



A Taste of Digital Signage at Kayu Nasi Kandar

The Kayu Nasi Kandar Restaurant introduced its clients and patrons to a new flavour in July 2005; a taste of digital signage, following the implementation of their very own visual communications channel at its Petaling Jaya outlet recently.

Kayu becomes the first local popular eatery to hop onto the bandwagon of innovative media advertising harnessing the power of SCALA InfoChannel for its very own customized in-house InfoChannel; the Kayu Channel.



The clean and spacious restaurant in Petaling Jaya occupies the space of two shop lots, providing ample room for a comfortable eating ambience, and likewise, plenty of strategic locations for the five plasma screens to display the Kayu Channel. At the entrance, a plasma faces the customers while another plasma is placed in the verandah. Two more plasmas are positioned in two corners of the restaurant while the fifth plasma is placed above the full screen glass panel in one of the two rooms.

The Kayu Channel provides patrons, customers and suppliers with updated information on the restaurant's menu, latest food promotions, offers and news. In addition to that, the channel also serves as an electronic bulletin board for posting electronic classified ads or messages such as rooms for rent, or cars for sale, at a nominal fee. Customers are entertained by media rich content that is visually stimulating and informative. Each playback loop contains information that is specifically scheduled for pre-defined times; breakfast promotions in the morning, lunch promotions and dinner menus that are chosen to fit the various outlets' demographics.

Further revenue is generated through the sales of advertising space on the Kayu Channel. Several options of advertising space are made available to interested advertisers who can choose to display their own advertisement in jpg or .mpg2 format. Alternatively, the design and development of the advertisement can be commissioned to Be Digital Sdn Bhd, a premier digital signage solutions provider and integrator.



Bukit Tinggi

The content for the Kayu Channel is customised and developed by Be Digital using Scala InfoChannel Designer 3, a powerful digital signage solution distributed by Click Grafix Sdn Bhd, the authorized distributor for SCALA.

The pilot run which began in the Petaling Jaya outlet has now successfully expanded to two more of its outlets located in Aman Suria and Bukit Tinggi in Klang, with a Player placed in each location. Digital content in all outlets is remotely updated and uploaded from a server residing in Click Grafix.

The Kayu Channel may just mark the birth of a new technology savvy advertising trend and culture for many local eateries in Malaysia, and the compliments go to Mr. Buruhan, the visionary entrepreneur of Kayu Nasi Kandar.

About Click Grafix Sdn Bhd | 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.

About Be Digital Sdn Bhd | www.gotobedigital.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.



Aman Suria



Aman Suria



About Scala, Inc. | 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.