

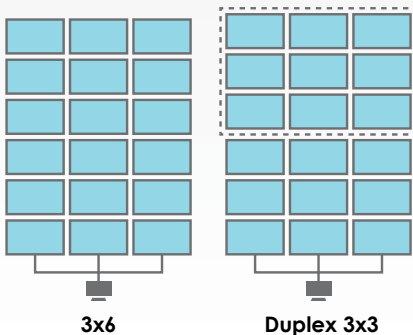


Plaza Low Yat  
IT Shopping Center  
Kuala Lumpur  
October 2008

## Nexus and Citranet Deliver Video Wall Solutions at Plaza Low Yat

### Overview

- A 3x6 configuration is used for the centerpiece video wall and arranged with a portrait canvas orientation.
- A duplex 3x3 configuration is used as the main entrance video wall and arranged with a landscape canvas orientation. Both sides of the video wall display cloned content so that visitors entering and exiting the mall share the same visual experience.



### Experience the Bigger Picture

Plaza Low Yat is a highly renowned IT retail center and shopping hub within the center of Kuala Lumpur. Voted as the best IT Mall by readers of the magazine HWM Malaysia, Plaza Low Yat is well known by both locals and tourists alike as the ultimate one-stop shop of electronic goods and provides an immersive IT experience.

### Key Features

- A single PC is used to drive the entire array of screens per video wall. A single PC is used to operate the centerpiece 3x6 video wall, and a single PC is used to operate the duplex 3x3 video wall at the main entrance.
- The Nexus Video Wall treats the entire visual area as one large logical canvas so that any piece of content can span across any number of screens for truly flexible visual layouts with full HD capabilities.

### Video Wall Technology

Nexus continues down the path of innovation by working alongside media partner Citranet to provide the world's first ultra-thin 11mm bezel video wall. Pushing the boundaries further, Nexus created two of these video walls placed in extremely high traffic areas within the shopping center. Both video walls represent a showcase of technology to display extremely large-scale rich media promotions and targeted advertising to the mass audience.

A grand total of 36 screens were used to create the two iconic video walls. The centerpiece video wall is a 3x6 configuration and the second video wall is a duplex cloned 3x3 configuration mounted at the main entrance. Both video walls are housed within custom built illuminated enclosures. Each video wall is controlled by single PC powered by the **AppSpace** and each PC is able to display a single large logical canvas spanning across all screens. Full HD content can be placed across the entire logical canvas or it can be displayed and cloned on as many of the screens in as many different configurations as possible.





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## Digital Signage Solutions

In addition to the showcase video wall technology, Nexus also provided the expertise to implement a series of passive information displays mounted at the main escalator terminals throughout every single floor of the shopping center:

- **Seamless content experience:** A total of five passive information displays mounted at the escalator terminals of the main floors allow shoppers to experience reinforced visual communications as they traverse up and down the shopping center.
- **Central content management:** All of the passive information displays are controlled through just a single PC and the content can be synchronized and managed centrally using AppSpace, allowing media partner Citranet to perform hassle-free content updates.
- **True ROI:** The sheer volume of human traffic within the shopping center is a winning factor towards achievable ROI, and the strategic placement of all signage at key areas ensure maximum exposure and views.



## Enabling the Visual Experience

- Media partner Citranet is a premier provider of advertising media space to high profile retail and commercial real estate clients.
- Plaza Low Yat is the first mass retail center in Malaysia and the world to showcase video walls with the ultra thin 11mm bezel — allowing them to become pioneers of the IT retail experience.
- Working with Citranet, building and site owners are given the opportunity to utilize the latest digital media technologies from Nexus to showcase visual experiences through ad-funded media.
- Nexus is the prime technology enabler of creative digital architectural signage.



## Total Experience

We have broad technology knowledge and expertise covering multiple domains and a commitment to deliver the best solution to meet client requirements. While on-site, Nexus acted as an owner's representative and technology consultant to plan and facilitate the overall digital communication infrastructure.

Nexus aims to continually support and work alongside media companies such as Citranet to achieve their strategic vision by providing new media experiences and solutions via digital signage technology.