

PRESS RELEASE

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Virtual Transport Portal Press Release



MUMBAI, 22 DECEMBER 2009 - Indusgeeks partnered with Digital Touch EBusiness, a Dubai based company, to develop and deliver an integrated virtual transport simulation for its Government client in Dubai.

The primary challenge was to create an easy-to-access virtual simulation that would allow citizens and tourists to explore and learn about the features and benefits of the city-state's integrated public transportation system.

Our solution - was the creation of a first of its kind, browser-based, full 3D virtual transport simulation using Shockwave 3D. The application is designed to run on low-end hardware and bandwidth configurations.

In addition to this, we also created a range of promotional Second Life videos (machinimas) to showcase the transport system's facilities and benefits for the various segments of Dubai's population.

With over 25,000 visitors to the portal, the solution has been running successfully since its launch in September 2009.

To experience the virtual metro, please visit <http://virtualtransport.rta.ae>