



PREMIUM DIGITAL SIGNAGE



beDIGITAL

[WWW.BEDIGITAL.COM.AU](http://WWW.BEDIGITAL.COM.AU)

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## COMPANY PROFILE

**Be Digital** is a total solution digital signage vendor with an interest in premium networks and creatively-driven digital signage. With an in-house team consisting of animators, designers and developers our company serves as a boutique agency to end-users, digital signage vendors and industry players. We pride ourselves in the quality of our work and strive to pursue valuable relationships that translate to better services.

Be Digital was incorporated in 2001 to spearhead the content development and digital signage implementations of its parent company, Click Grafix. From inception, Be Digital has always believed in harnessing the power of creative content to discover new ways in which ideas and messages can be communicated.

In August 2003, Be Digital was awarded the MSC-status endorsement by the Malaysian Multimedia Development Corporation in recognition of its excellence in digital media. 2006 highlighted another milestone in the company's history, marking the collaborative partnership of CompuRep and Be Digital, uniting the strengths of both companies into one entity. The expansion of the company further cements its place in the industry as a competitive player focussing on digital signage in the Middle East, Asia and today, Australia. The company's achievements include the successful debut of its own network, TehTarik.TV (TTV), a channel that currently runs in more than 12 chains of popular restaurants in over 55 locations across the Klang Valley in Malaysia.

In early 2008 Be Digital began to establish strong affiliations with companies that could complement its core competency. This was soon followed by expansion of the Be Digital brand into the Australian market culminating in the opening of a Sydney branch in Bondi Junction. Such expansion recognised the importance of providing locally-based services to Australian clientele as well as emphasising a continued commitment to local businesses. Independently owned and operated, Be Digital Australia maintains a close connection with the Be Digital International group - the result is a niche service that maintains the quality and standards expected of a globalised corporation.



## PORTFOLIO

Be Digital with its parent company have deployed digital signage solutions in hundreds of different locations. Below is a partial list of end-users.

Country	Client	Project
Australia	Macquarie University	Turn-key solution including large format LED, LCDs, interactive kiosk, content creation and strategic management
	Christian Dior	Implementation of curved video wall and content optimisation
Malaysia	Shell Refining Company	SRC TV channel: Content development and update; project management and deployment of full solution
	Mydin - Supermarket	Outdoor LED advertising system complete solution
Singapore	Suntec Singapore International Convention & Exhibition Centre	Digital signage consultancy and deployment of solution
	SingTel Hello - Mobile Phone Operator	Digital signage software development and training
Saudi Arabia	Saudi British Bank (HSBC)	Digital signage consultancy and software development
	Panda Azizia - Supermarket Chain	Digital signage solution
Philippines	McDonalds	Digital signage consultancy and sale of solution
	Western Union Bank	Digital signage consultancy and sale of software solution
Thailand	King Power International Co. Ltd	Digital kiosk signage for products and marketing information
	Phyathai Hospital Co. Ltd	Digital signage for hospital information and channel rooms
Vietnam	Vietnam Environment Protection Agency	Digital signage software distribution and training
	How Come Entertainment for MRT	Digital signage for advertising in the MRT station