

Enhancing Customer Experiences Through Innovations in DOOH Solutions

V-Series International pioneers a new age in digital out-of-home advertising and interactive solutions, powered by Intel® technologies, enabling increased revenue and engagement from effective advertising.

“Inspiring endless possibilities for the DOOH industry to go beyond LED screens - instilling intelligence and a greater range of interactivity”

**V-Series
International**

Ever since its inception, digital out-of-home (DOOH) advertising has been used extensively around the world, while getting continually updated with the latest technological innovations. With software and hardware advancements in the field of digital signages, brands are capitalizing on the value of smart and interactive marketing strategies. This has led to the creation of powerful, immersive experiences on high-performance digital billboards that are more engaging and effective than conventional LED screens.

Transforming the Future of Digital OOH Advertising

Being one of the leading companies in scalable digital signage and DOOH solutions, V-Series International designs and manufactures mission-critical computing resources that are tailored for the requirements of each brand. The versatility of customized solutions driven by the power of Intel® technologies enabled innovations in the LED advertising industry to deliver effective, high-quality out-of-home content, resulting in increased sales revenue and enhanced consumer experiences.

Empowering Outdoor Screens with Seamless, Immersive Experiences

V-Series International, in collaboration with Intel, has created the widest facade LED screen in Malaysia, displaying interactive advertisements and immersive 3D visuals by global brands. CuBig @ KLCC Junction is a larger-than-life L-shaped seamless facade LED screen built around the Lembaga Getah Malaysia building and strategically located at the busy intersection opposite the Petronas Twin Towers on the street of Ampang. Incorporation of 3D extensions and Artificial Intelligence (AI) in the screen, enabled the visuals to garner huge media coverage and created social media buzz after the launch on 5th May 2021. Touted as the future of DOOH advertising, this immersive experience engages an extensive audience waiting at the key traffic-light intersection.



CuBig @ KLCC Junction at the intersection on the street of Ampang in Malaysia

■ Enhancing Performance with Leading-Edge Technology

The collaboration between V-Series International and Intel has given way to a technological marvel that offers a crisp and dynamic display consistent across a sprawling area of 833.13 square meters. Constructed using V-Series P10 Outdoor LED screens and integrated with IP65+ outdoor protection, the ultra-durable facade LED screen ensures sharp visibility in any weather condition. Unleashing its industry leading expertise in the field, V-Series International has incorporated a total of 8,331,264 LED pixels in CuBig @ KLCC Junction, providing a constant delivery of perfect visuals. Powered by Intel® technology, the gigantic facade LED screen engages viewers with immersive visuals in 8K resolution, 3D imaging and multi-angle captivation.

Comprehensive testing done by a team of civil and structural engineers prior to project deployment ensured the structural integrity of the building concrete for supporting the metal structures and LED panels. Being a complete solution manufacturer, V-Series International took the extra step of custom-designing and fabricating a lightweight structure, appropriate for the Lembaga Getah Malaysia building. The high-performance facade LED screen curves at the precision of R815, allowing the screen to wrap around the sharp edge of the building seamlessly.

The AI enabled screen provides a captivating experience for viewers, making it more engaging and exciting. This helps create a remarkable impact on the audience, going beyond maximizing exposure for the clients. V-Series content management system, VigitSIGN, with the proven power of Intel® technologies empowers constant remote monitoring and active management of the screen, ensuring reliable and timely delivery of curated content. This helps in managing, scheduling, and publishing advertising content to the screen in real time, remotely and effortlessly.

■ Unlocking the Full Potential of LED Screens Through the Power of Intel

Powered by Intel® processors and Intel® technology, V-Series International designed the CuBig @ KLCC Junction to increase the efficiency of immersive marketing campaigns.

▪ 11th Gen Intel® Core™ Processor with Intel® Iris® X^e Graphics:

The immersive visuals and high-performance graphics are powered by the integration of the 11th Gen Intel® Core™ Processor with Intel® Iris® X^e graphics, delivering a breathtaking 8K resolution with sharp visibility regardless of the distance.

▪ The Intel® Distribution of OpenVINO™ Toolkit:

The Intel® Distribution of OpenVINO™ Toolkit enables the optimization, tuning and running of AI comprehensive deep learning inference. This helps in visual analytics on pedestrians and car counting, providing deep insights on advertising statistics and the ability to measure the effectiveness of marketing strategies for smarter optimizations.

▪ The Intel vPro® platform:

Powered by the Intel vPro® platform, the V-Series content management system, VigitSIGN, effortlessly streamlines the remote monitoring process for clients. Facilitating maximum and uninterrupted uptime, the platform provides reassurance and accountability to clients with a fully managed and 24/7 remote monitoring service.



Immersive 3D visuals being showcased on CuBig @ KLCC Junction

■ Increasing Brand Awareness with Interactive and Immersive Strategies

The strategic positioning of CuBig @ KLCC Junction by V-Series International resulted in attracting high-end businesspeople and tourists, while capturing their invaluable attention. With the integration of Intel's leading technology with V-Series International's in-house cloud-based system, VigitSIGN, clients have the opportunity to measure and analyze metrics of the campaign. The tailor-made deep insights from the data collected allows clients to gauge the exposure and enhance their marketing strategies, enabling a significantly better engagement on the facade LED screen, leading to vast advertising revenue. Using VigitSIGN, the remote management and publishing of content in real time is made effortless through a single unit of industrial grade computer from Intel.

Through the power of Intel's high-performance technologies, the interactive AI and 3D extensions help in giving the audience a life-like 3D visual experience, resulting in an increased impact of the content. This enhances the overall immersive brand experience and makes it memorable for the audience waiting at the traffic intersection. The interactive facade LED screen allows connectivity with personal devices, enabling effective call-to-action through the marketing campaigns. This, in turn, can create a huge social media buzz, leading to effective brand awareness.

■ Conclusion

Interactive and immersive DOOH experiences will play a key role in the future of outdoor advertising. CuBig @ KLCC Junction is a one of a kind facade LED screen that makes a lasting impression on the consumer by offering a captivating experience. Industry leaders like V-Series International, in collaboration with Intel, are helping clients build brand awareness on a global scale by maximizing consumer engagement.



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