

Contents

Corporate Profile

2

Content Management

4

InnoView™ SIV2000 Digital Content and Distribution Management

CyberView®

6

CyberView® Industrial Grade Illuminated-Display - LED, VFD

LiftView™ LED Display Modules designed for lift lobbies and lift cabins

TaxiView™ Outdoor Display Advertising and Infotainment Display System

BusView™ Outdoor Display Advertising and Infotainment Display System

Flip-Disk™ Hybrid LED-enhanced display designed for outdoor use

Touch'N-GO™

8

STK1600 Kiosk with 27" Interactive surface which accommodates 18" LCD

STK1800 Kiosk with 40" Interactive surface which accommodates 18" - 23" LCD

STP2400 Convert your existing 20" to 61" Plasma/LCD into Interactive Screen

STW2300 Turn your showcase window into an interactive display experience

Clientele

12

SIRIUS

The Display Innovator

COMPANY

Sirius International (Hong Kong) Limited (Sirius) has been providing Digital Signage and Multimedia solutions to a broad range of customers throughout Hong Kong since 1998 and, as we go from strength to strength, further afield within Greater China.

PURSUIT OF EXCELLENCE

In our serious striving for customer satisfaction, Sirius has become a preferred vendor to leading local transport entities including the HKSAR Government's Transport Department, MTRC, KCRC, KMB and NWFB.

We also number among our other important clients such household names as CLP, HKJC, and Shell, clear evidence that our performance and service standards meet the demanding technical and quality requirements of these market leaders.



PRODUCTS AND SERVICES

A System Integrator, Sirius has expertise in all aspects of Display Solutions, particularly in the following:

InnoView™ SIV2000

This newest version of the Sirius-developed InnoView™ system of integrated hardware and software analyses, organises, and distributes digital information to display terminals as clients require.

CyberView®

A range of Indoor/Outdoor Electronic Displays incorporating LED, LCD, VFD, Flip Disk, Fiber Optic and other technologies to fulfil clients' varying requirements.

Touch'N-Go™

This most-recent star in the Sirius galaxy incorporates the latest in Interactive Touch-Screen technologies, available in an extensive choice of customisable applications to suit almost any conceivable need.



InnoView™ SIV2000

Digital-Content Management System

SIV2000, Sirius's Digital-Content Management System for the efficient control of Visual Interactive Messaging (VIM), is powerful and user-friendly, providing effortless management of your multimedia and interactive content from any web browser. SIV2000 allows scheduling and synchronising of time-sensitive messages, announcements, events, sales, deadlines, or target-specific demographics, by time, day, week, month or year.

SIV2000 supports a variety of multimedia formats, including MPEG-1 to 4, WMA, AVI, Quicktime™, Macromedia FLASH™ and still-image protocols, so that you can get on with your work rather than squandering time in reformatting existing content.

Interactive contents can be easily distributed, without additional programming, to your appointed terminals for retailing, disseminating self-service product information, museum exhibits or even corporate training.

The SIV2000 Player can be tracked via player logs for ad-campaigns and vital system status. The ad-campaign logs serve as valuable information for your media clients, and the system-status feature will alert you when players require attention.

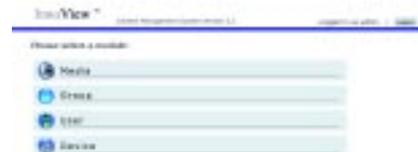


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InnoView™ SIV2000 Features:

- ◆ Build, schedule and monitor your entire networked digital displays and campaign graphics with simple clicks.
- ◆ Access the SIV2000 system and your digital content at any time and from anywhere via a web-browser.
- ◆ No need to reformat your digital content, SIV2000 supports most open-standard protocols.
- ◆ Advance Access Control puts you in full charge of your daily operations with peace of mind.
- ◆ Permits segmentation of SIV2000 Players into groups for maximum manageability and flexibility.
- ◆ Enables Remote control of all your digital devices via SIV2000 Player using a standard RS-232-port connection.



CyberView®

Illuminated-Display Technology.

CyberView®, this is the Ultimate in Industrial-Grade Illuminated-Display Technology.

All **CyberView®** illuminated-display systems can display moving messages and advertisements in text and graphics, depending on matrix size, either preprogrammed, or relaying real-time information from a user's data centre, or from data purveyors such as Bloomberg, Dow Jones, Reuters, or telecommunication services.

For larger signs to be viewed at greater distances, the **CyberView®** LED units are available in monocolour, tri-colour, and full-colour.

The **CyberView®** VFD (Vacuum Fluorescent Display) range, in a distinctive blue-green colour, offers superior brightness, higher resolution and greater contrast, making it more suitable for intimate



situations such as reception areas, points-of-sale and teller stations.

LiftView™, an industry-dedicated **CyberView®** subset, comprises a range of display modules designed especially

for use in lift lobbies and lift cabins. These are capable of simultaneous displaying messages, lift-travel direction, floor level and, if required, accompanying voice announcements.

TaxiView[™] and *BusView*[™], other *CyberView*[®] subsets, are outdoor display systems for placing atop taxis and in buses, state-of-the-art solutions for mobile-transport advertising. Approved by the Hong Kong SAR Government's Transport Department, these feature current GPRS technology and are ideally suited for location-based advertising, pre-programmed or remote controlled.

At the other end of the spectrum are the *Flip-Disk*[™], hybrid LED-enhanced displays, especially designed for outdoor use, on buses, highways and in arenas where even larger signs than the LED units are required. The distinctive yellow-and-black colour of these programmable electro-magnetic signs offers unequalled contrast and clarity for mass viewing at a distance.



Touch'N-Go™

The Revolutionary Touch-Screen System

While your existing information content may be interactive, previously you have been limited to a small touch screen, unable to scale up to larger displays. Now you can scale up to almost any size display, with the Sirius *Touch'N-Go*™ Series, the most advanced touch-screen facility on the market.



STK1600/1800 Touch Kiosk Series

These combine LCD screens with a surround as an entire interactive surface. Presently, these are available in the following two standard sizes:

- ◆ STK1600 (27") to accommodate 18" LCD screens as the dynamic display.
- ◆ STK1800 (40") to accommodate 18" - 23" LCD screens as the dynamic display.

STP2400 Touch Panels Series

Convert your existing giant Plasma/LCD Displays into interactive touch screens with this custom conversion system.

- ◆ STP2400 can be custom-fitted to any manufacturer's Plasma model from 20" to 61" sizes.
- ◆ STP2400 uses state-of-the-art optical imaging that provides standards of accuracy and reliability unmatched by other touch-screen technologies.
- ◆ STP2400 construction is simple, robust and stylish, combining unequalled functionality with superb design.
- ◆ STP2400 provides easy integration with your existing equipment.

STW2300 Thru-Window Interactive Display

Turn your showcase window itself into an interactive display for an unique interactive experience with all electronics protected within the showroom or retail space, providing outstanding customer service and security. This display facility provides a unique solution that can touch-enable any large window, utilising a standard Rear Projection Unit, with Plasma, LCD, or CRT Display, unseen behind the window glass.

Slim dimensions and simple connections - STW2300 to a Personal Computer via a standard Serial Cable (up to 3 meters long) and Data Projector to the Computer via a standard Shielded VGA Cable - enable the STW2300 to be easily integrated into a variety of display situations.



Some major *Touch'N-Go*TM Applications - 24/7

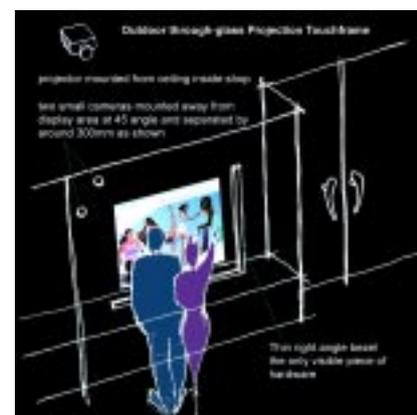
- ◆ Showroom Windows - Your clients can choose their new car, appliance, telephone, stereo, or TV by selecting preferred features while walking home, say, from a restaurant in the evening. They can make payment and arrange delivery - all after the store is closed!
- ◆ Real Estate - Likewise, with *Touch'N-Go*TM, customers can surf a real-estate website, review houses on the market with virtual walkthroughs, check available financing and seal the deal, all from the street while the realtor's office is unattended.
- ◆ Industry - Large Touch Screens are invaluable in many industrial and commercial applications, including:

- √ Automotive and Retail outlets, Public-Service Centres
- √ Department stores, or Job-Information Kiosks
- √ Realtors, and Hospitality Guides for out-of-towners
- √ Airport-Information Points, Conference Facilities
- √ Financial-Data Outlets for forex rates, loan calculations and stock-portfolio updates



Technical Aspects of *Touch'N-Go*TM :

- ◆ Accurate Optical Imaging - over 4,000,000 touch points.
- ◆ Landscape or portrait orientation.
- ◆ Any Touch method - finger, gloved hand, hard or soft stylus, can be used.
- ◆ Light touch suffices no touch pressure is required.
- ◆ 100% image clarity. No overlays - therefore no image loss.
- ◆ Virtual keyboard included.
- ◆ Panel surround can provide touch icons for navigation, content shortcuts, specials and promotion.
- ◆ The Touch Surface may consist of polycarbonate, glass, or tempered glass at your option; surface scratches will not affect the Touch-Screen operation.



Touch'N-Go™ General Specification

| | |
|-------------------------|---|
| Touch Type: | Optical Imaging - no overlays, 100% image clarity |
| Resolution: | Maximum 4000(H) X 4000(W) Pixels |
| Touch Glass: | (Optional) 3.5 to 4.5mm Tempered (Safety) Glass |
| Speed: | > 40 Touches per second |
| Operational Environment | 30% - 90% Humidity Range 0° - 40°C |
| Power Supply: | 100-240 Volts 50-60Hz, Auto |
| Connection: Protocols | Plasma: Plasma Display to VGA. Touch Screen to USB. LCD: LCD Display to VGA, Touch Screen to USB |
| Warranty: | 12 months |
| Supported Systems | Microsoft™ Windows XP Microsoft™ Windows 2000 |
| Software | Touch Engine Driver, Panel Designer |



Clientele

Financial Institutions

Bank of East Ltd.
ICBC (Asia) Ltd.
KG Investment Securities (HK) Ltd.
Standard Chartered Bank
SW Kingsway Capital Group Ltd.

Lift Companies

Elex Elevator Ltd.
Hitachi Elevator Engineering (HK) Ltd.
Kone Elevator (HK) Ltd.
Ryoden Lift & Escalator Company Ltd.
Schindler Lifts (HK) Ltd.

Retail Shops

Century21 Property Agency Ltd.
Lo Wu Railway Duty Free Shop, PRC
Nokia Retail Shop
One2Free Telephone Retail Shop
PCCW Ltd.

Media Companies

Arden Advertising & Decoration Ltd.
J. Walter Thompson Company Ltd.
Saatchi & Saatchi Advertising Ltd.
VisionAd Ltd.
M-Channel Ltd.

Miscellaneous Organisations

Digital View Ltd.
Ecomhere Ltd.
General Air Conditioner (HK) Ltd.
Hong Kong Jockey Club
Plaza Hollywood
Taisun Magnetics Ltd.