



Wireless • Innovation • Networking

DIGITAL ADVERTISING

Advertising has never been so easy

Digital Advertising @ Taxi Stand

- ✓ Eye-catching and attention grabbing
- ✓ Gain maximum exposure
- ✓ Attract the Mall's shopping crowd to your shop
- ✓ Have a powerful influence on consumer purchasing decisions which can lead to revenue increase
- ✓ Helps to save re-printing and distribution costs
- ✓ Efficient and hassle-free update to Digital Signage
- ✓ Able to schedule the updates at a specific date and time

CapitaLand Mall Asia

One of the largest shopping mall developers by total property value and geographic reach.

Shopping Malls in portfolio includes:

- ✓ **IMM:** boasts as Singapore's largest outlet mall.
- ✓ **Westgate:** offers downtown shopping experience with more upmarket brands.
- ✓ **JCube:** Emphasizes an ultra-hip mall with its Singapore's first Olympic size ice rink and IMAX theatre.

The Malls are located at the western part of Singapore where the Government has identified as one of the **Nation's new growth area** to support economic growth and decentralize commercial activities out of the main city area.

They attract a **diverse crowd of shoppers**, ranging from students, youths and commuters, to executives, working professionals and upper-middle income families.

Through offering a wide range of shopping experience, the three Malls ultimately create a **total retail destination** where shoppers can spend an entire day at.

Digital Advertising

A Modern Way to Advertise



Digital Advertising is a specialised form of displaying images and videos to the public, for information, entertainment and also advertising purposes. In this Digital Age, as consumers are becoming more sophisticated and technology-savvy, this change in phenomenon is calling for advertisers to change in the way they reach out to their target market.

RFNet provides a suitable platform for businesses to easily engage in Digital Advertising. The Digital Signage are located at Taxi Stands, within a bustling shopping mall premises. This prominent location allows advertisements to reach out to a wide target market and provides maximum exposure. Advertisements will be displayed in Full HD, and updates to the Digital Signage will be easy and hassle-free.

Digital Signage is usually regarded as a natural evolution of print messaging and advertising as it takes advantage of the versatility offered by video presentation which traditional print media is unable to provide, and also the ability to offer audiences dynamic and customizable messages.

TechCQ

Technology to Cut Down Queueing Time



As part of the Smart City project, RFNet, Panasonic and Elixir Technologies jointly developed TechCQ - Technology to Cut Down Queueing Time, a Smart Queue Monitoring System that uses advanced video sensing to determine the length and flow of the Taxi Queue in real-time. Information on the Taxi Queue, such as Taxi Flow status and commuters Estimated Waiting Time will be provided:

Phase 1: Taxi Stand status information will be provided to the public so that commuters can make informed travel decision.

Phase 2: Taxi Operators will receive notifications when the waiting time and queue exceed the threshold. This aims to improve the Taxi Stand experience.

Please visit www.techcq.net for more information on TechCQ.

What benefits do you gain?

Maximum Exposure

Our Digital Signage will be located at the front of the Taxi Queue, where commuters in the queue will have a direct view of it.

Located at a bustling shopping mall that attracts a diverse crowd of shoppers, its prominent location reaches out to a wide target audience and provides maximum exposure for all advertising needs.

Increases Revenue

One of the most amazing benefits is that the high resolution advertisements will be incredibly eye-catching and attention grabbing.

These will have a powerful influence on consumer purchasing decisions which would then lead to an increase in revenue.

Efficient and Hassle-Free

Be it a periodic event, exclusive sales, time-limited promotion or different sets of menu for breakfast, lunch, or dinner, whenever the need arises to edit your promotional ads, we can help to update our Digital Signage. Updates to the Digital Signage can also be time specific – it can be scheduled to be updated at a specific date and time.

It is both efficient and hassle-free.

Saves Costs

While print media (flyers, posters, brochures) may seem to cost less upfront, it is Digital Advertising that really saves money in the long run.

E.g.

- You save the cost of re-printing after every new update or promotion.
- You save on the manpower needed to physically replace or distribute the posters and flyers.

Attracts Shoppers

With a diverse crowd of shoppers at the Mall, through our Digital Signage, your advertisements can tap on the huge shopping crowd and attract them to your shop while they are at the Mall.

Digital Age

A period shift from industrialization to **information computerization**.

With a profound impact on traditional media businesses brought by information digitization, **businesses have to sharpen their focus on how to capitalize** in this Digital Age.



Digital Signage

Advertisements will be eye-catching and attention grabbing.

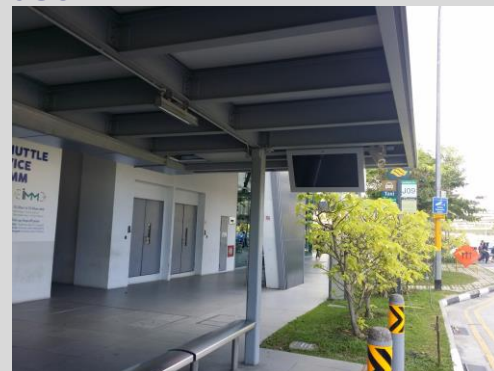
WESTGATE



IMM



JCUBE



Our Digital Signage will be located at a prominent location which provides maximum exposure.

Contact us now!

Ms Keslyn

ksiewyee@rfnetech.com

6251 6281 ext 207