہ کے لیے آر جی بی ڈیپلو آپ گریڈڈ لائٹنگ کی تکمیل

Print Media Coverage

This section provides a detailed overview of printed publications where the press release has been featured.

Daily The Spokesman
RAWALPINDI

A Leading National Daily
ABC Certified

Deputy PM Dar to represent Pakistan at ECO meeting in Iran today
Deputy Prime Minister will reiterate Pakistan's commitment to ECO charter and highlight potential of greater connectivity in the region through development of rail and road networks, liberalization of visa regimes and simplification of border procedures.

PTA decides not to ban VPNs
The Pakistan Telecommunication Authority (PTA) decided on Sunday not to ban virtual private networks (VPNs). The PTA local chapter sources told APP that earlier the authority had warned its users to register their VPNs by Nov 30, after which unregistered connections would be blocked. They said the government decided not to ban VPNs, as the law ministry said the government did not have the legal authority to impose such a ban under the Electronic Crimes Act (PECA) 2016.

Jamadi-ul-Awwal 29, Monday, December 2, 2024 | www.dailyspokesman.net | @daily_spokesman | Daily Spokesman Vol: 18, Issue: 230 Price Rs. 25.00 Pages 8

Dynamic lighting brings new life to Burj Khalifa's visual identity

Spokesman Report

ISLAMABAD: Emaar Properties has announced the completion of a revolutionary facade lighting upgrade for Burj Khalifa.

This dynamic Red, Green, Blue, White (RGBW) lighting system, integrating cutting-edge technology with the building's architectural artistry, will debut during the UAE's Eid Al Fithrah celebrations on Sunday (December 1, 2024), and set the stage for the 15th anniversary of the world's tallest building on January 4, 2025.

The upgrade transforms the iconic facade into a stunning visual spectacle, offering a wide spectrum of vibrant colours and effects, enhancing the guest experience while reinforcing Dubai's status as a global leader in innovation and design excellence.

The process was carefully coordinated, with a six-month mock-up testing to ensure seamless integration. The upgraded system features dynamic RGBW technology, replacing static lights with colour-changing, addressable fixtures to create complex lighting effects.

Without compromising Burj Khalifa's sleek design, the system can create dynamic lighting scenes, from festive displays to everyday illuminations, complementing the tower's media screen and adapting to various occasions and celebrations.

In his comments, Executive Director, Emaar Properties, Ahmad Al Matrooshi said Burj Khalifa has always stood as a beacon of what is possible when vision meets innovation. He said this lighting overhaul is a testament to Emaar's continuous pursuit of excellence and a tribute to the UAE's spirit of progress.

"As we unveil this stunning upgrade during Eid Al Fithrah celebrations and approach the tower's 15th anniversary, this transformation marks a new chapter in its legacy, reaffirming Dubai as a city of boundless ambition," he added.

The lighting system not only enhances Burj Khalifa's visual presence but also strengthens its position as a global icon of architectural brilliance and a symbol of modern design innovation. By perfectly blending technology with artistry, this project sets a new benchmark for architectural lighting and promises to inspire future projects worldwide.

برج خلیفہ کے لیے آر جی بی ڈیبلو آپ گریڈڈ لائٹنگ کی تکمیل

Print Media Coverage

This section provides a detailed overview of printed publications where the press release has been featured.



برج خلیفہ کیلئے آر جی بی ڈبلیو آپ گریڈ ڈلائمنگ کی تکمیل



اسلام آباد (بیورو رپورٹ) عمار پراپرٹیز نے برج خلیفہ کے لیے آر جی بی ڈبلیو لائٹنگ اسپ گریڈ کرنے کی تکمیل کا اعلان کیا ہے۔ یہ متحرک سرخ، سبز، نیلی اور سفید (آر جی بی ڈبلیو) لائٹنگ سسٹم عمارت کی تعمیراتی فنکاری کے ساتھ ساتھ جدید ٹیکنالوجی کو بھی مربوط کرتا ہے جس کی نمائش بروز اتوار متحدہ عرب امارات میں عید الاتحاد کی تقریبات کے دوران اور 4 جنوری 2025 کو برج خلیفہ کی 15 ویں سالگرہ کے موقع پر کی جائے گی۔ عمار پراپرٹیز کے ایگزیکٹو ڈائریکٹر احماد طریشی نے کہا کہ برج خلیفہ نے ہمیشہ وژن کی جدت کو ترجیح دی ہے اور یہ لائٹنگ مجموعی طور پر عمارت کی مسلسل جستجو اور متحدہ عرب امارات کی ترقی کے جذبے کو خراج تحسین پیش

کرنے کا ثبوت ہے۔ انہوں نے مزید کہا کہ ہم عید الاتحاد کی تقریبات کے دوران اس شاندار اسپ گریڈ کی نقاب کشائی کرتے ہوئے اور تاوری کی 15 ویں سالگرہ کے قریب آر جی بی ڈبلیو لائٹنگ کی نمائش کریں گے۔ انہوں نے کہا کہ روشنی کی نمائش میں یہ تبدیلی اس کے میراث میں ایک نئے باب کی نشاندہی کرتی ہے جس میں دہائی کی لاسٹ دو دہائیوں اور ترقی کی تصدیق ہوتی ہے۔ یہ آر جی بی ڈبلیو لائٹنگ سسٹم نہ صرف برج خلیفہ کی بھری موجودگی کو بڑھاتا ہے بلکہ اس کی حیثیت کو ایک عالمی آئیکن کے طور پر بھی مضبوط بناتا ہے جو کہ فن تعمیر کی چمک دکھ اور جدید ڈیزائن کی اختراع کی علامت ہے۔ انہوں نے کہا کہ فن مہارت اور ٹیکنالوجی کو باہم مربوط کر کے اس پروجیکٹ نے آر جی بی ڈبلیو لائٹنگ کے لیے ایک اعلیٰ معیار قائم کرتے ہوئے دنیا بھر کے مستقبل کے منصوبوں کے لیے نئی جہت متعارف کروائی ہے۔ یہاں یہ قابل ذکر ہے کہ عمار پراپرٹیز (بی جے ایس سی) جو دبئی فنانشل مارکیٹ میں رجسٹرڈ ایک عالمی پراپرٹی ڈویلپر اور پریمیئم طرز زندگی فراہم کرنے والا ادارہ ہے، جو مشرق وسطیٰ، شمالی افریقہ اور ایشیا میں نمایاں مقام رکھتا ہے۔ عمار کا شمار دنیا کی بڑی ریل اسٹیٹ کمپنیوں میں ہوتا ہے جس کا متحدہ عرب امارات اور اہم بین الاقوامی مارکیٹوں میں 1.7 بلین مربع فٹ سے زیادہ کا لینڈ بینک ہے۔

برج خلیفہ کے لیے آر جی بی ڈبلیو آپ گریڈڈ لائٹنگ کی تکمیل

Print Media Coverage

This section provides a detailed overview of printed publications where the press release has been featured.



برج خلیفہ کے لیے آر جی بی ڈبلیو آپ گریڈ ڈلائمنگ کی تکمیل

برج خلیفہ نے ہمیشہ وژن کی جدت کو ترجیح دی ہے، احمد المطر وشی

اسلام آباد (چیف رپورٹر) عمار پراپرٹیز نے برج خلیفہ کے لیے آر جی بی ڈبلیو لائمنگ اپ گریڈ کر نیکی تکمیل کا اعلان کیا ہے۔ یہ متحرک سرخ، سبز، نیلی اور سفید (آر جی بی ڈبلیو) لائمنگ سسٹم عمارت کی تعمیراتی فنکاری کے ساتھ ساتھ جدید ٹیکنالوجی کو بھی مربوط کرتا ہے جس کی نمائش بروز اتوار متحدہ عرب امارات میں عید الاتحاد کی تقریبات کے دوران اور 4 جنوری 2025 کو برج خلیفہ کی 15 ویں سالگرہ کے موقع پر رکا، جانے گا۔ عمار

برج خلیفہ نے ہمیشہ وژن کی جدت کو ترجیح دی ہے اور یہ لائمنگ مجموعی طور پر عمدگی کی مسلسل جستجو اور متحدہ عرب امارات کی ترقی کے جذبے کو خراج تحسین پیش کرنے کا ثبوت ہے۔ انہوں نے مزید کہا کہ ہم عید الاتحاد کی تقریبات کے دوران اس شاندار اپ گریڈ کی نقاب کشائی کرتے ہوئے اور ٹاور کی 15 ویں سالگرہ کے قریب آر جی بی ڈبلیو لائمنگ کی نمائش کریں گے۔ انہوں نے کہا کہ وہ شہر کا نمائش، میڈیا، تندرستی اور تفریح کے مراکز ہیں،

Caption

برج خلیفہ کے لیے آر جی بی ڈبلیو آپ گریڈ ڈلائمنگ کی تکمیل

Print Media Coverage

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شیخ ہیلی سے کاٹنا
عراقان منصور، جلالیہ
پرگرام میں اسٹیج کیا
اعجاز الرحمن نے ادا
بیت نمبر

ایشن راڈز اور جہاد
2025 کے
انتخابات میں مجرب
دہائی بار میں اس
کرتے ہوئے تقریر
کرتے ہوئے چیئر
نے کہا کہ ہم نے بہ
کی بہتری اور وکلاء کی
نے اس بار کی بہتر
دیے یہ گروپ بنایا
حصہ لینے والے او
دوست ہماری اس آ
جنرل سیکرٹری راؤزا
دوست کی طاقت
سے اس موقع پر گفتگو
جبار ایڈووکیٹ نے
ہے میں اپنی پوری آ
اترتے ہوئے کامیاب

برج خلیفہ نے ہمیشہ وژن کی جدت کو ترجیح ہے: احمد المطر وش
عمار پراپرٹیز کے ایگزیکٹو ڈائریکٹر کا بیان، برج خلیفہ کیلئے آر جی بی ڈبلیو اپ گریڈ ڈلائمنگ کی تکمیل

اسلام آباد (غلام فرید انجم سے) عمار پراپرٹیز نے برج خلیفہ کے لیے آر جی بی ڈبلیو
لائسنس اپ گریڈ کر کے نئی تکمیل کا اعلان کیا ہے۔ یہ تحریک سرخ، سبز، نیلی اور سفید (آر جی
بی ڈبلیو) لائسنس سٹم عمارت کی تعمیراتی فنکاری کے ساتھ ساتھ جدید ٹیکنالوجی کو بھی
مربوط کرتا ہے جس کی نمائش بروز اتوار متحدہ عرب امارات میں عید الاتحاد کی
تقریبات کے دوران اور 4 جنوری 2025 کو برج خلیفہ کی 15 ویں سالگرہ کے موقع
پر کی جائے گی۔ عمار پراپرٹیز کا ایگزیکٹو ڈائریکٹر احمد المطر وش نے کہا کہ برج خلیفہ
نے ہمیشہ وژن کی جدت کو ترجیح دی ہے اور یہ لائسنس مجموعی طور پر عمارت کی مسلسل
تعمیر اور متحدہ عرب امارات کی ترقی کے جذبے کو خراج تحسین پیش کرنے کا ثبوت ہے۔
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کھائی کرتے ہوئے اور تاہم 15 ویں سالگرہ کے قریب آر جی بی ڈبلیو لائسنس کی
نمائش کریں گے۔ انہوں نے کہا کہ وژن کی نمائش میں یہ تبدیلی اس کے میراث میں
ایک نئے باب کی نشاندہی کرتی ہے جس میں دینی کی لامحدود امکانات اور ترقی کی
تصدیق ہوتی ہے۔ یہ آر جی بی ڈبلیو لائسنس سٹم نہ صرف برج خلیفہ کی بصری
موجودگی کو بڑھاتا ہے بلکہ اس کی حیثیت کو ایک عالمی آئیکن کے طور پر بھی مضبوط بناتا
ہے جو کہ وژن کی چمک دیکھ اور جدید ڈیزائن کی اختراع کی علامت ہے۔ انہوں نے کہا
کہ نئی مہارت اور ٹیکنالوجی کو باہم مربوط کر کے اس پروجیکٹ نے آر جی بی ڈبلیو لائسنس کے
لیے ایک اعلیٰ معیار قائم کرتے ہوئے دنیا بھر کے مستقبل کے منصوبوں کے لیے نئی جہت متعارف کروائی ہے۔ یہاں یہ قابل ذکر ہے کہ عمار پراپرٹیز (پی سی ایس سی)
جو دینی فنانشل مارکیٹ میں رجسٹرڈ ایک عالمی پراپرٹی ڈویلپر اور پریم طرز زندگی فراہم کرنے والا ادارہ ہے، جو مشرق وسطیٰ، شمالی افریقہ اور ایشیا میں نمایاں مقام رکھتا
ہے۔ عمار کا شمار دنیا کی بڑی رینل اسٹیٹ کمپنیوں میں ہوتا ہے جس کا متحدہ عرب امارات اور انٹرنیشنل مارکیٹوں میں 1.7 بلین مربع فٹ سے زیادہ کالینڈ چیک ہے۔



Caption

برج خلیفہ کے لیے آر جی بی ڈبلیو اپ گریڈ ڈلائمنگ کی تکمیل

III. Coverage Report

In this section, you'll discover a compilation of news websites where the press release is accessible.

Click on a recipient to view your story on their web site. While we deliver to the following recipients, it is ultimately the recipient's decision whether or not to display your news release. A number of our recipients display stories to their registered users only; in these cases the links below will only direct you to a public page representing the recipient.

Featured News

Language	Website	Monthly Traffic	Importance	URL	
Urdu	Urdupoint.com	 مسلسل اشاعت کے 24 گاندار سال	6.3M	Established in 2000, UrduPoint is Pakistan's largest independent digital media house, offering comprehensive coverage in Urdu on topics such as news, sports, technology, health, and more.	View
English	Nation.com.pk	 THE NATION	414.4K	The online presence of The Nation, an English-language daily newspaper founded in 1986, providing news on politics, business, sports, and international affairs.	View
English/ Urdu	APP.com.pk		278.6K	The official website of the Associated Press of Pakistan, a government-operated national news agency established in 1949, delivering news and information on various national and international topics.	EN: View UR: View
English	Islamabadpost.com.pk		44K	A news portal focusing on the latest developments in Islamabad, covering politics, business, and social issues.	View
English	Biztoday.news		15K	An online platform offering business news, market analysis, and economic updates relevant to Pakistan and the global market	View
English	Sahafati.com		7.3K	A news aggregator curating top stories from various sources, providing readers with a comprehensive overview of current events	View
English	Bloompakistan.com		4.1K	A digital media outlet highlighting positive news, success stories, and developments within Pakistan.	View
Urdu	Dailycepec.com		2K	A dedicated news source focusing on updates and analyses related to the China-Pakistan Economic Corridor (CPEC) projects and their impact.	View
Urdu	Zoorawar.com		2K	An online platform offering news and insights on various topics, including politics, culture, and technology.	View

Media Coverage Report

EMAAR

Coverage List: English

This list includes all websites that the press release has been published.

No	Website	URL
1	App	https://www.app.com.pk/global/dynamic-lighting-brings-new-life-to-burj-khalifas-visual-ide
2	Biz Today	https://www.biztoday.news/2024/11/30/burj-khalifas-facade-gets-a-dazzling-lighting-overh
3	Bloompakistan	https://www.bloompakistan.com/burj-khalifa-unveils-revolutionary-rgbw-facade-lighting-up
4	Dailynationalcourier	https://www.dailynationalcourier.com/news/dynamic-lighting-brings-new-life-to-burj-khalifa
5	Dailyurdutimes	https://dailyurdutimes.com.pk/?p=42914
6	Eatnstays	https://eatnstays.com/burj-khalifas-facade-gets-a-dazzling-lighting-overhaul/
7	Executive-bulletin	https://executive-bulletin.com/real-estate-2/burj-khalifas-facade-gets-a-dazzling-lighting-o
8	Islamabadpost	https://islamabadpost.com.pk/dynamic-lighting-brings-new-life-to-burj-khalifas-visual-iden
9	Nation	https://www.nation.com.pk/02-Dec-2024/dynamic-lighting-brings-new-life-to-burj-khalifa-s
10	Sahafati	https://sahafati.com/ae/en/post/5526/308759864/burj-khalifa-s-facade-gets-a-dazzling-ligh

برج خلیفہ کے لیے آر جی بی ڈبلیو آپ گریڈڈ لائٹنگ کی تکمیل

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Media Coverage Report

EMAAR

Coverage List: Urdu

This list includes all websites that the press release has been published.

No	Website	URL
1	Daily Cpec	https://www.dailycpec.com/news/28036
2	Urdu App	https://urdu.app.com.pk/urdu/%d8%a8%d8%b1%d8%ac-%d8%ae%d9%84%db%8c%8
3	Urdu Point	https://www.urdupoint.com/daily/livenews/2024-12-01/news-4247476.html
4	Zoorawar	https://zoorawar.com/burj-khalifa/

برج خلیفہ کے لیے آر جی بی ڈبلیو آپ گریڈڈ لائٹنگ کی تکمیل

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