



Suntec
SINGAPORE
International Convention &
Exhibition Centre

MEDIA RELEASE

Suntec Singapore Launches One of Asia's Largest Outdoor LED Displays

Singapore, 22 May 2006 – Rush hour in Singapore's Marina district is about to get more interesting. Suntec Singapore International Convention and Exhibition Centre (Suntec Singapore) has launched its brand new E-Board, marking another milestone as one of Asia's largest outdoor LED displays.

Pedestrians and motorists will not only see a bigger E-Board, which displays stunning picture quality, they will also hear it. Strategically located at the prime junction of Nicoll Highway and Raffles Boulevard, the E-Board's crisp sound would be audible from across the road even during peak hours.

"The new E-Board will revolutionize the way people and advertisers see outdoor displays," said Warren J Buckley, CEO of Suntec Singapore." We want to create a platform to reach out to thousands of event attendees and public visitors."

Suntec Singapore's brand new E-Board, visible from miles away, measures 13.9m by 10.6m, displaying 433 trillion colours, with a resolution of 282,112 pixels.

The brand new E-Board, which is also Singapore's largest full colour LED display, will reach to more than 120,000 pedestrians and vehicle passengers daily.

- End -

About Suntec Singapore

Suntec Singapore is a world-class venue located in the heart of Asia's most integrated meetings, conventions and exhibitions hub. With 100,000sqm of floor space on six levels, this award-winning facility can cater to events from 10 to 12,000 persons. In addition, Suntec Singapore - Asia's Convention City offers direct access to 5,200 hotel rooms, 1,000 retail shops, 300 restaurants and the region's new centre for the performing arts, Esplanade-Theatres on the Bay. While only 20 minutes from Changi International Airport, Suntec Singapore is conveniently located adjacent to the Central Business District and just minutes from the city's entertainment and cultural attractions.

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