

Mid Valley Megamall

looks to CAYIN Digital Signage for Seamless Content Publication

BRIEF PROFILE

Place : Petaling Jaya, Malaysia

Industry : Retail

Solution :

- SMP-2310 x 2

The Mid Valley Megamall, a giant shopping complex sitting at the entrance of Petaling Jaya and Kuala Lumpur in Malaysia, was developed and opened in 1999 by IGB Corporation. The complex comprises a shopping mall, an office tower block, thirty offices, and three hotels.

While the Mid Valley Megamall is a familiar user of PC-based Windows digital signage software, it has expressed experiencing instability and difficulty while publishing content on a Windows platform. For these reasons, the Mid Valley Megamall looks to CAYIN digital signage to provide an enhanced and seamless content publishing system that one, ensures maximum stability, and two, simplifies the remote publishing process.

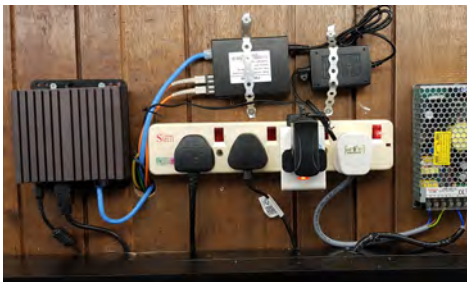


Digital Signage Eradicates Instability and Troublesome Publishing Process

CAYIN digital signage solved prior PC-based content publishing software problems by deploying two SMP-2310 players, one 75-inch Samsung display, and one outdoor LED TV wall. The 75-inch Samsung display was installed in the high traffic common area to promote advertisements effectively. One SMP-2310 player was then installed on top of the 75-inch display and hidden by decorative work. The LED TV wall replaced the PC-based windows digital signage software. It eliminated remote content publishing issues and system hanging problems, especially during the Movement Control Order (MCO), where most staff worked from home and lacked access.

A Smooth Content Publishing System with Consistent Updates

The Mid Valley shop owners were highly satisfied with the results, as their advertisements and promotions could now be consistently and remotely published. CAYIN Digital Solution has significantly reduced shop owner complaints about unstable displays and completely removed visible error messages on the displays. In addition, CAYIN has given time back to Mid Valley employees and reduced their workload through a consistent content publishing system.



Digital Signage Solution Solves Trying PC Issues

SMP-2310, a compact 4K HDMI digital signage player, paired with the Samsung 75-inch display and LED TV wall, turns into two robust and powerful digital signage. The Mid Valley Megamall no longer suffers from the issues of PC-based software and now benefits from a content publishing system that is reliable and trustworthy.



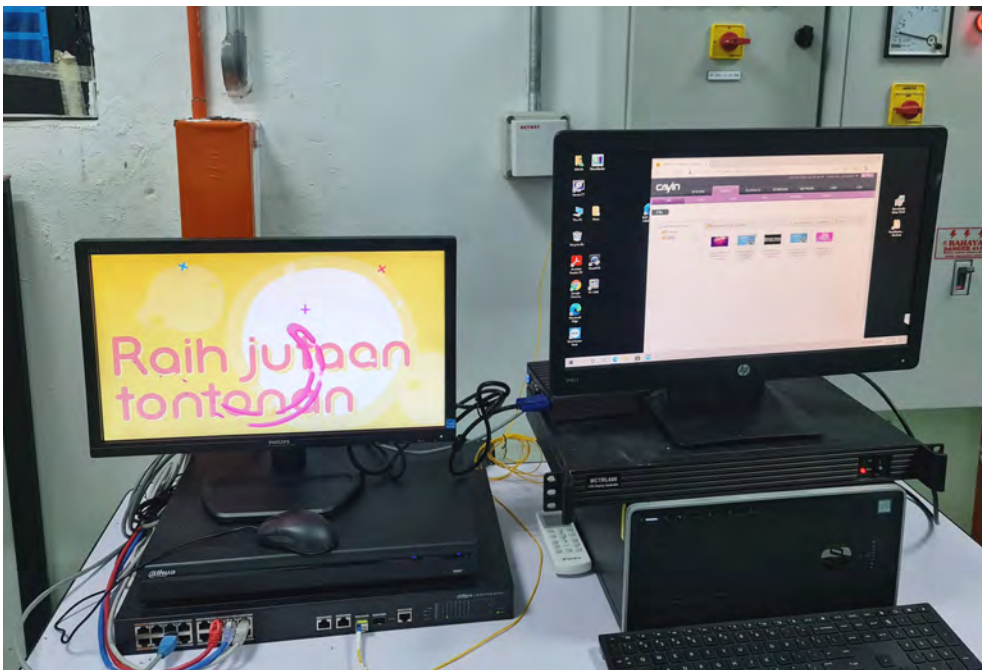
Additional Support from Strass Media and PNSS Tech

Strass Media, a subsidiary of IGB Berhad, is the project owner, while PNSS Tech Sdn Bhd is the display vendor who supplied the 75-inch Samsung Professional Display.

PNSS also help to implement the solution. All the recommendations and solutions they provide emanate from the past business experience and research knowledge.

CAYIN Eliminates Inadequacy with Utmost Expertise

CAYIN's digital signage implementation solved many core issues the Mid Valley Megamall was experiencing under an inadequate and insufficient system. Furthermore, CAYIN even managed to help Mid Valley Megamall save the cost of the setup of the remote digital signage support system by using the TeamViewer feature to connect to the local LAN and support the SMP players via a specific IP address. Under CAYIN's expert guidance, Mid Valley shop owners and employees can redefine content publication.



CAYIN Technology in Brief

CAYIN Technology offers a complete portfolio of digital signage solutions — including media players, servers, and software — that are applicable to various industries, such as education, retail, hospitality, corporate, financial, and public institutions. CAYIN is dedicated to being a reliable partner to its clients worldwide and has successfully set up various application references globally. In order to best facilitate the deployment of CAYIN products, the company also provides tailored services to satisfy the ascending market demand for almost limitless applications.



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