

Central World Tower's Digital Signage Attracts Potential Tenants



Central Pattana PCL, owner and manager of Central World Tower, is a leading real estate management developer for leading shopping centres and office buildings. The company currently manages ten major shopping centres that include Central Plaza Ladprao, Central City Bangna, Central Plaza Pinklao, Central Plaza Ramindra, Central Plaza Ratchada Rama III, Central Plaza Rama II, Central Airport Plaza Chiang Mai, Central Festival Centre Pattaya, Central World, and Central Town Centre Rattanathibet.

Prior to the implementation of the SCALA solution, visual messages were conveyed to customers via PowerPoint and through video presentations. The limitations of that method included the need to constantly record and re-edit video and audio, making the process of developing content time consuming and tedious. Another setback was the lack of flexibility and inconvenience of revising or correcting mistakes in text.

To engage a more effective approach to visual communications, Central Pattana turned to SCALA's Digital Signage solution. The solution was implemented in the Central World Tower project to promote the building's office and event space rental services. The integration of attractive graphic elements and audio, together with a visualization of the building's layout helped to generate and accelerate point-of-rental decisions by business entrepreneurs.

Content for the digital signage is played back on three plasma screens and three informative touch-screen kiosks placed strategically in the lobby area of Central World Tower. Central Pattana provided further convenience to help its visitors and customers locate tenants by including a digital directory displaying tenants' address, locations and businesses offered by the tenants.

The development and maintenance of content is managed by Mr. Pramual Leatoravanich, the Assistant Advertising Manager, who quotes SCALA as a "modern and sophisticated software that is very user-friendly with features that make production less complicated and easier."

The company's new approach in visual communications to its targeted audience has yielded positive results as rental enquiries have increased. Central Pattana plans to expand the implementation of SCALA to more players with content development to be managed by Signage Innovation Media Co., Ltd. together with Click Grafix Co., Ltd.

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.