

## Portal Media Embraces Digital Signage as a New Media Medium in Airports in Thailand.

Portal Media is a media management company that disseminates information on tourism to tourists visiting Thailand. The information is compiled into leaflets named 'The Official Map, Bangkok' and the leaflets are placed in kiosks at the Bangkok International Airport for the convenience of tourists seeking travel information in Thailand.



The leaflets also provided an alternative way for businesses to advertise their products and services to tourists travelling into Thailand. Before SCALA was implemented, Portal Media had to rely on this conventional method to communicate information to its targeted audience. The limitation of this method was that it lacked appeal and attraction, failing to draw much attention from the tourists therefore resulting in the failure to convey the message across to the intended audience effectively.



In embracing SCALA's digital signage solution, Portal Media revolutionized its conventional advertising medium. Six kiosks were divided and placed strategically at the baggage claim areas in Terminal 1 and Terminal 2. Plasma screens were also attached to two kiosks at the Passenger Arrival Gates in Terminal 1 and 2. Media rich content is designed and developed using SCALA InfoChannel Designer 3. Visually stimulating information and messages are currently updated on a weekly basis from a thumb drive to the players.

Portal Media is satisfied with this new media medium that has not only helped them communicate more effectively with their targeted audience, but which has also provided the company a competitive advantage over their competitors. Digital signage has helped to enhance the attraction of the 'Official Map, Bangkok' in a fresh new way offering audiences an impressive visual communications experience.

As the acceptance and impact of digital signage escalates progressively in Thailand, Portal Media plans to implement the solution in their expansion project at the Suwannaapoom International Airport. In the course of the introductory and 'educational' period, Mr. Jonathan Ogan or Portal Media commented, "We have a promotions program that offers clients who buy media, a free advertisement broadcast in the plasma screens". The promotional package has been fairly received thus far.

### **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.