

GLOBECOMM AND ALTHAT ALARABIAH RECEIVE HISTORIC ATTURAIIF MUSEOLOGY DEVELOPMENT AND INSTALLATION AWARD IN SAUDI ARABIA

PROJECT WILL DELIVER MUSEOLOGY AND NEXT GENERATION MEDIA SOLUTIONS FOR ATTURAIIF IN HISTORIC ADDIRIAAH, A UNESCO WORLD HERITAGE SITE

Hauppauge, New York – March 11, 2015 – Globecomm and Althat have been selected by the Arriyadh Development Authority (ADA) to develop, fabricate, build and install museology multimedia for the Kingdom of Saudi Arabia’s historic Addiriaah UNESCO Heritage Site. Known for its rich cultural history as the first capital of the nation, the project will rise in the Atturaif District. Globecomm and its in-country partner Althat Al Arabiah Co. Ltd., will work alongside museology, content and media team members to provide the Kingdom a learning and museum curation experience that will guide courses of study and enjoyment for people seeking to understand the nation’s history for generations to come. Using technology, digital media and working within the unique environment of a heritage site, the experience will combine many elements, including artifacts, images, sounds, objects, and materials, that will work within a unique architectural environment to transmit history in new ways. The project will be a real-time learning immersion and, according to the partners, will be developed within the context of the cultural values of the Saudi Arabian people. Addiriaah holds a deep symbolic place as an historic center of power and knowledge.

Speaking about the importance of this project, His Excellency Ibrahim Mohammed Al Sultan said, “We placed great value on quality and wanted to ensure that, because of the importance of this national endeavor, we would select a prime contractor who understands the goals of this project, and the need for close collaboration with ADA to fully realize the vision of the Atturaif experience. We have every confidence that Globecomm/Althat will deliver this value, and we look forward to the implementation and completion of this program.”

From 1744 until 1818 the Atturaif District in Addiriyaah was the capital of the First Saudi State in the heart of the Arabian Peninsula. Located northwest of Riyadh, the city was founded in the 15th century and bears witness to the Najdi architectural style, which is specific to the central geography of the Arabian Peninsula. In the 18th and early 19th centuries its regional political and religious role increased, and the citadel of Atturaif became the center of secular power of the House of Al Saud and the place from which spread the Islamic reform movement in Arabia. Today the site includes the remains of several striking palaces and urban structures built on the edge of the ad-Dir'iyah oasis.

Commenting on the unique challenges of the project, Globecomm CEO Keith Hall said, "We have been working diligently with our in-country partner Althat, as well as ADA and the architects and designers in Saudi Arabia in support of this project. We are honored to be involved. Unlike traditional museums, the museology project is intended to immerse visitors in the daily life and environment of the village, and to let each visitor sample the flavor and experience of Atturaif through next generation, digital media. In delivering this project we intend to use our experience as an award-winning engineering and technology company to bring quality, usability and flexibility to the work. We share the Kingdom's goal to use technology to immerse people in the rich culture of the Arabian Peninsula in new ways."

About Arriyadh Development Authority (ADA)

The High Commission for the Development of Arriyadh is a government body in charge of establishing policies for the city's development formulated by its executive arm, the **Arriyadh Development Authority (ADA)**. ADA was established by the resolution of the Council of Ministers issued on 28 May in the Islamic year of 1394 (1974 AD). During the last three decades ADA, through its strategic planning, has been responsible for the major socioeconomic, cultural, and environmental developments of the city, devising plans and procedures to improve the standard of services and facilities provided for city residents. In addition, the organization is charged with the responsibility of undertaking and delivering major government programs and projects varying from environmental, heritage to infrastructural works.

About Globecomm

Globecomm is a leading global communications provider serving government and commercial markets in over 80 countries. Globecomm employs engineering expertise in consulting services, system design and integration, maritime and mobile communications, media services, and mission critical networks, to provide its customers the optimal solution. Globecomm is dedicated to improving communications and leverages its world class, global network to offer end-to-end, managed service communication's solutions worldwide.

Based in Hauppauge, New York, Globecomm also maintains offices in Maryland, New Jersey, Virginia, the Netherlands, South Africa, Germany, United Kingdom, Hong Kong, Singapore, Indonesia, the United Arab Emirates and Afghanistan. For more information, please visit www.globecomm.com.

About Althat

A diversified company - Althat Alarabiah Company Limited (AAC), and its subsidiaries actively engage in diverse business activities with a rapid growth and sustainable



business model. The broad range of customers over the years recognize the Althat Alarabiah brand as a world-class user of advanced technology, customer-centered products, adaptive processes and the highest ethics, morals and values to strengthen customer loyalty.

With corporate headquarters in Alkhobar, Saudi Arabia, Althat has consistently shown dynamism in its various businesses since its founding in 2006.

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