

UC Media Selects Navori for Digital Billboard Projects in Hong Kong

UC Media Platform delivers high resolution mixed media from multiple Server Farms, being managed in one central location, to all remote Players (UC Players) without limits selected Navori for digital billboard projects.

January 22, 2010 (FPRC) -- UC Media selects Navori for digital billboard projects in Hong Kong. This digital billboard at 37 Carnarvon Road is located in a busy district of Tsim Sha Tsui. Tsim Sha Tsui is one of the top tourist destinations in Hong Kong. It is well known for its A-grade commercial buildings, high-end fashion boutiques and 6-star hotels.

The shops around this neighborhood offer local retails brands and those streets have extremely high traffic on weekends. This digital billboard at 80 Canton Road is located in the heart of a popular tourist district in Hong Kong, Tsim Sha Tsui.

The billboard faces the Ocean Terminal shopping mall, which connects 3 five-star hotels. Ocean Terminal is the only pier in Hong Kong accessible to cruise ships. Luxurious brands like Giorgio Armani, DKNY, Prada and others can be found on Canton Road. One of the retail shops at street level, just one block away from this billboard, broke the record for the highest selling prices in Hong Kong last month; you can imagine the retail traffic on this street!

Information about UC Media can be found online at <http://www.ucmedia.com.hk>

About Navori

A Digital Signage software company offer digital dynamic signage network system. Also offer sign software to broadcast and monitor a network of screens over the Internet, L.A.N or DVD.

To find out more about the Navori Digital Signage software platform, please visit the Navori web site at <http://www.navori.com> or contact our head office directly:

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Keywords

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