



Introduction to QSi Holding

By

Eugene Tuinstra, CEO

Kim Silander, Director Sales & Marketing

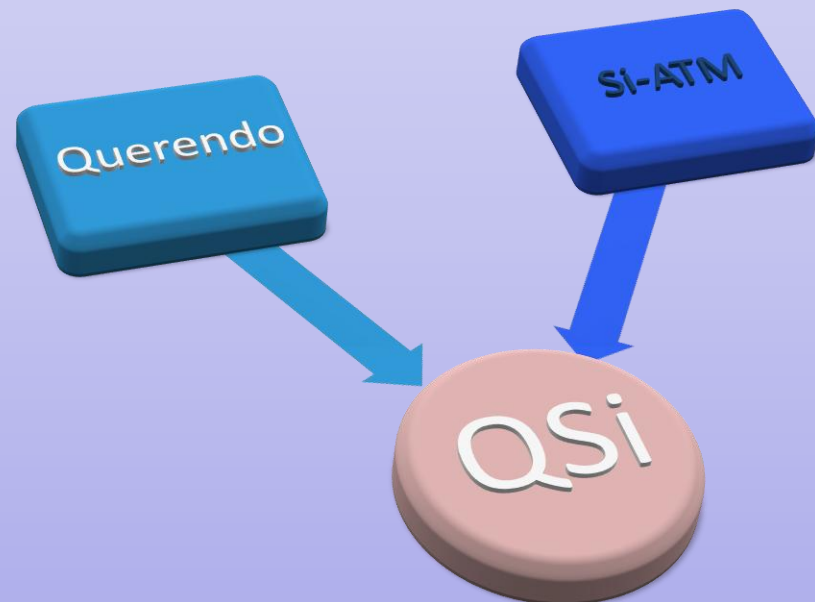
Fajar Rahardjo, VP Business Development (DU)



What is QSi Holding?



- A Hong Kong based joint venture company between Querendo Limited and Si ATM AB.
- Represented by PT. Delphi Utama in Indonesia





What is Querendo?



- Dutch company founded in Amsterdam in 1999
- Originally software developer
- Move to Hong Kong in 2007 for operations in Asia
- Exploitation of media solutions integrated into information systems





What is Si ATM?



- Swedish company in Stockholm founded in 1981
- Developer Role in QSi Holding
- Developer *Air Traffic Management* systems worldwide for safety critical applications
 - Air Traffic Control Systems
 - Radar & 3D Tower Air Traffic Control Simulators
 - Controller Pilot Data Link Communication (CPDLC)
 - DA4FID, DA4RID, The Terminal & The Central



www.siatm.com



Vision: Combine!



THE TERMINAL Singapore Changi T-1 | Departure Fri, 25 Sep 2010 | 17:58

Flight #	Destination	Time	Status
BA15	Sydney	20:05	Cancelled
PG962	Bangkok	20:10	On Time
AF8046	Bangkok	20:10	On Time
QF10	Melbourne	20:15	On Time
JQ58	Cairns	20:20	On Time
AK722	Kuala Lumpur	20:20	On Time
QZ8497	Bali	20:30	On Time
GA835	Jakarta Soekarno-Hatta	20:35	On Time
3K537	Phuket	20:35	On Time
FD3506	Bangkok	20:40	On Time
VF505	Jakarta Soekarno-Hatta	20:40	On Time
QZ7791	Jakarta Soekarno-Hatta	20:55	On Time
TG410	Bangkok	21:00	On Time
OS8610	Bangkok	21:00	On Time
QF52	Brisbane	21:05	On Time
CX711	Colombo	21:25	On Time
BG85	Dhaka	21:25	On Time
AK716	Kuala Lumpur	21:40	On Time
CI751	Surabaya	21:45	On Time
JQ62	Melbourne	21:55	On Time

Page 1 of 4

Media Space

Widget Space

Messaging Space

For delayed flights please confirm by calling the Flight Enquiry Hotline 1800 542 4422



Mission



WHAT?

- Achieve **Passenger Comfort** by providing **Reliable Flight Information**
- Enable **Media Access** to **Passenger Audience**

HOW?

- Apply Knowledge and Quality into System Integration for Air Traffic Management



Products



- Development of **media solutions integrated into information systems** with a high technological barrier.
- Provision of **content generating need based media**.
 - Transport Sector:
 - **DA4FID**: Digital Advertising for Flight Information Displays
 - **DA4RID**: Digital Advertising for Railway Information Displays
 - Hospitality Sector:
 - **The Terminal**: Flight Information for Hotel television channel
 - Commercial Sector:
 - **The Central**: Media Centre for shopping malls & public locations



The Terminal



THE TERMINAL Singapore Changi T-2 | Departure Fri, 25 Sep 2010 | 17:58

Flight #	Destination	Time	Status
BA15	Sydney	20:05	Cancelled
PG962	Bangkok	20:10	On Time
AF8046	Bangkok	20:10	On Time
QF10	Melbourne	20:15	On Time
JQ58	Cairns	20:20	On Time
AK722	Kuala Lumpur	20:20	On Time
QZ8497	Bali	20:30	On Time
GA835	Jakarta Soekarno-Hatta	20:35	On Time
3K537	Phuket	20:35	On Time
FD3506	Bangkok	20:40	On Time
VF505	Jakarta Soekarno-Hatta	20:45	On Time
QZ7791	Jakarta Soekarno-Hatta	20:55	On Time
TG410	Bangkok	21:00	On Time
OS8610	Bangkok	21:00	On Time
QF52	Brisbane	21:05	On Time
CX711	Colombo	21:25	On Time
BG85	Dhaka	21:25	On Time
AK716	Kuala Lumpur	21:40	On Time
CI751	Surabaya	21:45	On Time
JQ62	Melbourne	21:55	On Time

Page 2 of 4



London	Sydney	New York	Singapore
1:58 pm	12:58 pm	8:58 pm	5:58pm

Singapore Stock Market ▲ SGX 7,600 +0.070 3,939

For delayed flights please confirm by calling Singapore Changi Flight Enquiry Hotline 1800 542 4422



Over 60 4-star & 5-star hotels in U.A.E. use The Terminal



The Central





DA4FID



DEPARTURES

Friday, 12 Jun 2009 1:21:10

Schedule	Flight	Destination	Check In	Gate	ETD	Remark
11:00	SQ 123	SINGAPORE	10 - Closed	8	12:15	Cancelled
13:05	SQ 943	SINGAPORE	8 - Closed	4	13:25	Gate Open
13:50	MH 714	KUALA LUMPUR	8 - Open	12	13:50	Gate Open
14:05	GA 726	PERTH	1 - Open	2	14:05	Gate Open
14:25	AK 363	KUALA LUMPUR	7 - Open	17	14:25	Gate Open
15:00	PBI 173	PERTH	19 - Open	14	15:00	
15:30	CI 772	TAIPEI	20 - Open	14	15:30	
16:00	GA 840	SINGAPORE	1		16:00	
16:00	QZ 8394	KUALA LUMPUR	3		16:00	
16:05	CX 784	HONG KONG	18		16:05	
16:15	BR 256	TAIPEI	10 - Open		16:15	

ARRIVALS

Friday, 12 Jun 2009 1:13:55

Schedule	Flight	Origin	Gate	Beh/State	ETA	Remark
06:00	JT 8381	MATARAM	4	1 - [OK]	06:00	Landed
06:50	JT 8560	YOGYAKARTA	7	1 - [OK]	7:00	Landed
07:05	JT 8221	BANJARMASIN	19	2 - [OK]	07:05	Landed
07:15	MZ 616	BANDUNG	16	3 - [OK]	07:15	Landed
07:20	GA 302	JAKARTA	10	4 - [OK]	07:20	Landed
07:25	JT 387	SALEBAHAN			07:25	Cancelled
07:30	JT 691	KUPANG			8:00	Delayed to 8:00
07:30	SQ 170	BANJARMASIN			07:30	
					08:10	
					08:20	
					09:25	

AirAsia.com ALL INTERNATIONAL
ECONOMY

QZ 7603
To: Bandung
Time: 21:30
Gate: T11

Bandung Weather: 21°C Sunny with clear skies

20:30 Sunday 25th of Jan 11:28

Mr. Asep Wijaya, contact the information de



DA4RID



- **DA4RID™**

- Installed in Jakarta Kota Station
- DA4RID 2.0 Jan 2010 (Netcentric version)
- DA4RID 2.1 (with prayer time) Aug 2010.
- More stations to come





Installation Kota Jakarta



Technical Facts

Display: 10 units 52" LCD Displays (Sharp Pro line)

Resolution: Full HDMI (1920 x 1080px)

Location: Above ticket counters & in front of waiting area.

Security: Cisco Network and UPS Power

Media space: Media Zone (800 x 600px) + Scrolling text area

Media Support: Movies (i.e. Mpeg), Pictures (JPEG, PNG etc.) and Live Stream



Media Management



QSI Media Management System

Back to campaigns

Time schedule was reserved

ProductX / Campaign Schedule

- Time schedule
- Campaign type
- Start date:
- End date:
- Timeslot length
- Number of views
- Exclude timebands

QSI Media Management System

Back to desktop

ProductX / Campaign Dashboard

23%

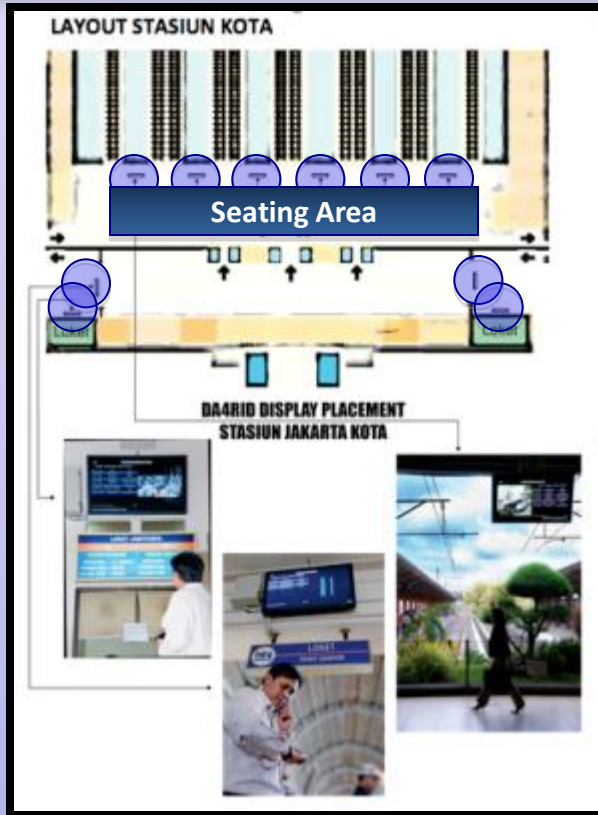
Description ▲ Timeslot length: 30 seconds Number of views: 1080

Description:

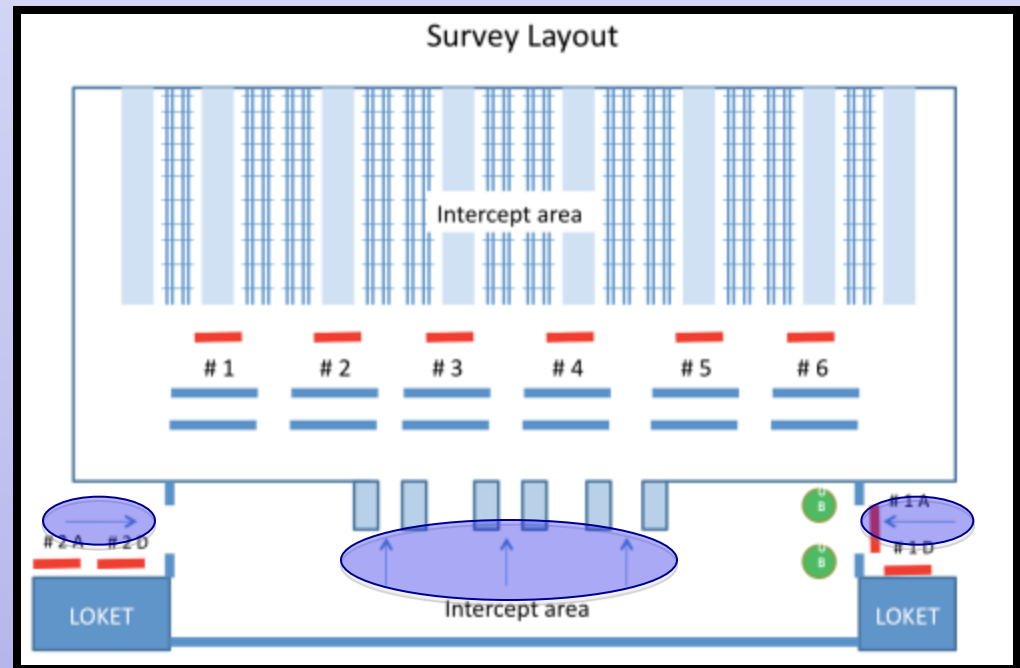
This is the ProductX campaign 30 second commercial be played on all displays 6 times an hour. The length of the campaign is 15 days starting on April 1st, 2010.



DA4RID Kota Jakarta

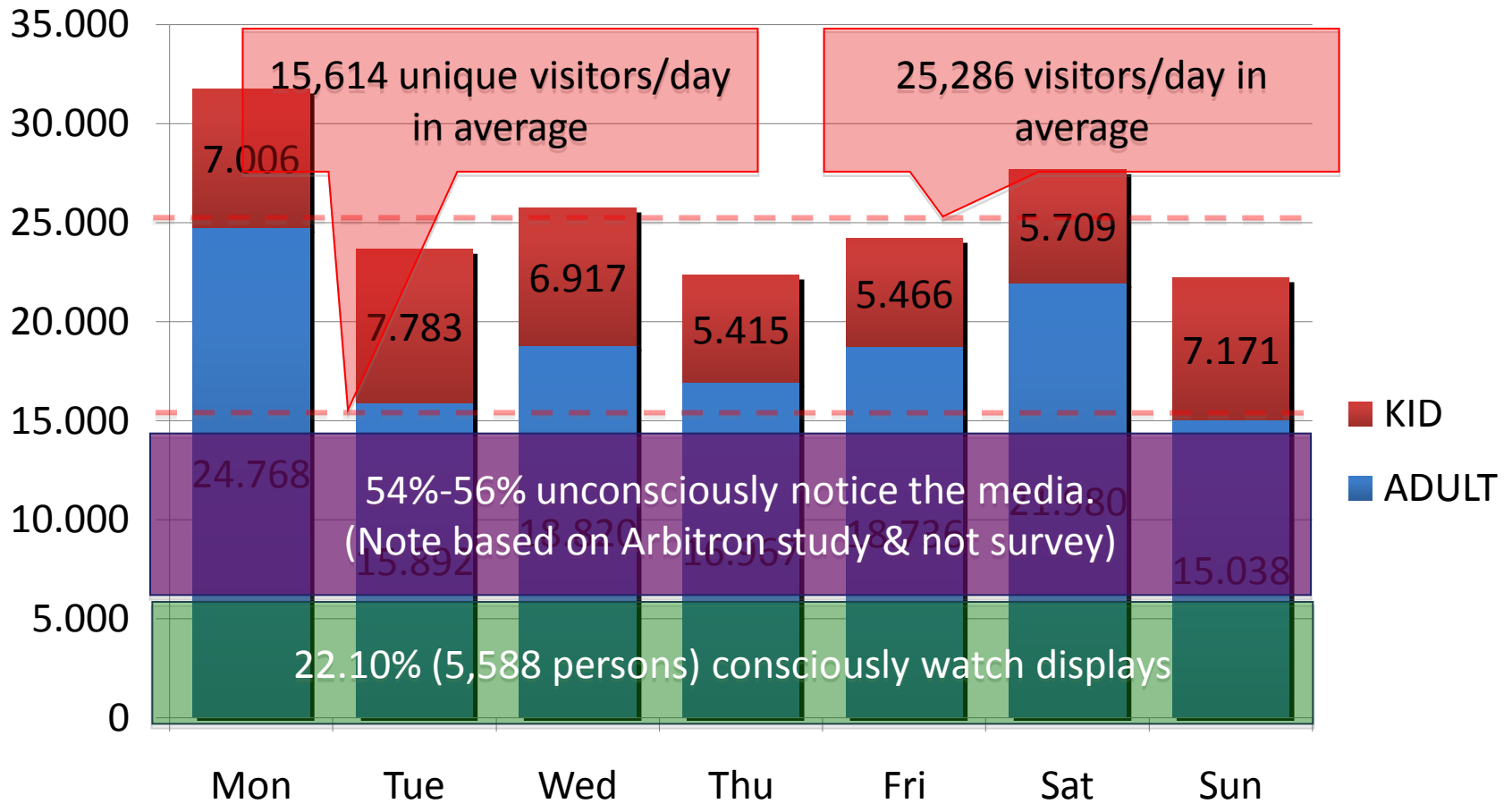


Independent survey by Mindspace



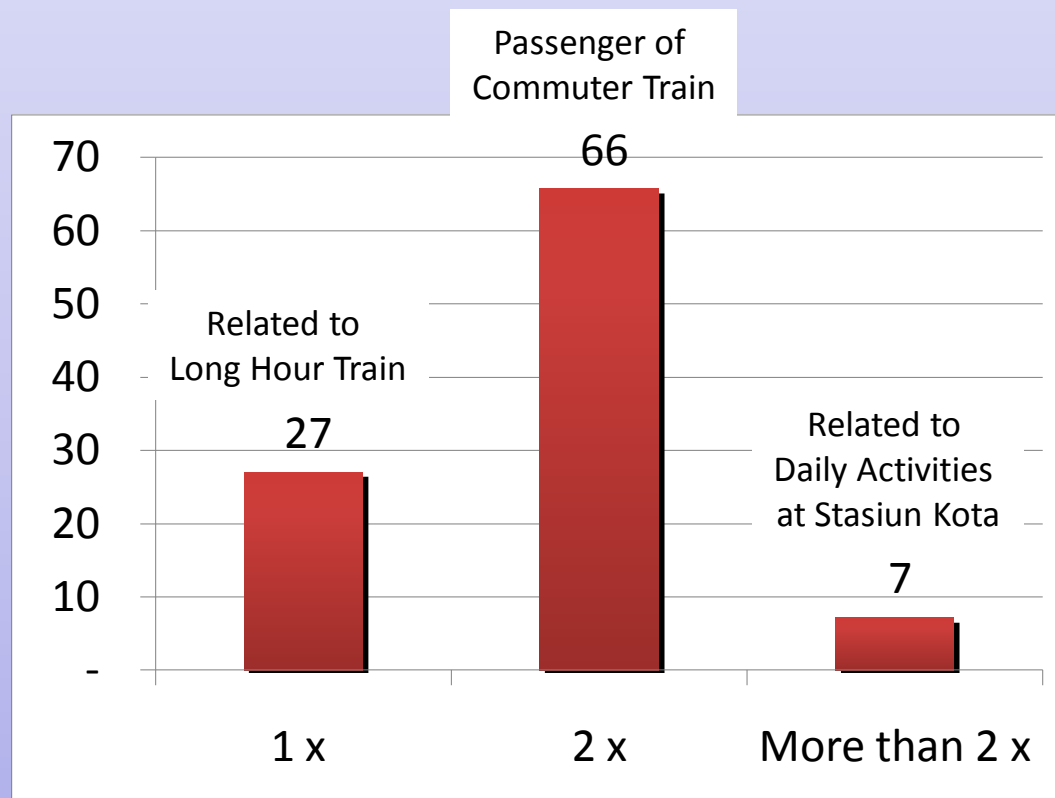


Demographics Kota Jakarta



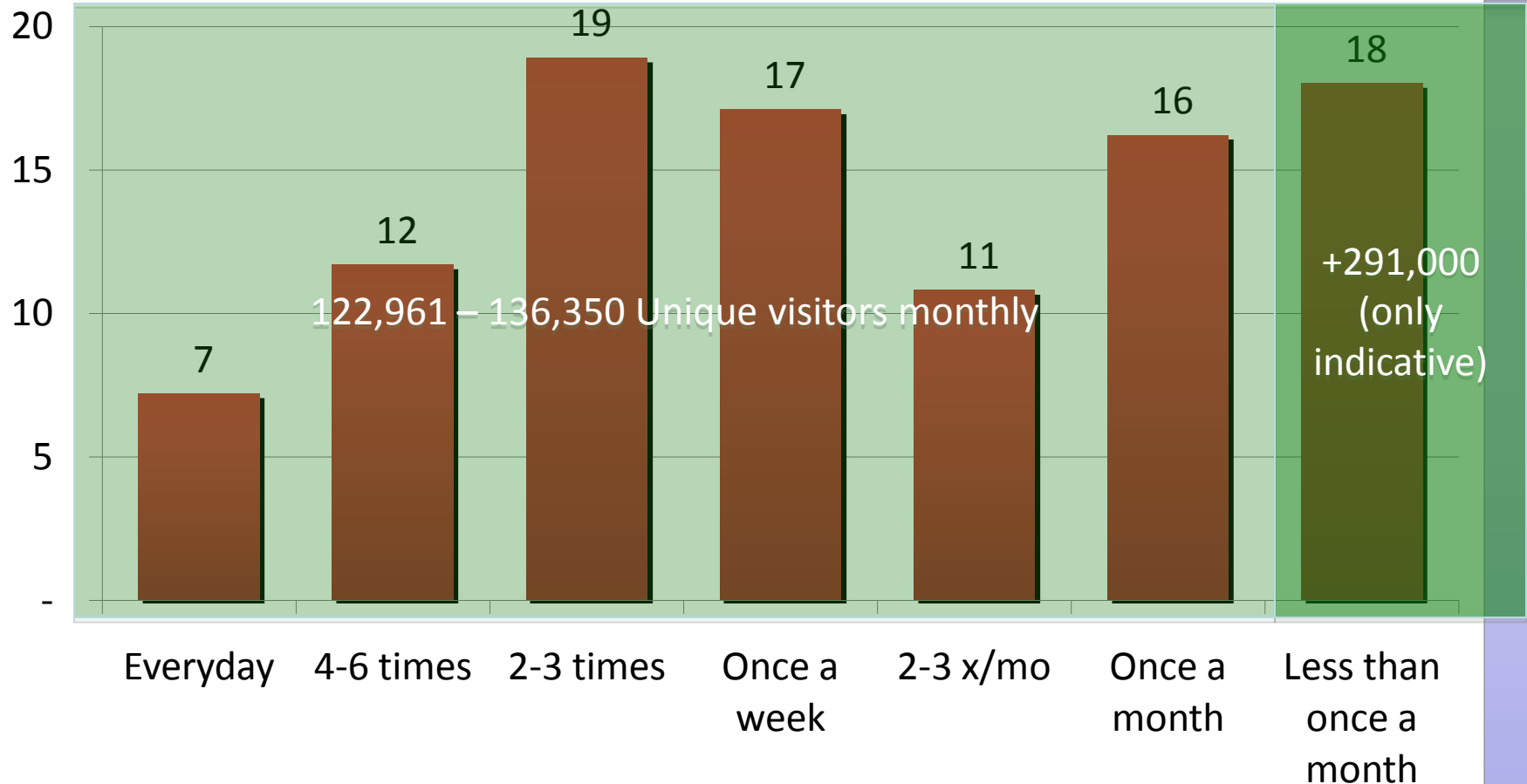


Demographics Kota Jakarta



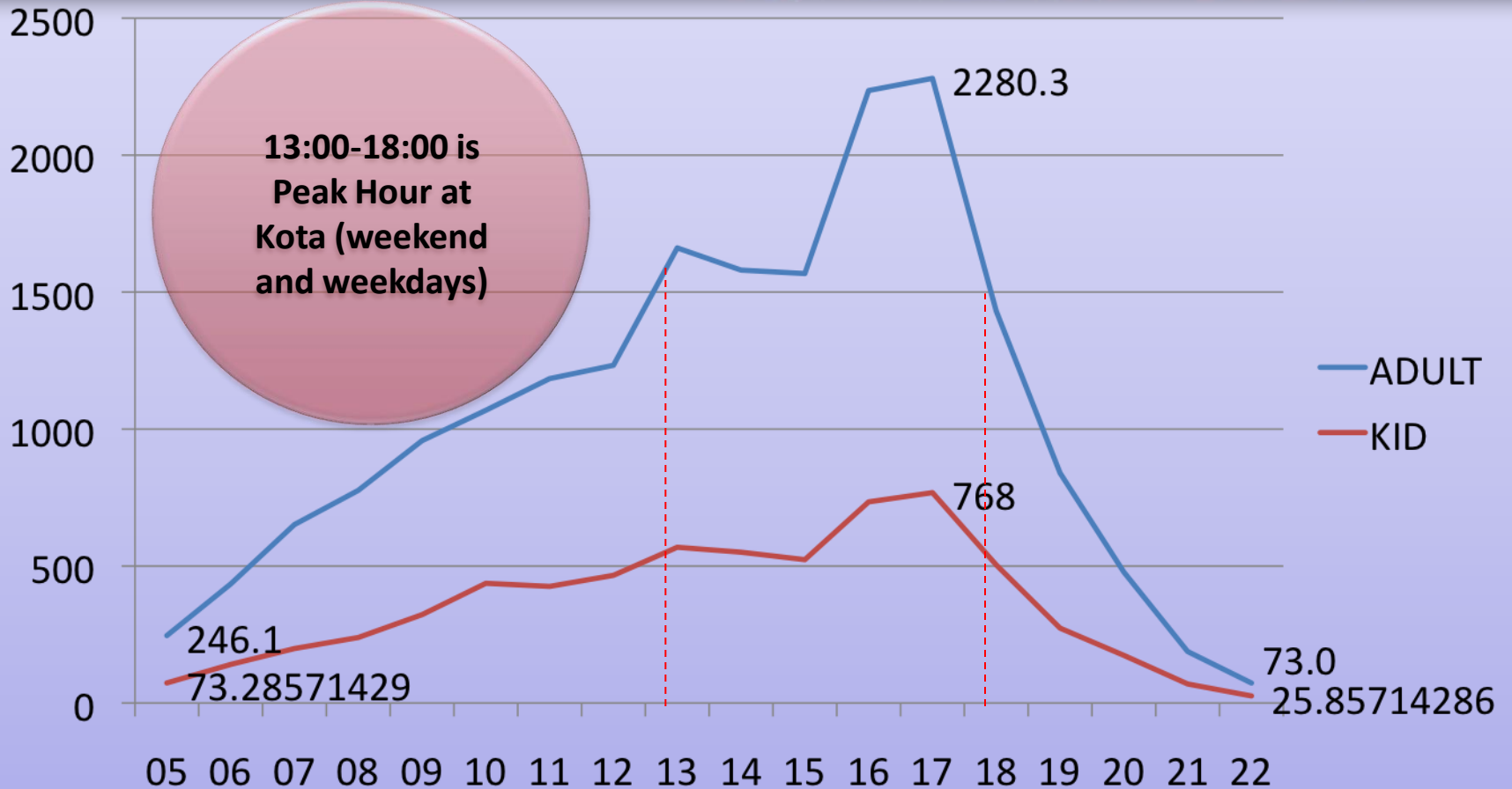


Demographics Kota Jakarta





Traffic Density





Demographics Kota Jakarta



Gender



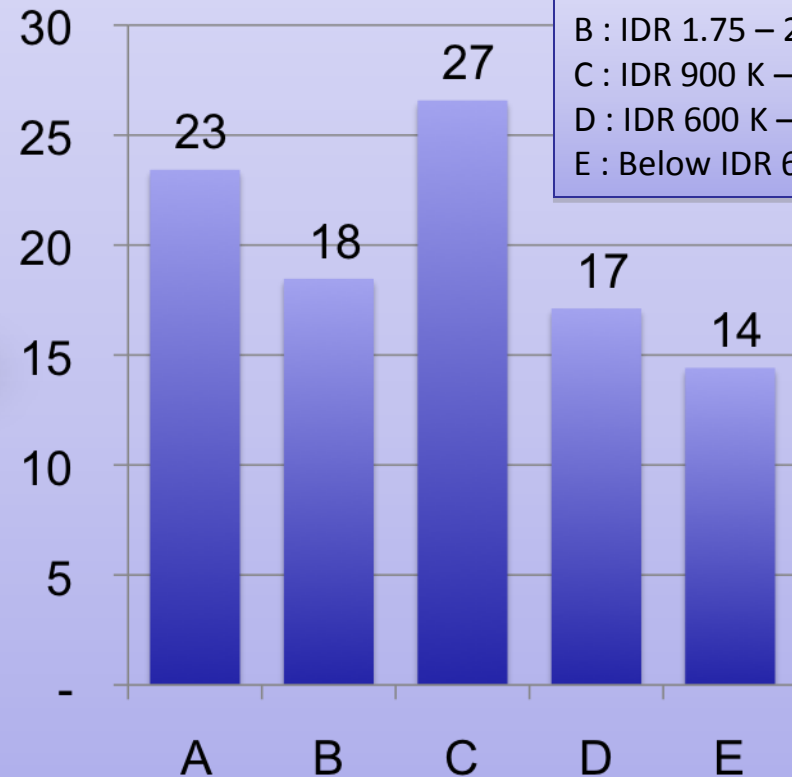
61.4%



38.6%

Senior Citizen	16.80%
Adult	66.90%
Kids, Youth	16.20%

SEC



Monthly H/H Expenditure

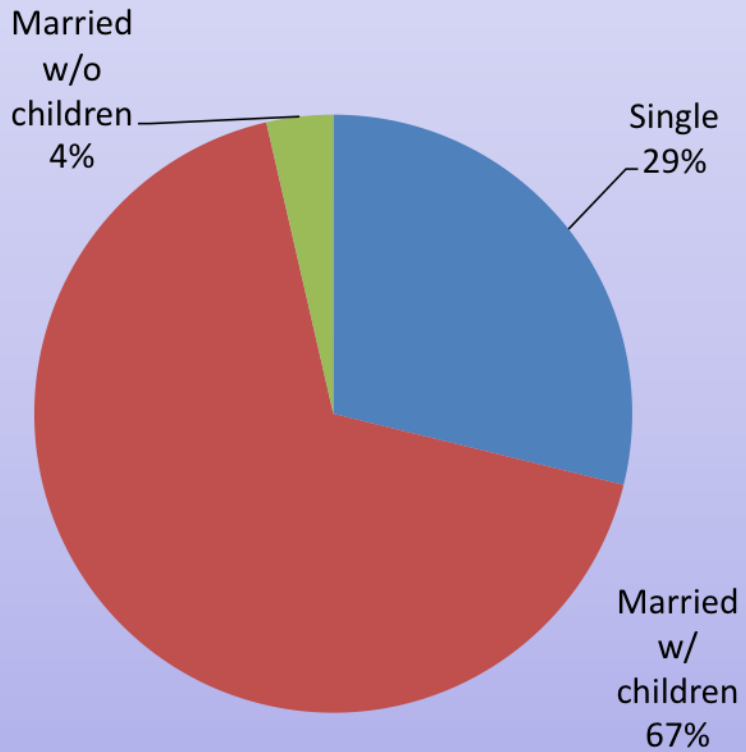
A : IDR 2.5 mio +
B : IDR 1.75 – 2.5 mio
C : IDR 900 K – 1.75 mio
D : IDR 600 K – 900 K
E : Below IDR 600 K



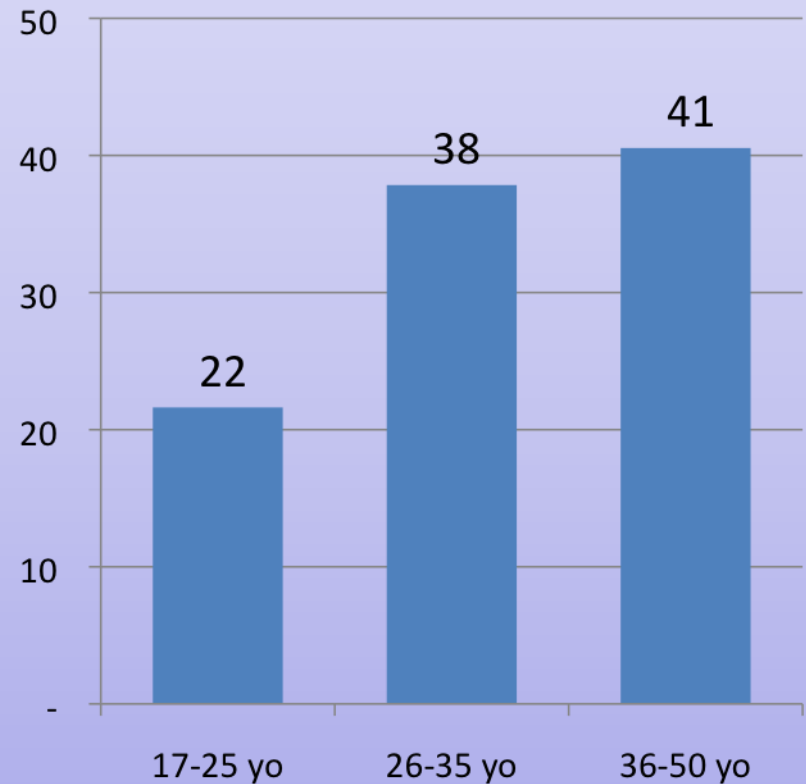
Demographics Kota Jakarta



Marital Status



Age Group

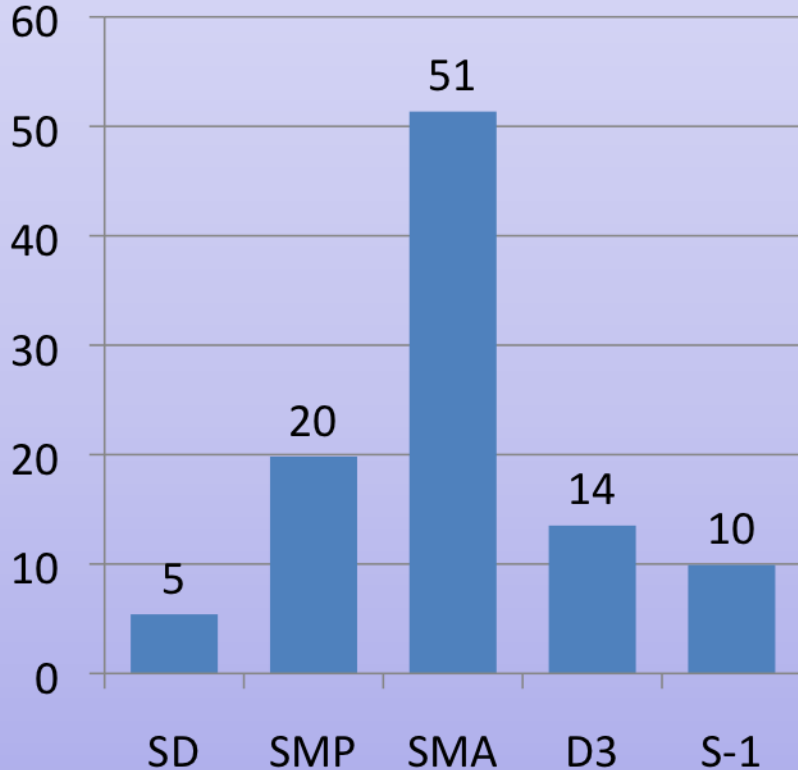




Demographics Kota Jakarta



Educational Background

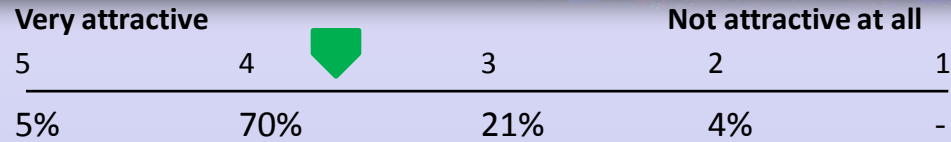


Occupation

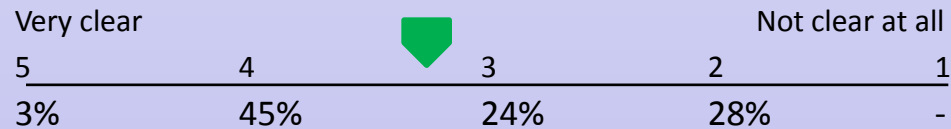
	%
White Collar	22
Students	20
Housewife	17
Blue collar	14
Entrepreneur	14
Professional	5
Army / Police	1
Not working/seeking for job	6



Public Opinion DA4RID

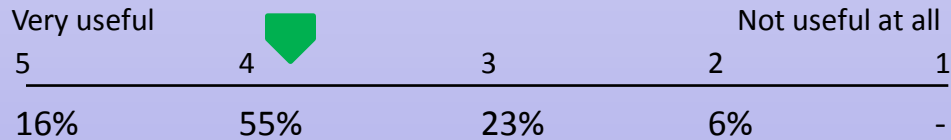


Overall opinion on Font Type and Size

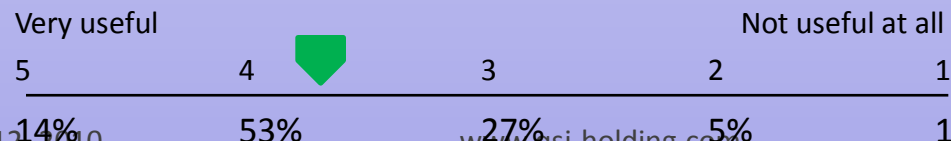


Overall opinion on Train Schedule Info at DA4RID

: Mean score value



Overall opinion on Ad Info at DA4RID





Jakarta Kota Advertising Rate

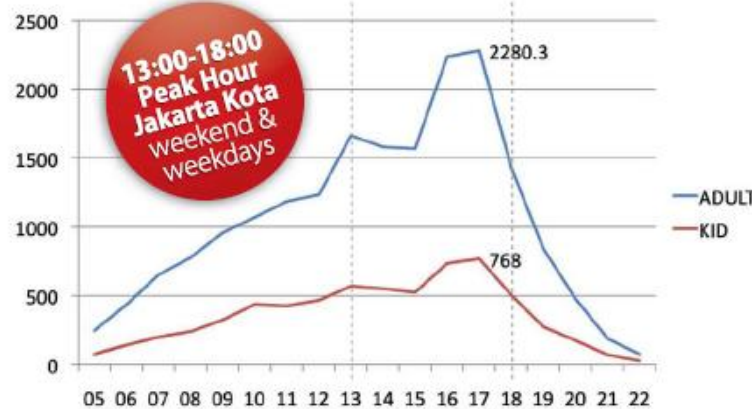
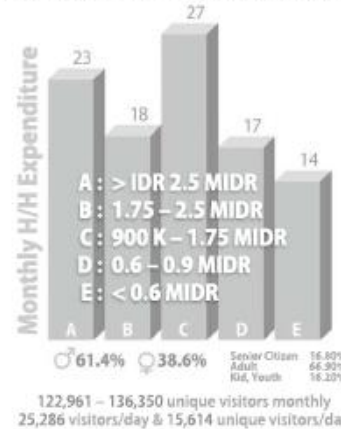


Price per month for 204 showings daily i.e one showing every 5 minutes for 17 hours/day (operational hours).

15 second slot - CPM	IDR 6,900,000 IDR 8,122
30 second slot - CPM	IDR 12,650,000 IDR 14,889
45 second slot - CPM	IDR 17,250,000 IDR 20,303
60 second slot - CPM	IDR 20,700,000 IDR 24,364

Special Campaign Types

- For "Time Exclusive" add 50% to the price.
- For 1 year campaign a 20% discount apply.



For any further enquiries call +62 21 3143044 or email media@du-qsi.com

*Gross price (excluding PPN) valid until 31-12-2010 whereas price validity period may be adjusted without prior notification.



Indonesia Roadmap



PAST

September 2009 to July 2010

- ✓ Launched DA4RID (railway system)
- ✓ Upgraded DA4RID System
- ✓ Implemented a new Media Management System

PRESENT

July 2010 to December 2010

- ✓ Launch New Media Management System
- ✓ Identify Media Partner
- ✓ Implement Prayer Time Widget
- ✓ Hardware upgrade (for improved stability)

FUTURE

Future: December 2010 onwards

- ✓ Contract first airport in Indonesia
- ✓ Implement DA4FID (airport system)
- ✓ Possibly launch the Terminal (hotel system)



www.qsi-holding.com



Kim Silander

Executive Director Marketing & Sales QSi Holding
Room 1206-07, New Victory House
93-103 Wing Lok Street, Central
HONG KONG S.A.R.

E-mail: kim@qsi-holding.com

Office: +852 8199 0554 **Mobile:** +62 858 8050 9972

Fajar Rahardjo

VP Business Development PT. Delphi Utama
Jl. Cimandiri No. 6, Cikini,
10330 Jakarta Pusat,
INDONESIA

E-mail: frahardjo@du-qsi.com

Office: +62 21 314 3044 **Mobile:** +62 855 882 7778

THANK YOU!