

Aquaria Aquarium

Digital Signage Enhances the Oceanic Experience in Aquaria

Malaysia --Visitors who step into the entrance of Aquaria@KLCC are immediately greeted by visually arresting innovative digital signage displayed from a rear LCD projection onto a long glass panel measuring approximately

Visitors to Aquaria are greeted with visually arresting digital signage

14 x 4 feet. The signage combines a dynamic mix of graphic visuals, text and video that is both informative and educational.



Aquaria joins the growing list of organizations in Malaysia turning to the innovative technology of digital signage for an effective visual communications solution.

Aquaria@KLCC, a gigantic aquarium with an underwater tunnel opened its doors to the public in August 2005. Developed

and operated by Aquawalk Sdn Bhd, the aquarium integrates state-of-the-art technology in edutainment with the best of live aquatic attractions in its Discovery Centre occupying 929 sq. meters of the aquarium's 5,110 sq. meters of total floor space. With an interesting variety of over 5,000 creatures and the latest in advanced interactive technology, Aquaria is set to stimulate senses and educate by providing a highly interactive experience to visitors.

The integration of the digital signage solution was commissioned to Click Grafix and Be Digital by Aquawalk, with the creative team from Be Digital developing the content for the signage. To accommodate the different themes within the aquarium, a variation of relevant design templates in different sizes were created to fit in content such as fun facts, educational facts, video, sales and marketing promotions, detail of events and activities as well as informative data, for the respective areas.

Apart from the main entrance, the digital signage is also prominent in three 61-inch plasma screens strategically placed along the

perimeter of the Aquaria KLCC wall. Facing a food court and Starbucks Cafe, the plasma



screens are strategically placed in a high traffic area. As visitors progress to the Aquatheatre

Digital signage is also prominent on three 61-inch plasma screens

Gallery, it is almost impossible to miss the digital signage projected onto a large screen measuring approximately 12 x 12 feet, 20 feet above the ground.

The current content which loops and repeats every 10-15 minutes is updated on a consistent basis by the IT team from Aquaria, from Scala InfoChannel® Designer to six InfoChannel Players via Gigabit LAN network.

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About Be Digital Sdn Bhd

www.gotobedigital.com

Be Digital was incorporated in 2001 to spearhead the digital content development division of its parent company, Click Grafix Sdn Bhd. Founded by Mr. Ahmed Balfaqih, an IT and multimedia evangelist, Be Digital exists as a digital content provider and developer, and a visual communications company dedicated to providing satisfying and quality creative digital services that impact to various industries in the local and regional market.

Since its inception, Be Digital has been awarded MSC-status endorsement and is widely recognized in the industry for its strength and professional specialization in 3D animation, visual effects, broadcast multimedia, dynamic digital signage and the development of digital content particularly for training and visual communications.

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, China and Japan.