

BITEC Bangna deploys SCALA Digital Signage for effective communications

Bangkok International Trade & Exhibition Centre (BITEC) is Thailand's leading venue for exhibitions and conventions. BITEC's technologically advanced and highly functional facilities comfortably accommodate exhibitions, conventions, conferences, special events, seminars from 30 up to 20,000 delegates; banquets from 100 up to 10,000 persons and over 100,000 visitors a day. Prior to the installation of the SCALA solution, event organisers would send news and information to screens around the exhibition area, which limited communication to the exhibition attendants only and not all relevant parties.

With the complete deployment of the SCALA solution, BITEC now has four plasma screens installed as a 2x2 Video Wall behind the information counter to disseminate information and visual messages. The video wall is controlled by a matrix switcher which allows content to be broadcast full screen as well as different content separately on each screen. The operations of the system is designed by Click Grafix Co. Ltd together with Signage Innovation Media Co. Ltd in accordance to BITEC's requirements to send scripts from SCALA to the plasma screens and matrix switcher of the four screens.

Content on the plasma screens consist mainly of updated and current information on the exhibitors' profiles, seminar programs and other public information.

The development and design of the digital signage content is fully handled by Mr. Viroj Hor-udomsin, the Marketing Communications Executive. Mr. Viroj applauds the convenience and flexibility offered by the SCALA solution in enabling the information to reach his target audiences effectively and efficiently, with impact.

BITEC's new mode of visual communication has gained complimentary feedback from many of its audience. The digital signage solution has attracted much interest and response from the viewers and functions effectively as a medium to publicize important information and messages. Exhibitors, organizers and event attendant at BITEC have all given the solution a thumbs up appraisal. Consequently, the employment of SCALA digital signage has helped to generate repetitive businesses for BITEC.



About Signage Innovation Media Co., Ltd (SIM)

Founded in 2003 by a group of graduates from the Engineering Department of Chulalongkorn University, SIM specializes in SCALA digital signage solutions, providing services in designing, content development, implementation and professional consultation. SIM is an authorized reseller for SCALA in Thailand and partners closely with Click Grafix Co. Ltd.

About Click Grafix Co. Ltd

Click Grafix Co. Ltd is an official representative of Click Grafix Sdn Bhd, Malaysia. It represents its mother company as a premiere one-stop centre for digital video, animation and multimedia hardware, software, solutions and services in Thailand.

About Scala Inc.

Founded in 1987, Scala pioneered the cable TV industry with software and services to allow users to create localized channels inexpensively. Today, Scala has grown to lead the corporate communications, retail dynamic signage, and interactive kiosk industries as well. With an unrivalled software suite to handle authoring, networking, monitoring, and logged playback, Scala has been the choice of tens of thousands of customers worldwide.

Built on reliable and flexible network architecture, Scala software can support nearly any existing infrastructure from dial-up to LAN to Wi-Fi to satellite and terrestrial-based multicast networks. Scala's powerful and efficient store and-forward design allows the control of unique content on a single cable head end or thousands of remote displays or kiosks from a single desktop PC without the constraints of streaming video.