



Press Release

Jakarta, 03 October 2011

DA4RID Live on Gambir and Bogor Stations

Since 20 September 2011 both Kereta Api stations Bogor and Gambir are operating DA4RID. They are the second and third train station to be operational, after Jakarta Kota that served as pilot station since September 2009.

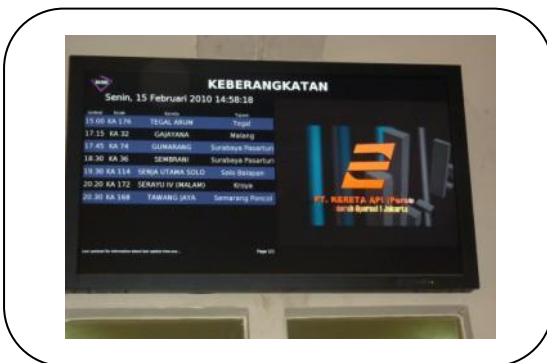
Gambir is the largest long distance station in central Jakarta, where every day more than 12,000 passenger depart with business class or executive class trains to cities in Java island. A total of 12 displays of 46 inch has been installed in the north and south lobbies, above all ticket counters, and in the first floor waiting area.



Bogoro is the largest commuter station outside Jakarta, with every day more than 35,000 passengers departing in economy class for Depok or Jakarta. A total of 4 displays of 46 inch has been installed in the central lobby as well as above ticket counters. One projection banner of 4.30 x 1.70 meter is placed clearly visible in the lobby.

With these new installations DA4RID has reached coverage of more than 74,000 daily passengers, or 27 million annual passengers. With an average efficiency of more than 50%, 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 2012 to achieve coverage of more than 150 million annual train passengers.



DA4RID

The product name DA4RID stands for Digital Advertising for Railway Information Displays. DA4RID is a hybrid 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.



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In a 2010 independent investigation PT. Mindspace concluded that more than 50% of the station visitors consciously or unconsciously take notice of the DA4RID displays. Other QSi Holding Products are listed below.

DU-QSi

PT. Delphi Utama (DU) and QSi Holding Limited (QSi) entered into a partnership in January 2009, with the purpose to promote QSi media products throughout Indonesia. Together DU and QSi combine technical quality with installation capacity and supplier abilities. A combination that guarantees property owners and advertising companies the quality displays that boosts their image and exposure.

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-door)
- The Central - Digital Advertising for Commercial Sector (out-door)



For more information visit the website www.qsi-holding.com or contact us via the details below.

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, radiation, 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.

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