

MALAYSIA

## 1 Utama Shopping Centre Revamps Digital Signage Delivery

*Leading Shopping Mall Deploys Digital Signage Effortlessly.*



### PROJECT FACTFILE

**Client:** 1 Utama Shopping Centre

**Segment:** Retail / Commercial

**Location:** Kuala Lumpur, Malaysia

**System Integrator/Distributor:** JD Molecule Sdn Bhd

**Task:** To implement a digital signage system that transmits information effectively and efficiently with minimal fuss and effort.

**Solution Highlight:** Gefen Video Over IP solutions (EXT-HD2IRS-LAN-TX / RX), Navori Digital Signage Backbone, Avaya Gigabit switch.

Spanning over 5 million sq. ft. and boasting 8 retail levels, 1 Utama Shopping Centre is one of the largest malls in the world. Nestled in Bandar Utama Damansara, Petaling Jaya, Selangor, Malaysia, the award-winning shopping centre has gone on to redefine the shopping scene since its opening. Some of its industry-first achievements include the Skybridge, a lush tropical Rainforest inside the mall and its Secret Garden, South East Asia's largest rooftop garden.

"Embarking in technology to enhance customer experience is always our target," said Angie Hilda Cutter, Managing Director of 1 Utama Shopping Centre. "1 Utama is one of the first malls in Malaysia to implement digital signage when CRT is still common.

### The Objective

To give its patrons the best of shopping experience, 1 Utama wanted a digital signage system that can deliver the latest promotions messages and event happenings quickly and effectively to its patrons while also providing its tenants a direct platform to broadcast their promotional messages.

Being an industry pioneer in technology adoption, 1 Utama already had an existing digital signage system in place and is

quite familiar with the digital signage system. But because the current system was outdated and needed a lot of maintenance, the management wanted a solution that is robust and user friendly and yet flexible enough for future expansion in other areas without the hassle of laying new signal cables, hacking and other laborious work.

"Since the client began using digital signage many years ago, they understand the hassle of splitting and extending source signals to multiple displays across such big floor space," recalled Jeffrey Yip of JD Molecule. "They wanted a system that was more flexible in expansion, and cost effective in implementation."

## The Solution

The proposed solution is to duplicate the content from the existing signage players without adding additional players or licenses. In the process, JD Molecule proposed using Gefen solution and the client shortlisted the company because of its ease of deployment, setup, configuration and cost-effectiveness.

Using Gefen's Video over IP solution, 1 Utama is able to distribute digital signage content throughout the mall with the addition of just a network point, making the routing of content from various sources easy and flexible.

Key Gefen products used in the project include the sender/receiver units EXT-HD2IRS-TX/RX, where 17 senders and 55 receivers were installed in different wings at different floors.

The Digital Signage system also runs on the Navori backbone, supplemented with 6 units of Avaya 4000 Series Gigabit switch, a fiber optic network backbone and supported by a Lenovo Mini PC Q190E. In terms of displays, JD Molecule has selected 100 units of Panasonic 55" Commercial Display TH-50LFE7.

"The products used are carefully selected and tested before we propose them to the client. Hence, the entire system works smoothly," explained Jeffrey.

## Key Challenge

With more than 5 million square feet of retail space, equipping every corners of the shopping centre with the digital signage

is a challenge both financially and technically mainly due to the hardware and licensing fees and the maintenance cost, but that is not all to the challenges the project team faced.

"One of the major challenge we had would be during the initial setup and testing stage," said Jeffrey. "We need to ensure that the content shown is synchronized on all displays. To achieve that, we had to deploy groups of personnel to monitor the display for various content and sources."

## Client's Satisfaction

So did 1 Utama feels that the installation has met their objective?

"Yes," agreed Angie. "Our objective was to have the latest technology that would provide us with the flexibility of source switching and routing by wings/ floors and by theme. The system does just what we wanted and beyond."

When asked what was their favourite part of the installation, Angie commented the simplicity and user-friendliness of the backend digital signage system, the design of standee and video over IP distribution system were the main highlights.

"Most importantly, the feedback we gathered so far from patrons and tenants have been positive," said Angie. "They are satisfied with the experience and we are glad to have implemented this."

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