



## Digital Signage Enhances the Oceanic Experience in Aquaria

Visitors who step into the entrance of Aquaria@KLCC are immediately greeted by visually arresting innovative digital signage displayed from a rear LCD projection onto a long glass panel measuring approximately 14 x 4 feet. The signage combines a dynamic mix of graphic visuals, text and video that is both informative and educational.

Aquaria joins the growing list of organizations in Malaysia turning to the innovative technology of digital signage for an effective visual communications solution.

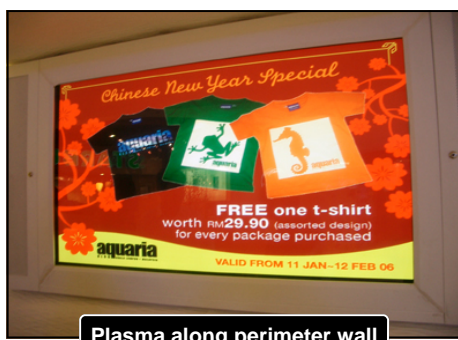


Aquaria@KLCC, a gigantic aquarium with an underwater tunnel opened its doors to the public in August 2005. Developed and operated by Aquawalk Sdn Bhd, the aquarium integrates state-of-the-art technology in edutainment with the best of live aquatic attractions in its Discovery Centre occupying 929 sq metres of the aquarium's 5,110 sq metres of total floor space. With an interesting variety of over 5,000 creatures and the latest in advanced interactive technology, Aquaria is set to stimulate senses and educate by providing a highly interactive experience to visitors.

The integration of the digital signage solution was commissioned to Click Grafix and Be Digital by Aquawalk, with the creative team from Be Digital developing the content for the signage. To accommodate the different themes within the aquarium, a variation of relevant design templates in different sizes were created to fit in content such as fun facts, educational facts, video, sales and marketing promotions, detail of events and activities as well as informative data, for the respective areas.

Apart from the main entrance, the digital signage is also prominent in three 61-inch plasma screens strategically placed along the perimeter of the Aquaria KLCC wall. Facing a food court and Starbucks Cafe, the plasma screens are strategically placed in a high traffic area. As visitors progress to the Aquatheatre Gallery, it is almost impossible to miss the digital signage projected onto a large screen measuring approximately 12 x 12 feet, 20 feet above the ground.

The current content which loops and repeats every 10-15 minutes is updated on a consistent basis by the IT team from Aquaria, from Scala InfoChannel Designer to six InfoChannel Players via Gigabit LAN network.





## About Click Grafix Sdn Bhd

[www.clickgrafix.com](http://www.clickgrafix.com)

Established in 1995, Click Grafix has firmly established itself in the South East Asia and Middle Eastern market and industry as a premiere provider and system integrator for digital video, animation and multimedia hardware, software, solutions and services. The company is the appointed regional distributor for New-Tek Inc. and also holds the distributorship for Scala multimedia and visual communication products, as well as Realviz, Anark, e frontier. Bauhaus Software and Qarbon products in Malaysia. Currently, Click Grafix is represented in Singapore, Thailand, Philippines and India.

## About Be Digital Sdn Bhd

[www.clickgrafix.com](http://www.clickgrafix.com)

Be Digital was incorporated in 2001 to spearhead the digital content development division of its parent company, Click Grafix Sdn Bhd. Existing as a primary visual communications company, Be Digital is dedicated to providing satisfying, quality, professional digital content and development services to the various industries in the local and regional market. Be Digital was awarded the MSC-status endorsement in August 2003 and is recognized in the industry for its strength and professional specialization in 3D animation, visual effects, broadcast multimedia, dynamic digital signage and the development of digital content particularly for training and visual communications.

In 2006, another milestone was marked with the collaborative partnership of CR Techmedia and Be Digital, uniting the strengths of both companies into one entity. The expansion of the company further cements its niche in the industry as a competitive player in the discipline of digital content development not just in Malaysia but also in the regional market and the Middle East.

## About Scala, Inc.

[www.scala.com](http://www.scala.com)

Scala, Inc. pioneered the industry of digital signage in 1987, and is today headquartered near Philadelphia, Pennsylvania, with operations in California, the UK, The Netherlands and Japan. As flat panel and networking technologies catch up with Scala's vision, Scala finds itself with over a 15-year head start, helping it to win some of the largest digital signage engagements and most respectable partners in the industry. Companies that are implementing their digital signage equipment on the Scala InfoChannel 3 platform include Tesco, Best Buy, T-Mobile, ShopRite, Virgin MegaStore, Bloomberg, Kiwi, Azizia-Panda Supermarket, McKee Foods, Burger King, Muvico, Warner Brothers Movie World, RaboBank, Nedbank, Santiago Airport, Dubai Airport. A network of over 250 Value Added Resellers across the globe offer Scala InfoChannel® solutions, and constitute our sales and support force that extends to every continent but Antarctic.