

Jakarta, 28 February 2013

## Kereta Api signs DA4RID contract for Surabaya, Malang and Yogyakarta Railway Stations

Monday 25 February 2013 Commercial Director of PT. Kereta Api Indonesia Mr. Sulistyو Wimbo Hardjito and PT. Delphi Utama President Mr. Wido Rahardjo signed the contract for the installation of Digital Advertisement for Railway Information Displays (DA4RID) in five major railway stations in three cities on Java Island, Indonesia.

The railway stations that will be installed are Surabaya Pasar Turi, Surabaya Gubeng, Malang, Yogyakarta Tugu, and Yogyakarta Lempuyangan. A total of 25 displays size 46 inch will be installed at station entrances, ticket counters, waiting areas, and ticket control points. The DA4RID installation for these stations is now in progress and is expected to be operational by June 2012.



With these new installations DA4RID has reached coverage of more than 300,000 daily passengers, or around 110 million annual passengers. With an average efficiency of more than 60%, the medium is becoming an attractive digital innovation for advertisers who aim to launch large scale campaigns to a broad spectrum of demographical groups.

QSi Holding Limited together with partnership with PT. Delphi Utama prepare for expansion in Kereta Api train stations in 2013 to achieve coverage of more than 400 million annual train passengers.



### DA4RID

The product name DA4RID stands for Digital Advertising for Railway Information Displays. DA4RID is a hybrid media system that combines the concept of digital advertising with the service of providing railway passengers with accurate train information. The system is included in our railway service and delivered either as an add-on to the existing Railway Information Display System (RIDS) or as a stand-alone product.

In a 2010 independent investigation PT. Mindspace concluded that more than 60% of the station visitors consciously or unconsciously take notice of the DA4RID displays. Other QSi Holding Products are listed below.

## DU-QSi Indonesia

PT. Delphi Utama (DU) and QSi Holding Limited (QSi) entered into a long term partnership in February 2009, with the purpose to promote QSi media products throughout Indonesia. Together DU and QSi combine the highest technical quality with installation capacity and state of the art software. This combination of skills guarantees property owners and media buyers the quality exposure that boosts their effectiveness and image. For more information please visit the website [www.du-qsi.com](http://www.du-qsi.com).



## QSi Holding Limited

QSi Holding Limited is a media technology company that is based in Hong Kong S.A.R. The company emerged in 2008 as the result of a joint venture between Querendo Limited from Hong Kong and System Integration Air Traffic Management AB (also known as Si ATM) from Sweden.

The two companies Querendo and Si ATM together host a wide range of expertise from different disciplines and their combined knowledge and experience enables QSi to be competitive in markets that are both complex and dynamic. QSi have currently developed four main products:

- DA4FID - Digital Advertising for Flight Information Displays (out-door)
- DA4RID - Digital Advertising for Railway Information Displays (out-door)
- The Terminal - Digital Advertising for Hospitality Sector (in & out-door)
- The Central - Digital Advertising for Commercial Sector (out-door)

For more information please visit the website [www.qsi-holding.com](http://www.qsi-holding.com).

## PT. Delphi Utama

PT. Delphi Utama is the legal representative and partner of QSi Holding Limited in Indonesia since January 2009. The Indonesian company started its operation in 1975 as supply and installation of security, laboratory, electronics, and telecommunication equipment. In 2009 it expanded its business into media solutions to respond to growing market opportunity. For more information visit the website [www.delphiutama.com](http://www.delphiutama.com).