



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.

Downtown East harnessed the power of digital signage to reach 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 Alfresco 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.

Downtown East's Happenings Channel operates 15 hours a day all year round.

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





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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 Scala Certified distributor and system integrator in the South East region.

The powerful and flexible features of the Scala InfoChannel platform

have made it a tool-of-choice for Downtown East. Mr. David Cheong compliments in particular the benefits reaped from the features that 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. 





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About Click Grafix Sdn Bhd | 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.

Scala, Inc. (www.scala.com) is the world's leading provider of software for digital signage software used in retail, education, entertainment, government and other industries. The company's cutting-edge multimedia software platform powers thousands of digital signs around the world including the digital signage networks of Tesco, Best Buy, T-Mobile, ShopRite, Virgin MegaStore, Bloomberg, Burger King, Kiwi, Azizia-Panda Supermarket, McKee Foods, Muvico, Santiago Airport, RaboBank and Warner Brothers Movie World. Since InfoChannel is proven, scalable, and easy to manage, it is the platform of choice for many digital display networks ranging in size from one screen to thousands of screens with uses including advertising displays, touch screens, retail TV, LED billboards, lobby signage, digital menu boards, interactive kiosks, and more. Scala, Inc. pioneered the industry of digital signage in 1987, and is today headquartered near Philadelphia, PA with operations in California, the UK, Norway, The Netherlands, France, China and Japan.

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