



SRC TV Drives Effective Corporate Communications and Productivity Using Dynamic Digital Signage Technology at Shell Refinery

November 2006 - Shell Refining Company (Federation of Malaysia) Bhd, Port Dickson. Established in 1963, the Shell Refining Company (SRC) is a multi-award winning entity operating with state-of-the-art technology. The Company's oil refinery in Port Dickson produces a comprehensive range of petroleum products, most of which are consumed within Malaysia.

SRC's search to realise the vision of its Managing Director, The Honourable Raja Ahmad Murad, for an effective corporate visual communications tool led them to Scala Inc. who directed them to Click Grafix Sdn Bhd, Scala's authorised distributor in Malaysia and the South East Asia region.

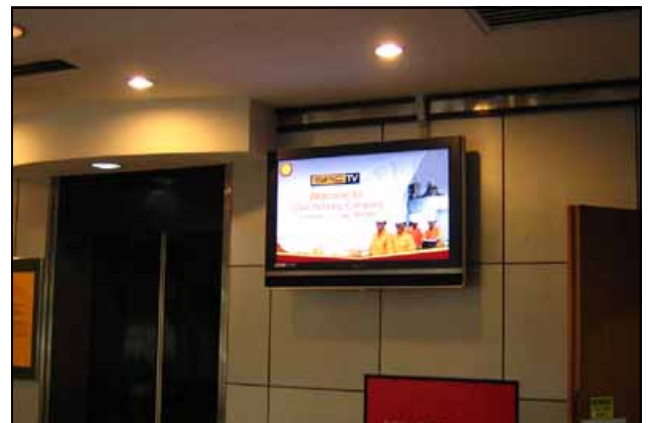
SRC's need for disseminating HSSE messages, corporate information, real-time operational data and other business performance to the masses was carefully evaluated by Click Grafix, and the Shell Refining Company TV (or SRCTV) was subsequently launched.

Click Grafix undertook the SRC project in collaboration with its business partner Be Digital Sdn Bhd, who spearheaded the initial content development for the channel.

The content for SRC TV is created in the Scala InfoChannel Designer software installed on standard Dell computers and is distributed to the Players through the Scala InfoChannel Network Manager via local LAN throughout the plant. SRC TV content is displayed on 50" Sony LCD screens that are positioned in strategic areas such as the lobby of the main office, the Engineering office and in the CCB area.

Real time operational data is updated every 3 minutes within Scala in the form of changing traffic lights, which indicate the operational status of the processing plants and major equipment. Click Grafix provided value added services by customizing a specific application that reads data from the plant's system which in turn displays the 'Traffic Lights' in real-time according to the respective status of the operations. Thanks to this, the flow of crucial data to the necessary employees is kept consistent and immediate, enhancing productivity and motivating effective action.

SRCTV is controlled by an administrator from the Main Office building and operates 24 hours a day all year round at all locations. A special team led by the Business Systems Manager, Mr. Sufian Monteiro, has been set up to manage the content and delivery of SRCTV, together with continued support from Click Grafix and Scala.





About Be Digital Sdn Bhd

www.gotobedigital.com

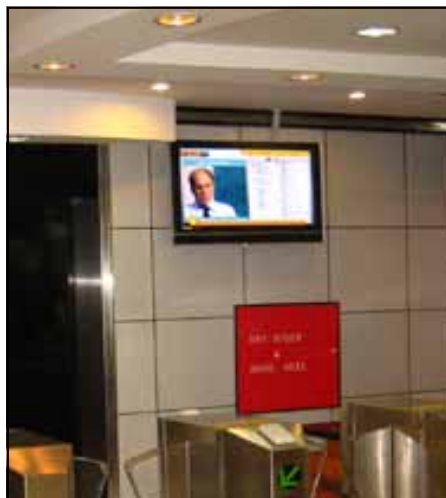
Be Digital was incorporated in 2001 to spearhead the digital content development division of its parent company, Click Grafix Sdn Bhd. Existing as a primary visual communications company, Be Digital is dedicated to providing satisfying, quality, professional digital content and development services to 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.

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 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.