



Eid Adha Mubarak to all from Finyal!

We would like to thank everyone for the positive feedback on our first issue of the newsletter!

In this issue, we talk about the new iconic beachfront resort – Salwa Beach Resort, digital revolution of Augmented Reality, Phase 3 Reopening Tips, the launch of the new Bentley Bentayga, Extra Mile Service by Hotel Park and major sports events from around the world.

Inside this issue



Salwa Beach Resort



Augmented Reality



Qatar's Phase 3 Reopening



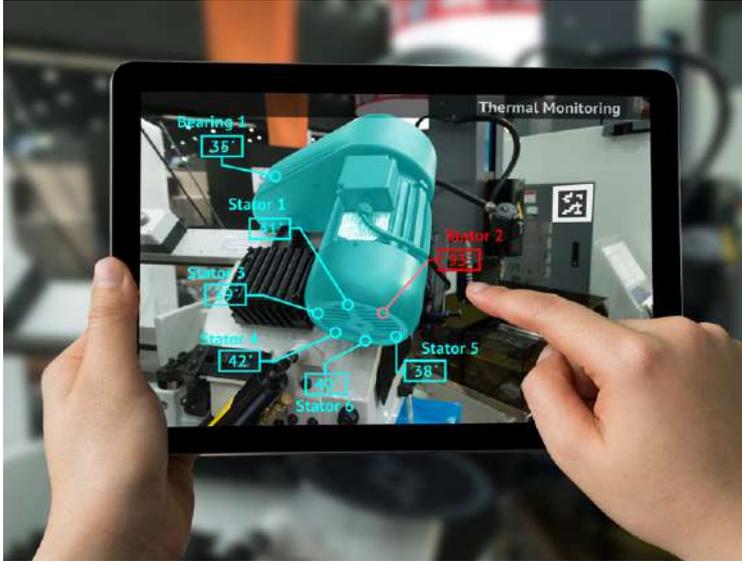
Sports updates

Salwa Beach Resort Partially Open

Salwa Beach Resort, Doha is set to become the Middle East's premier destination beach resort. Spread over 3.2 million square meters, the resort has 115 villas and chalets, a 246-room five-star hotel, aqua theme park, conference center, ball room, spa, yacht club and marina, diving center and a shopping center.



Augmented Reality is the next biggest trend in immersive technology



Augmented reality (AR) is an interactive experience of a real-world environment where the objects that reside in the real world are enhanced by computer-generated perceptual information. AR can be defined as a system that fulfills three basic features: a combination of real and virtual worlds, real-time interaction and accurate 3D registration of virtual and real objects.

There are many use cases for AR from pure entertainment such as gaming, visiting places or seeing events, to real-world applications in medicine, education or the workplace.

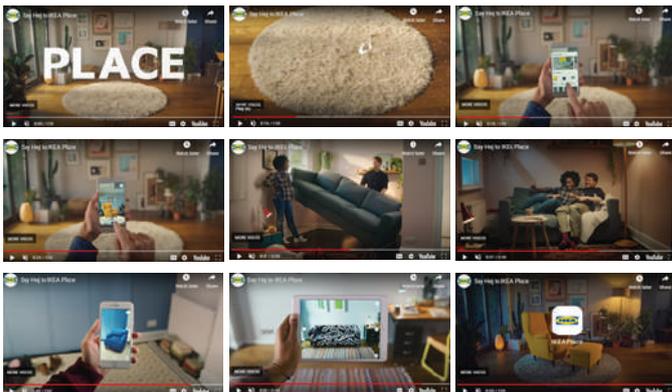
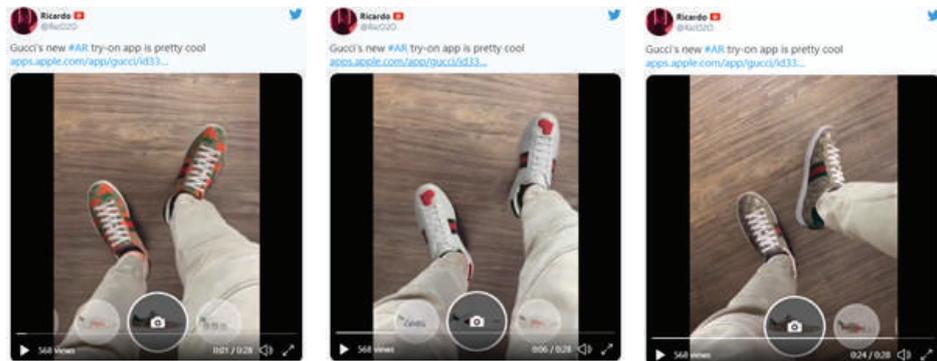
Big players such as Apple, Facebook, Google and Microsoft are investing heavily in AR.

Examples of Augmented Reality Brand Experience

Gucci - 'try on' shoes in AR

Brands have invested in AR technology to help customers make better and more informed product decisions.

By giving customers a visual representation of how a product will look in real life, the technology can theoretically reduce returns and boost customer satisfaction.



IKEA Place

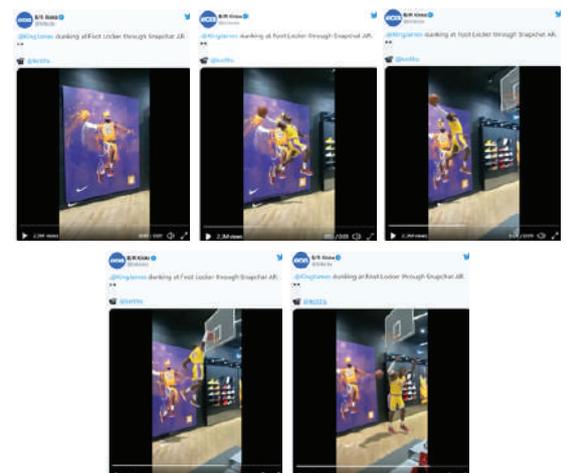
IKEA Place allows users to place virtual Ikea furniture into their own home to see how everything might look once assembled.

<https://www.youtube.com/watch?v=rOVIFTEb8aQ&feature=youtu.be>

Foot Locker - in-store poster

A number of brands have made use of Snapchat's AR marker tech, which allows physical objects - such as billboards, vehicles and product packaging - to seemingly come to life.

Foot Locker is one of the coolest examples to date, with the retail brand using a Snapchat AR filter to create the illusion that LeBron James - basketball player for the LA Lakers - is bursting out of a Nike poster in-store.



<https://twitter.com/brkicks/status/1093268770729193472>

Qatar's Phase 3 Reopening

Even in the scorching summer of Qatar, people head to parks, beaches and desert after the government started the third phase (July 28) of easing COVID-19 restrictions.

No matter what your plans are this summer, make sure to exercise social distancing and beat the heat with these tips we've listed for you:

1. Hydrate, hydrate, hydrate

The heat makes you sweat, which cools you down, but that also means you're constantly losing fluid.

2. Apply sunscreen the right way

it's better to use large quantities and important that the skin is well covered.

3. Wear Light-Colored Clothes

Dark clothing absorbs more heat, and tight clothes don't let sweat — your body's natural cooling system — evaporate.

4. Wear your favorite pair of sunglasses

They prevent harmful ultraviolet (UV) rays from scorching your corneas and protect your eyes for many more summers to come. Choose sunglasses that block 90 to 100 percent of UV rays.

5. Avoid the sun at noon

In the central hours of the day (from noon until 2pm) solar radiation is much stronger so it is important to avoid exposure at this time. It is recommended to stay in the shade and protect yourself properly.



Hotel Park Extra Mile Service

Going around the city was never easier than today with the new Extra Mile Service by Hotel Park. Park your car at Hotel Park Car Park and go around the city using the new Extra Mile Electric Scooter.



Bentley Qatar launched the New Bentley Bentayga at their showroom at The Pearl Qatar.

The new Bentayga stunningly embraces Bentley's modern design language. From a bold, new exterior, to an exquisitely enhanced cabin that highlights Bentley's revered craftsmanship, the new Bentayga makes a clear statement of intent: this is a true luxury SUV designed to inspire extraordinary journeys.





Football

Qatar, which will host the 2022 World Cup, will be the regional hub for West Asia in this year's Asian Champions League matches

World Cup schedule for 2022, is now release as off 21st of November till the 18th December 2022.



Premier League:

LIVERPOOL lifted the cup after 30 years to be in total 19 times.



Champions League:

Manchester City having two year ban lifted. Competition to resume as of August 2020.



Formula 1

EXTRA Circuits are added on the schedule to increase the number of rounds. Mugello, Sochi Autodrom, Nurburgring, Portimao & Imola.

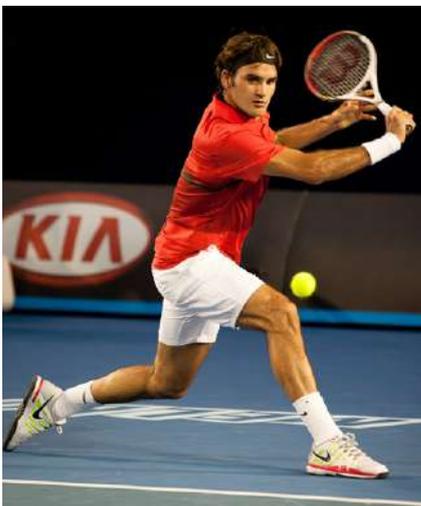
Championship Standings:

Drivers:

Lewis Hamilton 63, Valtteri Bottas 58 & Max Verstappen 33

Teams:

Mercedes 121, Redbull Honda 55 & McLaren 41



Tennis

The Madrid Masters is preparing to permit spectators to attend the tournament following the example of Roland Garros.

With competitive tennis set resume from August most tournaments, including the US Open, are to be held behind closed doors due to restrictions imposed by coronavirus.

The French Open will buck the new trend by allowing a reduced number of spectators to attend matches, and now it has been confirmed that the Madrid Masters will follow suit.