



## Dynamic Digital Signage Enhances the Vacation Experience at Downtown East

Singapore, October 2006 - Downtown East, a popular tourist destination offering a myriad of entertainment choices, harnessed the power of dynamic digital signage to disseminate vital information to its patrons and customers.

Occupying a vast area of 14.7 hectares, the amenities offered by Downtown East include theme parks (Wild Wild Wet and Escape), resorts (Costa Sands Downtown East and Pasir Ris), F&B outlets (foodcourt Rasa Singapura, fast food restaurants etc), retail shops (Watsons, Giordano etc), gaming centres (Zone X and X Square), children's play centre (ExplorerKid) as well as MICE facilities (D'Marquee, function rooms).

Implemented in early April 2005, Downtown East chose the Scala InfoChannel solution to accommodate their visual communications need, based on the winning features of Scala's intuitive Designer. Using the Scala InfoChannel suite, Downtown East developed their own customized in-house channel network that was named Happenings Channel, with the initial design templates designed by Click Grafix Pte Ltd.

Visually stimulating content that includes event and activities information, ads for entities and promotions as well as videos, is distributed to 12 plasma screens positioned strategically around high traffic areas. Visitors in the Lobby are fed information from two plasma screens while another screen at the Help Station offers useful assistance to the visitors. A screen at the Walkway provides media rich information as does another plasma outside the Jackpot Room. There are six plasma screens to cater to the crowd at the Al-fresco Dining and one more screen is positioned ideally at the Resort Check-in Lobby to keep visitors informed.

Happenings Channel is operated and managed by Mr. David Cheong, the Manager of Infocomm Development in Downtown East. The channel operates from one central location and is deployed via an infrastructure consisting LAN transmission from the Network Manager to the three Players and subsequently through an AV Splitter to the 12 screens. As the cabling covers an extensive distance between the screens, VOPEX is used to maintain the quality of the final output. Happenings Channel operates 15 hours a day all year round. The content is updated regularly once a month and whenever required.





The deployment of the Happenings Channel network was implemented with the help of Click Grafix, the authorized distributor and system integrator for SCALA in the South East region.

The powerful and flexible features of the Scala platform has made it a tool-of-choice for Downtown East. Mr. David Cheong compliments in particular the benefits reaped from the features which enable layering, timing and the control of individual elements. Downtown East describes the experience of working with Click Grafix as a very good one and indicates plans to expand the number of Players in the time to come.

This innovative digital signage network has further enriched the vacation experience in Downtown East by providing visitors with the right message, at the right time and at the right locations.

### About Click Grafix | [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, 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.