



SkyPark

SkyPark Subang, Sultan Abdul Aziz Shah Airport
Kuala Lumpur, Malaysia - 2009

Nexus and Citranet work together to deliver a media driven video wall solution for the Skypark Airport Terminal

Media network operator Citranet appoints Nexus to provide the software and technology to power media driven video wall solutions for Malaysia's newest premium fixed base operation. Located in the Skypark Terminal of Sultan Abdul Aziz Shah Airport, Subang, Kuala Lumpur, the new facility is Malaysia's first full-service Fixed Base Operation (FBO) offering a comprehensive range of VIP aircraft services.

Overview

- Media partner Citranet is a premier provider of advertising media space to high profile retail and commercial real estate clients.
- Working with Citranet, property and site owners are given the opportunity to utilize the latest digital media technologies from Nexus to showcase visual experiences through ad-funded media.
- SkyPark Subang and Citranet are using video walls as digital signage to promote branding and media advertising.
- Nexus is the prime technology enabler of creative digital architectural signage and provided video wall solutions installed at strategic areas to maximize visual impact and media impressions.



The Client

The SkyPark Subang blueprint comprises two distinct components - Aviation and Lifestyle, offering products and services that are world-class in standard; a trademark of the SkyPark Subang experience.

A dynamic mix of aviation and lifestyle components brings the SkyPark Subang vision to life. Located at Subang Airport, the SkyPark Subang development encompasses the refurbishment of the airport's existing infrastructure as well as the construction of new aviation support facilities and diverse leisure amenities.

With the transformation of the existing Subang Airport, SkyPark Subang is making its mark as a premier regional hub for corporate and private aviation in Southeast Asia.



SkyPark

SkyPark Subang, Sultan Abdul Aziz Shah Airport
Kuala Lumpur, Malaysia - 2009

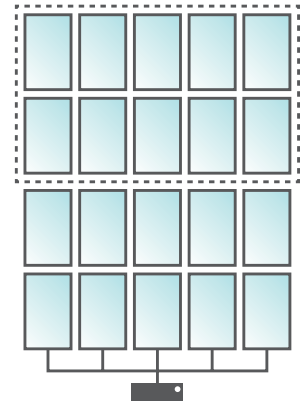
Key Solution Features

- The **Nexus Communication Server™** platform completely automates the process of updating, running and controlling all video wall installations.
- Each video wall is powered by just a single player device, capable of outputting 5 megapixels of content resolution.
- Signature AdSTV video walls include a duplex 5x2 portrait video wall and a duplex 3x3 landscape video wall, located at the main waiting area towards the front entrance and in front of food and beverage outlets.
- A duplex video wall is a double-sided video wall design that displays cloned dynamic media to crowds in both directions for maximum impact.

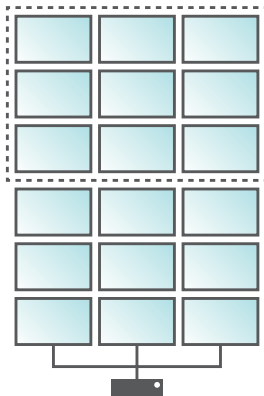


The Solution

AdSTV is Citranet's media-driven digital signage product that uses Nexus' video wall technology and content management platform. Located in high-profile lifestyle sites such as the SkyPark terminal, AdSTV attracts many of Malaysia's premier companies including Celcom, TM Net and many more. For SkyPark, AdSTV video walls are placed in high crowd traffic areas to display large-scale rich media promotions and targeted advertising to mass audiences.



The first two signature AdSTV video walls use a total of 38 40" Samsung 400UXN screens are used to create the two duplex video wall installations. A duplex video wall configuration is a double-sided video wall that displays cloned dynamic media bidirectionally to audiences for maximum impact.



The first signature video wall is a duplex 5x2 configuration with screens mounted in portrait, delivering a signature visual experience to audiences in the main waiting area by the front entrance of the airport. The second signature video wall is a duplex 3x3 configuration with screens mounted in landscape and is located in front of the food and beverage outlets. Other AdSTV video walls include a 2x4 installation with screens oriented in landscape. These video walls are placed within the arrival and departure lounges.



SkyPark

SkyPark Subang, Sultan Abdul Aziz Shah Airport
Kuala Lumpur, Malaysia - 2009

More Video Walls

- Several more AdstV video wall installations are placed within SkyPark's arrival and departure lounges.
- These video walls are configured in 2x4 format with screens oriented in landscape.



Each video wall is controlled by a single player device and displays a single large canvas spanning across all screens. The total canvas resolution measures at 5 megapixels which is almost 3 times greater than that of Full 1080 HD.

An on-premise setup of the Nexus Communication Server™ (NCS) platform manages and distributes content across the internal network infrastructure to all video wall players, making centralized content updates possible.

Future Expansion

As SkyPark Subang expands its premises with more facilities and services, more video wall deployments have been planned for installation. When these video walls are setup, each video wall player will be connected to the on-premise NCS platform and can begin receiving content immediately. Any future digital signage additions can be easily integrated into the existing infrastructure with minimal effort.

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 the lead 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.