



## Suntec Singapore Embraces the Power of Dynamic Digital Signage to run its own In-House InfoChannel

Suntec Singapore, June 2003 - Suntec Singapore International Convention and Exhibition Centre embraces the power of Scala's dynamic digital signage and proudly boasts its very own in-house visual communications channel. Suntec Singapore is at the heart of Asia's most integrated meetings, conventions and exhibitions hub and its latest investment in the technology of digital signage infuses further value to its premier status.

Suntec Singapore's Info-Channel, successfully installed by Click Grafix, a software solutions provider for video and multimedia broadcasting, runs on the technology of Scala's powerful InfoChannel 3 Suite and is played back on 10 state-of-the-art plasma screens mounted strategically in the main lobby. Scala is also used to operate Asia's biggest LED screen on the exterior façade of Suntec Singapore, which runs ads and promotional content from various advertisers daily from 7AM to 12AM all year round.

The Info-Channel transforms Suntec Singapore's communications into more dynamic visuals on the screens and a variety of information ranging from advertisements, event schedules, promotions, video clips and facilities directory are effectively delivered to visitors, creating awareness and consistently keeping visitors updated with current events.

In response to the question on why the Scala solution was favoured, Eric Chew, Manager, Information Technology said, "We've been using the older version of Scala for the last five years and it has impressed us with its stability and reliability. Its downtime is also minimal. There are great improvements on the newer version of Scala features, such as TV tuner, Flash, 3D effect, job transaction log, and it now even supports Chinese characters. These are the features that we like about the solution".

The content development for Suntec Singapore's Info-Channel is administrated by its own team of multimedia content developers while Click Grafix provides technical assistance and support that relates to Scala programming.



Digital advertisements are supplied by the various advertisers and is uploaded into the channel by Suntec Singapore's in-house design team. The frequency of content updates for the Info-Channel occurs on an average of between 3 to 5 new ads on a weekly basis.

The Info-Channel has effectively gained much favour with Suntec Singapore's visitors, patrons and vendors who receptively see it as a refreshing approach to visual communications and keeping in touch with events. Advertisers in particular favour the plasma screens located at both ends above the information counter which simultaneously run ads with the e-board as these provide additional mileage and exposure for their branding exercise at no additional cost when the e-board is booked. Another six plasma screens serve as a mode of in-house communication featuring daily events information, world time and F&B outlets as well as promotions. This additionally serves as a point of information for patrons as well.

Click Grafix's successful installation and implementation of Suntec Singapore's Info-Channel the Scala InfoChannel solution adds another significant milestone to Scala's testimonies as a leader in dynamic digital signage.



## About Suntec Singapore International Convention & Exhibition Centre (Suntec Singapore)

[www.suntecsingapore.com](http://www.suntecsingapore.com)

Located at the heart of a totally integrated meetings, conventions and exhibition hub, Suntec Singapore is a world class venue offering 100,000sqm of versatile space and direct access to 5,200 hotel rooms, 300 restaurants and comprehensive shopping and entertainment facilities. Suntec Singapore's flexible function space is spread over six levels including a convention hall that accommodates up to 12,000 people theatre style, an exhibition hall of 12,000 sqm, a sub-divisible ballroom, 31 meeting rooms, a Theatre and a multi-purpose Concourse. Additionally, the venue has the largest banquet kitchen in Singapore supported by an award-winning food and beverage team.



## 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, Curious Labs Inc. 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.