



Press Release

Jakarta, 01 December 2011

First *The Central* Contract for Supermal Karawaci, Tangerang, Indonesia

On the 29th of November 2011 PT. Delphi Utama President R.H. Wido Rahardjo signed the first "The Central" contract on behalf of DU-QSi, with PT. Supermal Karawaci Managing Director Heru Nasution.

DU-QSi has obtained media rights in Supermal Karawaci, and will provide the Digital Media System *The Central* including infrastructure equipment and Media Management software, operating on 40 displays connected via broadband infrastructure throughout the mall.



The Central software combines content information, recorded or streaming events, or television entertainment with digital advertisement. Installation in Supermal Karawaci is the first step in a DU-QSi strategy to expand *The Central* installations throughout Indonesian shopping malls over the coming years.

Supermal Karawaci is one of the largest shopping malls with on average more than 50,000 visitors per day, or over 18 million passengers annually. In total more than forty displays will be installed throughout the ground and first floor, where entrances and foodcourt and main corridors are all covered. The displays will be connected with fibre optic network cabling to guarantee Full High Density live or media broadcasts.

With this first *The Central* installation, QSi Holding introduces its fourth product launch since the start in 2008 of *The Terminal* as indoor hospitality operations in Dubai and Abu Dhabi, United Arab Emirates, *DA4RID* train stations operations in 2009 in Jakarta, Indonesia, and *DA4FID* airport operations starting in December 2011 in Batam, Indonesia. With an average efficiency of more than 80%, *The Central* as digital advertisement medium will become an attractive innovation for advertisers who aim for a high income spectrum of demographical groups.

QSi Holding Limited together with partnership with PT. Delphi Utama prepare for *The Central* expansion in Indonesia shopping malls in 2012 to achieve coverage of more than 100 million annual mall visitors.



The Central

The product name *The Central* stands for a hybrid viewer for Digital Advertising on Public Media Displays combined with schedule or directory information and entertainment to mall visitors. The software provides dynamic

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scheduling services and can be tailored to specific demands of shopping malls or public places.

PT. Supermal Karawaci

Supermal Karawaci is one of the largest malls in Indonesia, both in terms of commercial space as well as annual visitors. More information can be found on their website:

www.supermalkarawaci.com.



Supermal Karawaci, Tangerang

DU-QSi Indonesia

PT. Delphi Utama (DU) and QSi Holding Limited (QSi) entered into a long term partnership in January 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.

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.

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.

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