

► Zorlu Center: NEXEDGE® at a project that achieves the impossible

The Zorlu Center is Turkey's first and only "mixed use" development and is situated in Zincirlikuyu, on the European shores of Istanbul.

The Center brings five separate but fully integrated functions together in a single location and includes luxurious apartments with breath-taking views of the Bosphorus and Princess Islands, an upscale shopping mall, the Raffles Istanbul 184 room premium luxury hotel, 3,000 capacity performing arts center and commercial office space.

The site which is garlanded by extensive green spaces and covers a total of almost 102,000 square meters was acquired in 2007 for Zorlu Property, part of the Zorlu Group, one of the largest conglomerates in Turkey and has been subject to a \$2.5 billion investment to realise the dream of creating "a more beautiful Istanbul in an international center of attraction which adds value to the city and will become a landmark that people will still be admiring a century from now".

All aspects of the project were driven by a pervading attitude to achieve the 'best of everything' and the selection of the communications system to be employed at the Center was no exception.



The Kenwood NEXEDGE® digital system selected for the Zorlu Center was supplied and installed by Avrasya Communications Systems Ltd of Istanbul and consists of three hundred and fifty NX-320E2 hand-portable radios, twenty eight NX-800E mobiles and a four channel trunked network. A total of six hundred radios are expected to be used at Zorlu Center within the next two years as the center reaches full occupancy.



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