



## Genting Resorts World Bhd builds effective communication and brightens customer relationship at Star World Casino with the innovative technology of digital signage.

Genting Resorts World Bhd builds effective communication with their customers and patrons with the innovative technology of digital signage. Utilising the powerful tools of Scala, Genting Resorts equips First World Plaza with its own customized in-house InfoChannel running digital signage that is played on plasma screens located at its new casino, Star World. Resorts World Bhd is the leisure and hospitality division of Genting Bhd which runs the hotel and resort-related operations of Genting Highlands Resort or otherwise known as, Genting - City of Entertainment.

The Genting in-house InfoChannel provides customers and patrons with consistent information updates on the products, services and promotions running in Star World and First World Plaza. The content is customised, developed and managed internally using InfoChannel Designer 3. With a rapid change of events and promotions taking place each day in Genting, the need to reach the target audience with the right messages are crucial and content is updated on an average of at least once a week. To facilitate the ease of developing new content, customized sets of design templates are created and work effectively for the consistent upload of new information. Two plasma screens are positioned outside the entrance of Star World Casino and several more at other strategic locations within the casino.

The development of digital content and the management of the digital signage solution is taken care of by Mr. Roslan Abdullah (Graphic Designer) and his production team. Advertising space is sold to the tenants of First World Plaza for a minimal fee of RM 300 per month to showcase their products and services. Says Mr. Roslan, "Scala is an easy and practical program to use. The scheduling capability is very useful and uploading is easy". Mr. Roslan currently conducts training on Scala for other employees.





This innovative visual communications channel has generated positive results as awareness of promotions and events are created. Puts Mr. Roslan simply, "Patrons at the casino do pay attention to messages and information that are displayed. For example, an advertisement promoting free drinks for guests generated enquiries from interested patrons".

With Scala digital signage, Genting Resorts has successfully reached its targeted audience with the right messages at the right time cost effectively and efficiently. Genting Resorts has plans to expand the network of Scala players as well as to add further plasma screens in the hotel lobby, at the food and beverage vicinity, and in the new upcoming casino, soon.

This Scala project was undertaken by Panasonic System Engineering with Click Grafix providing the software support and technology consultancy.

## **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

## **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 NewTek 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.

