



Press Release – 22 June 2012

## **uMhlanga UIP Adopts The d6 Communicator**

---

The uMhlanga Urban Improvement Precinct (UIP) this week introduced the d6 Communicator, a free service to members as a way to effectively communicate information about uMhlanga to those who need it.

The d6 Communicator is a customized tool that provides relevant information to a targeted group that signs up to receive it. It was developed by d6 Technology whose initial target market was schools. Since 2009 however, it has been adopted by golf clubs, churches and businesses as the preferred way of communicating with members (800 schools and businesses, including the Reserve Bank, Investec, ABSA, Nebdbank, SA Rugby and many others are using the d6).

d6 Technology describes the tool as “a new generation internet product....developed to provide a reliable means of 'trickling' data to a desktop application”. In other words, the d6 is not e-mail-based but is installed by the user via a quick (90sec) download that allows for the latest news snippets to pop up on a computer screen when relevant information is sent out by the club, organization, school or business.

The UIP has developed a branded d6 template with news, calendar, gallery and contact categories that ensure the user knows what the UIP is about. “The UIP’s commercial and residential property owners have invested in the precinct and must be kept up-to-date on anything that affects them and their property, and this is why we chose the d6 as our primary communication tool,” said UIP project leader Brian Wright.

The UIP will be using the d6 to make its members aware of:

- Security reports and advisories
- Municipal service interruptions and notices
- UIP projects and how they affect the area
- UIP operational stats
- New infrastructure projects, property and developments
- Business growth and change
- Social events, the community and environment
- How to report faults or request service in public areas

“The d6 will also allow the UIP to build its database as each user has to subscribe to the tool in order to receive information. This also means that we are in-line with the requirements of the Consumer Protection Act in so far as the ban on sending out unsolicited bulk-emails are concerned,” concluded Wright.

To subscribe to the UIP d6 go to [www.umhlangauip.co.za](http://www.umhlangauip.co.za) and follow the d6 Download link on the top right of the home page.



Caption: A Screen Shot of the UIP d6 Communicator

### **Note To Editor:**

#### What is the uMhlanga Urban Improvement Precinct (UIP)

The Umhlanga Urban Improvement Precincts (UIPs) were established by the Umhlanga property owners to retain existing investment in Umhlanga; stimulate new investment; create economic opportunity; improve safety and quality of life, and respond to the challenge of environmental sustainability.

In terms of structure, there are two UIPs or Special Ratings Areas (SRA) as they are official termed by the municipality namely, The Umhlanga Promenade UIP established in March 2003 and the The Village UIP, established in July 2008. These UIPs, collectively known as the Umhlanga UIP represent 29 large erven. In addition to the two UIPs, there are a further two Associate Managed Areas namely the Southern Promenade Properties (SPP) – established 2004 and the Northern Promenade Properties (NPP) – established 2010. These areas represent approximately 42 large erven.

The UIP partners with the eThekweni Municipality to ensure that this key node delivers an exceptional experience of public space. The UIP management team is constantly responding to the ever evolving needs of Umhlanga, whether it be service levels or special projects.

ENDS

---

Submitted by: The Umhlanga Urban Improvement Precinct  
Contact: Project Leader Brian Wright  
E-mail: [brian@urbanmgt.co.za](mailto:brian@urbanmgt.co.za)  
Cell: 083 324 3367