



SERIAL SYSTEM LTD
新暉科技有限公司

Press Release

Serial Multivision Pte Ltd appointed as Exclusive Outdoor Media Wall (LED) Operator for Grand Park Orchard

Singapore, 15th March 2010 – Serial Multivision Pte Ltd (SMV), a 65% subsidiary of Serial System Ltd has been appointed jointly with AG World Pte Ltd (AGW) as the exclusive Outdoor Media Wall (LED) operator to manage and market Asia's Largest Commercial LED advertising platforms along Orchard Road. With its spectacular size of 450 sqm (23 metres by 19.7 metres), the media wall on Grand Park Orchard will no doubt become the talking point when it opens in July 2010.

Grand Park Orchard is the flagship hotel of Park Hotel Group, a fast growing hospitality chain in the Asia-Pacific.

The media wall is located at a very strategic location on Singapore's popular shopping district (Orchard Road & Bideford Road Junction) with constant high pedestrian and vehicular traffic - ideal for reaching out to high-spending and trend-savvy individuals.

The media wall would be an ideal platform for featuring news headlines, major events in Singapore such as National Day or F1 races and festivities happening throughout the year.

"Grand Park Orchard is pleased to partner SMV and AGW on this project. With their extensive client network and excellent industry track record, we are confident that together, they will deliver an exciting outdoor digital multimedia platform," said Mr Allen Law, Director of Park Hotel Group.

Mr Derek Goh, Executive Chairman & CEO of Serial System Ltd said: "Grand Park Orchard's LED is the largest LED in Singapore and Asia. This partnership is mutually beneficial and we look forward to establishing a long-term business relationship with Park Hotel Group".

Simon Choo, CEO of SMV added: "Without a doubt, this LED display is going to change the infotainment landscape along Orchard with its spectacular size and image quality. We want to provide viewers with a spectacular visual experience and lasting impression. The display uses the latest in LED technology with the highest video processing speed capable of generating more than 1.15 quintillion of colours. Coupled with its spectacular size of 450 sqm, it will definitely be the most amazing visual spectacle on Orchard Road."



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ABOUT SERIAL SYSTEM LTD AND SERIAL MULTIVISION PTE LTD (SMV)

Established in 1988 and listed on the Main Board of the Singapore Stock Exchange, Serial System Ltd is a leading semiconductors / components distributor offering design support, materials planning and inventory management to original manufacturers and sub-contractors in various industries in the Asia Pacific region. To-date, the Group has grown into a multi-million corporation and expanded beyond Singapore with an established network of offices, operations and representations in Greater China, South Korea, Taiwan, India, Malaysia, Thailand, Philippines and Vietnam. Please visit www.serialsystem.com for more information.

SMV, a 65% subsidiary of Serial System Ltd is in the venue management services media owner and sales, interactive multimedia system integrator and technology, LED electronic light consultancy and LED electronic component distribution.



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ABOUT PARK HOTEL GROUP

Established in 1961 and headquartered in Singapore, Park Hotel Group is a fast-growing chain of city centre hotels in Asia-Pacific, committed to providing quality hospitality. In Singapore, the portfolio comprises Grand Park City Hall, Grand Park Orchard (opening July 2010) and Park Hotel Clarke Quay. The Group's regional stable of properties in China includes Grand Park Kunming in Yunnan; Grand Park Wuxi in Jiangsu; Grand Park Xian in Shaanxi and Park Hotel Hong Kong; as well as Grand Park Otaru in Japan.

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