



Be Digital launches TehTarik.TV Channel in Popular Mamak Restaurants across the Klang Valley.

A Digital Signage deployment in more than 40 chains of restaurants in over 70 locations.



Mamak restaurants all over the Klang Valley have gone digital. Visionary enterprising restaurant entrepreneurs have embraced the latest trend in new age media through the deployment of dynamic digital signage network in their outlets.

Mamak restaurants derive the name from the owners or operators who are Indian Muslims, also commonly called Mamak locally. The modus operandi of these establishments has evolved from the traditional roadside stalls to modern restaurants and café-type outlets which are popular hotspots for Malaysians to hangout for a drink or a meal due to its operating hours that run 24 hours a day.



Mamak restaurants attract people from all communities, races and ages who frequent the outlets to chill out, catch up or catch a late night football game while enjoying a cup of stimulating teh tarik or polishing off a piece of hot roti canai. Unlike any other eateries, mamak restaurants are quite a cultural significance in Malaysia and patronizing one is quite an experience in itself.

Heading the deployment and management of this innovative new medium of visual communications is Be Digital Sdn Bhd, an MSC-status digital signage solutions provider and network manager in Malaysia. Fittingly branded as TehTarik.TV, the network deploys between two to six dedicated branded screens which mostly comprise 32" to 42" LCDs and plasmas in each location in over 70 locations across Klang Valley. The display screens are strategically placed in high traffic area at every outlet to fully optimize maximum coverage and effectiveness.

'Teh Tarik' literally means "pulled tea" as directly translated from Bahasa Malaysia, the national language. Concocted with tea and condensed milk, this all time favorite Malaysian beverage is prepared by skillful out-stretched hands that pour piping hot tea from a little mug into a waiting glass repetitively. The height of the "pull" determines the richness of the froth while the "pulling" effort effectively cools down the drink. 'Teh Tarik' is an art form in itself and watching the preparation process of it can be quite captivating.



Taking its name after this well loved local beverage, TehTarik.TV captivates audiences with its own distinctive flavor, charm and identity as a digital signage network unlike any other. TehTarik.TV is deployed as a medium that aims to attract, engage, entertain, inform and influence targeted audience in a sociable setting that is relaxed and easy.

TehTarik.TV was designed to be different. Says Mr. Ahmed, Technology Director of Be Digital, "We wanted a different digital signage network. We wanted it to be engaging, useful, and fun to watch. We did not want it to be just like other digital signage networks where the traffic or content comes only from one direction, that is, from the owners to the audience. We wanted TehTarik.TV audience to participate and engage in the content creation".

The network is designed with two unique features, having in mind the idea of creating and building a community of audience who not only watch the channel but who would engage and interact with one another using simple communication tools such as short message services (SMS) and the TehTarik.TV portal.

The first feature highlights a dynamic and smart fusion of web, mobile and traditional digital signage tools into one platform which allows a free flow of content between the three. This combined platform enables designers from Be Digital to create content using Scala and other software, as well as to create a base for bloggers and forum members to discuss specific subjects.

The dynamic integration also allows audiences to participate and engage through short message services (SMS) in various contests or through the advertising of products and services. TehTarik.TV integrates with a web portal, www.tehtarik.tv, which builds a community with access to tune in to check content shown in the screens or to follow up on their SMS interaction online. The second unique feature highlights the content aggregation and creation that comes from all sources including the web, databases, the audience themselves and many more.

TehTarik.TV plays diversified media rich content that ranges from daily news, advertisements, community messages and informative trivia, entertaining video clips, forums and blog submissions to real-time short message services. The content is updated consistently with live daily RSS newsfeeds from The Star publication.

Although not used as a primary function, TehTarik.TV also acts as a digital menu board for some Mamak restaurants. The flexibility of the system enables restaurant owners to adjust price changes or food offers immediately, driving better sales by adapting the menu content automatically to suit different customer demographics at different times of the day.

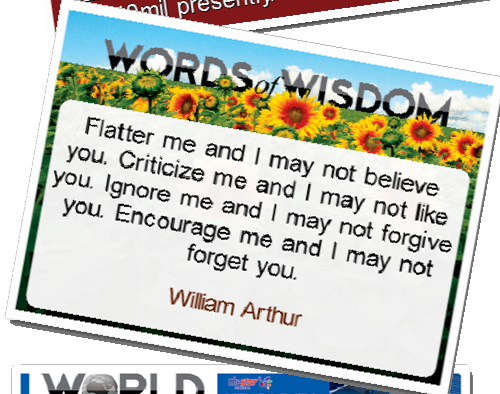


Be Digital chose Scala InfoChannel™ 5 as the tool for the TehTarik.TV as it was a highly content-driven network that required a robust and powerful solution that would meet the objectives of the deployment. Scala's powerful technology provided the ideal solution with extensible built-in scripting capabilities and support for other scripting languages that allowed the programmers to customize it for specific use.

Remarked Mr. Ahmed, "We are running this network in more than 10 different chains of restaurants where most are competitors in the same industry. We wanted to avoid repeating the process of broadcasting common content ten times among the chains while at the same time, we also did not want to make mistakes by sending the wrong menu to the wrong chain. Scala's Content Manager took care of that need by allowing us to create one Master Playlist containing nested sub playlists with conditions and scheduled parameters attached to each element within a playlist, and this saved us hours of work on a weekly basis."

The intelligent playlist compiles content into a series of diversified categories ranging from Business, Sports, Community Messages, Fun Trivia, General news and others that run at a duration of 10 to 15 minutes per loop per category in each outlet. The diversified categories of content not only provided audiences with more interesting information but kept their attention riveted on the screens. The only content that is repeated in fact, are the advertisements and this worked well with the advertisers as it amplified their ROI for advertisements placed. TehTarik.TV runs an average of 18 hours a day with a total of at least 70 loops played throughout. Various content is refreshed and updated on an hourly, daily, weekly or monthly basis.

TehTarik.TV is wholly owned and managed by Be Digital with support from Click Grafix Sdn Bhd, the authorized distributor and certified partner of Scala Inc. for South East Asia. .



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

Click Grafix has been in the forefront of the digital signage industry with a strong content development background since 1995. The company is firmly established in the South East Asia and Middle Eastern market as a premiere provider and system integrator for digital video, animation and multimedia hardware, software, solutions and services. Click Grafix is the appointed regional distributor and certified partner for NewTek Inc. and Scala Inc, as well as Luxology, TVPaint and 12Inch Design. The company is currently 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.