

Mobile Digital Advertising Interactive Touch Screen Real Time Dynamic Content

Target Audience Profile

A world-class venue, Suntec Singapore hosts an average of 1,500 events a year, attracting up to 6 million event visitors.

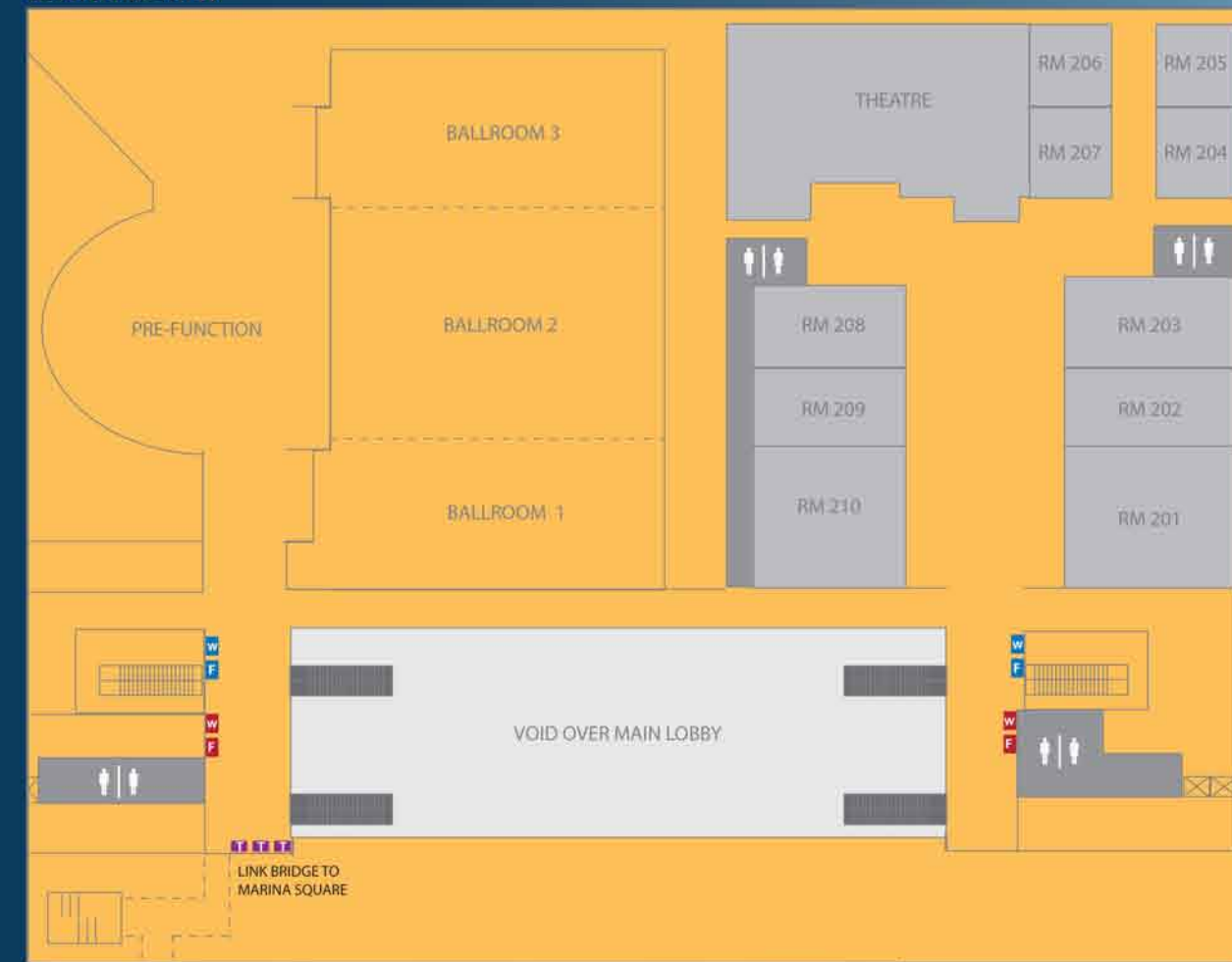
Centrally located in the Marina Bay precinct with offices, hotels, retail outlets and tourist attractions in the vicinity, we have the potential to reach over 2 million consumers monthly comprising:

- PMEBs (Professionals, Managers, Executives, Businessmen)
- Families
- Youths
- Expatriates
- Business visitors
- Shoppers
- Tourists

What does Touchpoint offer to the Advertiser?

- Showcases your campaign in eye-catching, crystal clear multimedia format.
- Dynamic content allows your campaign to be more targeted with contextual ad placements.
- Engages your target audience and strengthens your brand message with interactive touch screen interface.
- Offers creative solutions to suit your campaign objectives with a variety of advertising formats.
- Ease of mobility allows you to deliver your brand message where it matters most – wherever your target audience is!
- Electronic content management system facilitates time sensitive artwork changes at minimal production costs.

Location (Level 2)



Content Format

Please provide your ad content in the following formats:

Images:

- JPG, PNG, BMP, GIF (Non animated and animated) or TIF format

Animation:

- SWF format

Videos:

- WMV, AVI, MPG, MPEG or FLV format

Dimensions:

- Full screen ad (Portrait): 1080 (W) x 1920 (H) pixels. (Recommended resolution: 1080p)
- Banner ad: 1070 (W) x 507 (H) pixels. (Recommended resolution: 1080p)

For enquiries on Touchpoint advertising, please contact:

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touchpoint
Interactive Digital Advertising

The screen displays the following information:

touchpoint
27 December Monday
09:18
Brought to you by TAG:ROUTE
World Times

Suntec SINGAPORE
International Convention & Exhibition Centre

TODAY'S EVENTS		TOMORROW'S EVENTS	
EVENT NAME	LOCATION	BEGIN	END
Business Preview	Level 2 Room 203	09:00	11:30
Cisco Summit Singapore 2011 - Registration	Level 3 Room 301-306	08:00	09:00
Cisco Summit Singapore 2011 - Tech Byte	Level 3 Room 301-306	09:00	18:00
IDA: GCIO Service Delivery Framework Training	Level 3 Room 309	08:30	17:00
IDA: Interview Architect Workshop	Level 3 Room 307	09:00	12:00
IDA: OM 2 - Navigating GCW	Level 3 Room 308	08:30	13:00
Mosaic Ministries Ltd Friday Night Service	Level 2 Room 208-209	19:00	22:30

MORE EVENTS

Advertisement: A TRUE LEADER PUTS JOY ON THE AGENDA. Brought to you by CNN.com: Breaking News, World, Weather, Entertainment.

Suntec Singapore presents Touchpoint, a new touch screen signage that enhances the visitor's experience with interactive navigational features as well as real time information and content presented in rich multimedia format.

Strategically located at areas with high human traffic, our 20 Touchpoint screens offer marketers creative and flexible digital advertising platforms to reach out to their target audience.

