



## Mydin leads the way for Dynamic Digital Signage in the Hypermarket Retail Industry in Malaysia



Mydin becomes the first hypermarket in Malaysia to join the latest revolution in dynamic digital signage visual communications with the employment of its own in-store multimedia TV network; Mydin TV.

As one of the largest discount retailers in Malaysia, Mydin Mohamed Holdings was quick to recognise the benefits of focused advertising to its customers. With 17 Mydin Wholesale Emporiums spread across the country, the stores draw a constant stream of shoppers with its consistent offers of low prices on every item in the store.

Mydin's success generates not only from its aggressive pursuits of bargains from its suppliers but also from its smart marketing and advertising efforts. To capture critical point of sales decisions and purchases from the steady flow of shoppers, it was necessary to reach the targeted customers at the right location and the right time with the right information.

To meet this essential need, Mydin employed the power of Scala's In-fochannel solution for dynamic digital signage displays in its recently launched hypermarket complex in USJ, Selangor.

The Mydin TV channel provides shoppers, tenants and suppliers with media rich content that is visually stimulating and informative. With Mydin TV, shoppers are exposed to daily updated information such as current promotions and low price items, as well as educational and entertainment content such as motivational quotes, live news feed and MTV videos. The flexibility of the solution also enables the management to post instant text crawl messages whenever necessary. Ad content reflects the changes necessary to meet the demands of weekly, daily or even hourly sales campaigns of the store.



The deployment of the Mydin TV network was handled by Be Digital Sdn Bhd, with the collaboration of Click Grafix Sdn Bhd. The network consists of a total of fifteen 42" plasma screens positioned in strategic locations around the complex.

A plasma screen at the Information counter greets shoppers when they walk through the main entrance, providing immediate contact with the visual messages from Mydin. Six more screens are positioned strategically around the food court inside and outside the building, providing patrons with entertaining and educative content. Three more screens are located at the counters in the hypermarket and two are placed in a DVD shop. The remaining plasma screens are positioned in the reception area in the staff office and corporate office on the upper floors. Further revenue is also generated through the sales of advertisement space to Mydin's tenants, vendors, and suppliers.

The visual content for Mydin TV is also channeled to a gigantic LED screen in the open court right outside the complex, further enhancing the impact of Mydin's visual communications to its targeted audience. The six plasma screens in the food court share two players whereas one player manages the playback of three plasmas in the hypermarket. In all, a total of eight Scala Infochannel Players were deployed for the Mydin project, with plans for further expansion in the near future.

The initial content development of Mydin TV was designed by the creative team of Be Digital, with progressive updates and continuous development handled by the design team in Mydin. All content for the signage is controlled centrally using Scala Infochannel Designer from a master machine by the Advertising and Promotions department. To keep the hardware in good condition, the players are scheduled to automatically start up at 7.30AM and shut down at 1AM daily.

With a head count of close to 500 or more employees, there was also a need to keep staff up-to-date on company news, events and messages, and Scala Infochannel provided the ideal solution for that. The employees of Mydin can now stay updated more effectively by watching Mydin TV which is broadcasted to a plasma screen placed in the reception area in the staff office, and another plasma screen positioned in the lobby of the corporate office.

The adoption of Scala's Infochannel solution has certainly empowered Mydin to facilitate the display of focused MESSAGES to the RIGHT customer at the RIGHT time in the RIGHT location, with ease and flexibility.



## About Be Digital Sdn Bhd | [www.gotobedigital.com](http://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.

## 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.

## 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, Rabo-Bank, 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.