

MajorLink®

www.majorlink.com

Transaction Kiosk



Digital Signage



E-Payment



Wireless Interaction





Company Overview

MajorLink develops self-service kiosk and digital signage systems with specialization in transaction automation and remote monitoring. We also build sophisticated but yet easy to use platforms for card-based transaction and wireless interaction. Our state-of-the-art solutions revolve around the concept of user participation and multi-channel integration, and focus on the areas of automated payment, loyalty, ticketing, printing and narrowcasting applications.

MajorLink concentrates on the high growth and emerging markets with a primary aim to open up new dimensions and blue oceans for self-service and interactive business – the essential discipline for new business success. We continue to stay at the forefront of technology innovations and assist our forward-thinking clients to deploy proof-of-concepts and launch first-of-its-kind projects.

MajorLink is well recognized for its continuous innovation in self-service and interactive platforms, and our success is evidenced by the numerous awards that we have obtained including accolades from the Hong Kong Awards for Industry, Hong Kong ICT Awards, Innovative Entrepreneur of the Year Awards and the Deloitte Asia Pacific Technology Fast 500 Awards. Over the years, we have consulted and developed hundreds of innovative solutions for reputable local players as well as world renowned clients.





香港工商業獎 HONG KONG AWARDS FOR INDUSTRIES

Hong Kong Awards for Industry is an annual Awards scheme established in 1989 to recognise and encourage excellence, as well as to promote successful practices and strategies in different aspects of industrial performance.

2007 Hong Kong Awards for Industry:
Certificate of Merit in Machinery & Equipment Design
(POPstore™ TDM System)

2003 Hong Kong Awards for Industry:
Certificate of Merit in Machinery & Equipment Design
(SenPass™ Card System)

2002 Hong Kong Awards for Industry:
Certificate of Merit in Machinery & Equipment Design
(POPstore™ Card Terminal)

2001 Hong Kong Awards for Industry:
Certificate of Merit in Machinery & Equipment Design
(POPstore™ CD-PRO Kiosk)

2000 Hong Kong Awards for Industry:
Machinery & Equipment Design Award
(SmartSign™ Wireless Display)



Hong Kong ICT Awards is an annual competition that recognizes, promotes and commends the excellent achievements to which Hong Kong ICT professionals and organisations contribute.

2012 Hong Kong ICT Awards:
Best Green ICT (Adoption-SME) Bronze Award
(AEL - Auxiliary Device for Food Waste Decomposing System)

2011 Hong Kong ICT Awards:
Best Business (Application) Certificate of Merit
(Harbour City - iConcierge Service Kiosk System)

2008 Hong Kong ICT Awards:
Certificate of Merit in the Best Ubiquitous Networking
(Mobile Enterprise Solution)
(Bluetooth PhotoPrint System)

2008 Hong Kong ICT Awards:
Certificate of Merit in the Best Ubiquitous Network
(Digital Media Marketing Campaign)
(Vending Ads Solution)



Deloitte Technology Fast 500 Asia Pacific program recognizes technology companies that have achieved the fastest rates of annual revenue growth in Asia Pacific including China, Hong Kong, Taiwan, Japan, Singapore, Malaysia, Indonesia, Australia, New Zealand and India during the past three years.

Deloitte Asia Pacific Technology Fast 500 Company
(Asia ranking: 126; HK ranking: 8)



Innovative Entrepreneur of the Year Award aims to encourage and recognize the efforts of local young, innovative entrepreneurs and their contributions to industry and society.

Innovative Entrepreneur of the Year
(top 10 award recipients)



Linux Business Award aims to encourage the deployment of IT applications on Linux platforms in order to improve business productivity, and to recognize business excellence in this field.

Linux Enterprise Award – Certificate of Merit
(DSD Remote Monitoring Project)



Intelligent20 Award recognises the strategic use of IT in Asian corporations and organizations that achieves four key performance indicators: customer satisfaction; product/service quality assurance; return on technology investment; and innovation.

Intelligent20 Award (UA Loyalty System)



Mediavision Hong Kong's Most Valuable Companies 2010
(Selected as one of 48 most valuable companies)



Cisco AXP Contest - First Prize Winner
(Automated Loyalty System Platform)



ISO9001 Quality Assurance System sets out the requirements to be met by the Quality System when a business is involved in design, development, production, installation and/or servicing.

ISO9001 Certified since 2000.

SONY



Canon
Delighting You Always



Transaction Kiosk



Transaction
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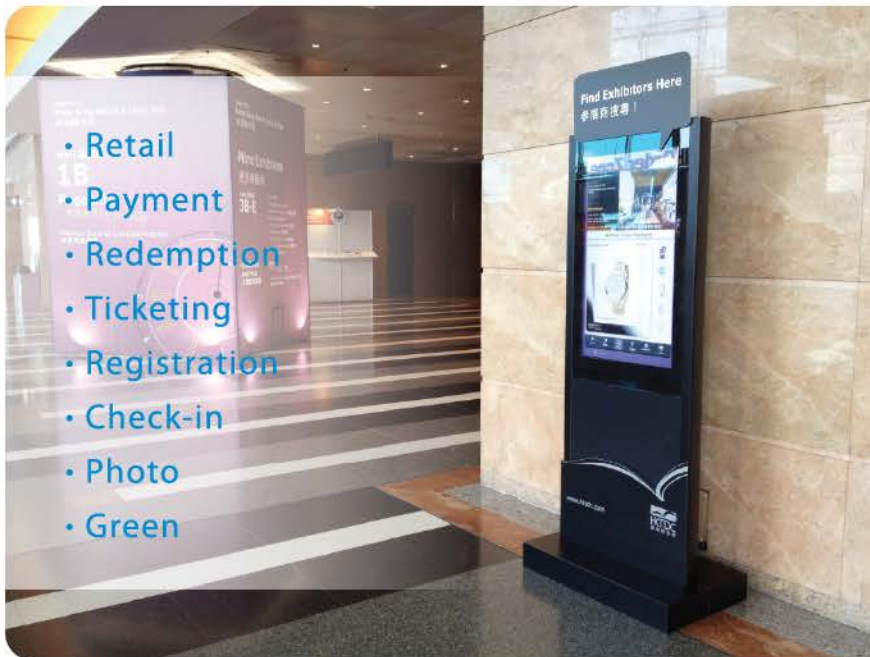
Digital
Signage



Smart
Card



Wireless
Interaction



Transaction kiosk changes the way we interface with the customers. Things that once were carried out face-to-face now become face-to-interface interactions. The primary function for this human machine interface is to enable a self-serve interaction so that users can serve themselves with unmanned operation. Benefits for users include round-the-clock service, convenience of use and privacy of transaction. For retailers or merchants, transaction kiosk is considered to be the most cost effective way for creating a branded storefront or automated store.

MajorLink specializes in the development for new ways of communication and interaction for automated transaction and point-of-purchase operation. With a portfolio of specially-designed kiosk modules, MajorLink strives to empower human machine interaction so as to enable higher interactivity and added convenience. These kiosk modules include custom-built kiosk terminal, card payment SDK, monitoring module and other building blocks for enhancing transaction automation and remote monitoring applications.



Digital Signage



Transaction
Kiosk



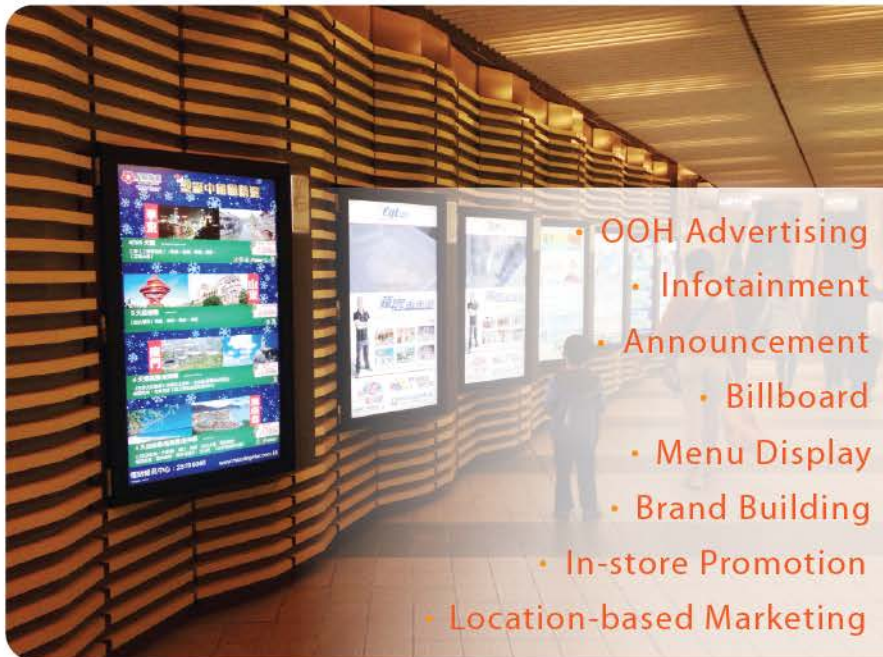
Digital
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- OOH Advertising
- Infotainment
- Announcement
- Billboard
- Menu Display
- Brand Building
- In-store Promotion
- Location-based Marketing



Digital Signage like LCD, plasma or projector screen, once an advantage, is now a necessity to competitiveness for in-store marketing and out-of-home promotion. This has also captured the immense interests of operators in out-of-home advertising space. The demand for latest display technology, solutions and software are now clearly strategic in nature. The real opportunity arises when the costs of these displays go down substantially and that the displays can now be centrally linked and remotely managed through content management System.

MajorLink advocates the concept of digital narrowcasting which is about the digital delivery and content serving for networked signage that can be centrally controlled and remotely triggered through IP network. With a combination of customized hardware and proprietary software, MajorLink offer platforms that enables networked digital signage with time-specific, location-based and synchronized capabilities. As a pioneer for proximity marketing, MajorLink continues to focus its development on optimizing content serving through wireless or mobile networks.



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Smart Card is sweeping across the world and opening up new dimensions in our everyday life. Whether it is for automatic identification, fare collection or customer loyalty applications, smart card has proved its unique appeal among others being the preferred card media. Contactless smart card is perhaps the most widely adopted card type as it does not require line-of-sight between the reader and card to exchange data. It not only speeds up the transaction but also enable a new paradigm of identification and tracking applications.

MajorLink offers smart cards and systems, terminals and complete solutions that have been specifically designed for "one card multi-use" applications. In close collaboration with card vendors, MajorLink has developed unique solutions and optimizes their use with custom-built systems based on modular smart card hardware and software. MajorLink is also actively pursuing the research on advanced identification technologies including NFC in addition to card-based RFID communication, and closely monitoring their evolving applications.



Wireless Interaction



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Smart
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Wireless
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- SMS
- GPRS
- 3G
- WiFi
- Bluetooth



- 2D Barcode
- Smart Sensor
- Mobile NFC



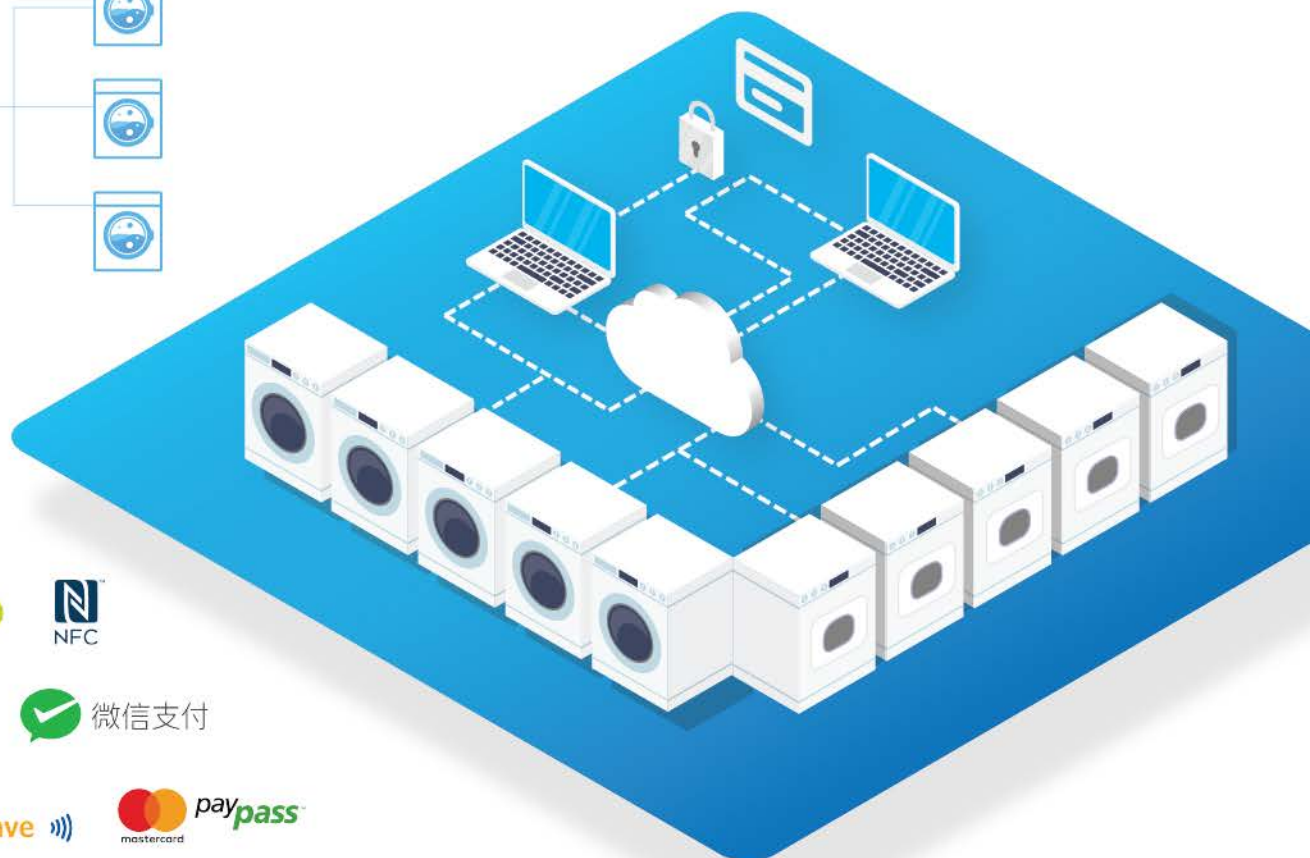
Wireless Connectivity has become the most convenient way for communication in today's marketplace. Without the need for physical connection, things that were once apart can now be linked up easily and connected over the air without boundaries. Combining the wireless connectivity with the Internet network brings the ubiquity of access and interaction. The prevalence of mobile phone being the most indispensable and personal device has catalyzed the context of information sharing and content delivery for kiosk and signage applications in out-of-home environments.

MajorLink enables the ubiquity of wireless interaction with its uniquely designed wireless modules that can ride on SMS, GPRS, 3G and/or WiFi network to remotely manage kiosks or signage installed in fixed location or moving object. With an enduring focus on the adoption of mobile bluetooth, 2D barcode and other proximity technologies, MajorLink is able to mobilize user interaction for both online and offline content integration. MajorLink also stays focused on the trend for the upcoming NFC applications for intelligent kiosk and smart poster.



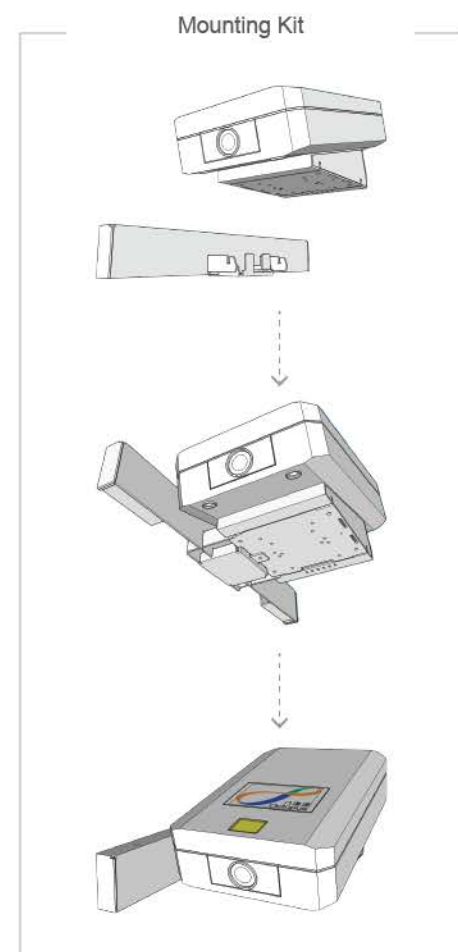
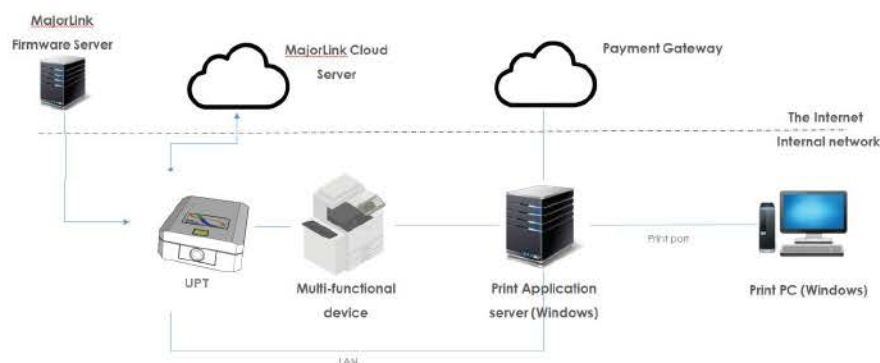
Innovative Electronic Payment Systems

Universal Cross-Platform Payment Systems (UXPS) is designed to support unattended self-service payment system and provides interactive user interface to interact with cashless payment solution such as Octopus Payment, Alipay, credit cards etc. It is equipped with robust industrial IPC and LCD that runs 24x7 and utilizes programmable menu and parameters for endless opportunities for future expansion and upgrades. Asides from that, all the options could be managed and programmable remotely via a Central Management System (CMS). Each UXPS is equipped with controller that is capable to monitor and control multiple devices such as washing machines or copiers and able to display the real time status of each device. Applications that have been developed and deployed include laundromate payment systems, cashless print and copying control, express haircut, vendings, electronic lockers and many more.



Universal Payment Terminal

Universal Payment Terminal (UPT) is a custom-designed E-Payment terminal that supports contactless payment cards, mobile App payments, API and works every major multifunction device manufacturer so that users could pay, track and control all their copies, faxes, scans and prints. The UPT embedded system provides cashless payment solution, user authentication and integrates with central management system to provide individual or shared accounts between departments to track and record usages of copying or printing. The benefits over traditional solutions are central administration, real time reporting, identity authentication, usage control based on schedules and many more.



Smart Campus

Most universities, colleges and schools today are confronting with the challenges towards campus modernization with shrinking funding and rising enrollments. How to leverage on the initiatives of information technology for quality education becomes especially strategic. Today, school administrators are turning to ICT technology in areas of computerization, networking and/or multimedia applications as enabler to enhance the efficiency of administration and effectiveness of teaching.

Campus smart card is getting prevalent as a key ICT innovation for smart campus. It provides unsurpassed convenience to school administrators in facilitating a wide range of authentication control and facilities usage applications. It is versatile for application as a student pass for attendance control, smart key to gain entrance access or electronic token for payment at canteens. Besides this, there are a multitude of services that require micro-payment. Smart card in the form of electronic purse can be used to enable such cashless transaction. Of which photocopying and printing services can now be charged without the need to incur additional administration efforts.



Vending Automation

For decades, vending machine has been deployed inside convenience stores or in the high street. In the past, people used to associate vending machine as a proprietary terminal that simply sells soft drinks or candies. With the advent of technologies and widespread acceptance of automated services, vending machine is no longer something of the past. An evolution is taking place in the vending business that promises opportunities to support cashless payment, facilitate stock replenishment and prompt for other value-added services like remote management and vending advertising.

New generation vending terminals are designed to support e-payment and e-fulfillment and some new initiatives can even allow dispensing of "print-on-demand" products or distribution of digital goods like music or video download. Remote management using mobile connectivity plays an appealing role to link up scattered vending machines into the central server so that transaction data and stock refill status can be automatically uploaded. While vending advertising is also an innovative idea as a reverse approach to generate revenue through advertising with free vending offers. That is, customers pay nothing to get a free drink or free print but they are "captive" to watch a video ad during the waiting time before the goods are released.



Info Transport

Driven by the advances in electronics and communication, the concept of info transport prevails in the transport industry for presenting new business opportunities. Today, forward-thinking transport companies are proactively re-formulating their strategies to improve customer service and aim to leverage on their existing infrastructures to implement value-added services. For example, outdoor advertising at bus shelter and in-vehicle LCD advertising in addition to car body advertising has become a significant revenue generator.

To provide better passenger information is the service pledge for transport companies. Especially for passengers who are not familiar with the routing, it's important to disseminate the next stop information so that people know where to get off the vehicle. So in-vehicle station announcement system becomes a necessity for ensuring a good service image. While next vehicle arrival for waiting passenger at station is another service that is mostly desirable. It will also be beneficial to provide value-added content like news headlines and weather forecasts so as to keep passengers entertained inside vehicle or waiting in the station.



Print Management

Digital printing is an important growth segment of the imaging industry. According to analyst firm IDC at 2007, the worldwide printing market is estimated to be worth at least US\$59 billion annually. Of which, 80% of this sales is generated from the business printing markets. No wonder the key printer vendors have been launching new initiatives and expanding their portfolios in order to capture the market share. In particular, the focus has geared towards more color printing and digital technology in the business market.

The trend in today's business printing is the digitization of virtually all forms of communication and information. This brings a multitude of value-added applications in areas of output optimization, job accounting and print management. Of which, on-demand copying and printing are getting the most attention for pay per print application. Self-service printing on demand is also getting popular for shared printing and hotspot printing applications.



Case Studies



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Laundromate System

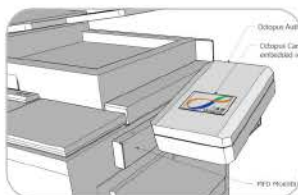
- Project** : Universal Octopus Payment System (UOPS)
- Technologies** : Touch Screen Kiosk, Proprietary MIC, Washing Machine / Dryer Integrations, Billing and Reporting Systems, Mobile App, Octopus Payment, QR Code and Loyalty Systems
- Highlights** : Self-served electronic payment system that allows user to "pay and trigger" laundromate service with smarcard or mobile app payment, mobile app timeslot booking and notification services.

Express Hair Cut Payment System

- Project** : Express Hair Cut Payment System
- Technologies** : Proprietary MCU embedded system, Kiosk, E-Payment Integration (Octopus Payment), Mobile App and Central Management System
- Highlights** : Payment terminal that helps owners to provide Octopus payment as an additional e-payment method to using cash. It helps owners to record hair dressers' attendance, assigned transactions and collect demographic data easily via mobile app applications and robust Central Management Systems.



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Copier and Printing Payment

- Project** : Canon - Copier and Printing E-Payment Integration
- Technologies** : Proprietary MCU embedded system, Smart Card Integration, Copier and Printer Integration and Central Management System
- Highlights** : Custom-made payment terminal that integrates Canon copiers with Octopus card that allows user to "copy or print" conveniently. End users will register their Octopus card via Central Management System and all copiers will integrate with the central database for user authentication before copying or printing.

Toy Clipping Vending E-Payment

- Project** : Toy Clipping Vending E-Payment
- Technologies** : Proprietary MCU embedded system, Kiosk and Vending, E-Payment Integration, Mobile App and Central Management System
- Highlights** : Payment terminal that helps vending owners to provide an additional E-Payment method to using coins. It helps owners to extend their business hours to 24x7 attendant-less service.



E-Locker And Vending Systems

- Project** : E-Locker And Vending Systems
- Technologies** : Proprietary MCU embedded system, Kiosk and Vending, E-Payment Integration, Mobile App and Central Management System
- Highlights** : E-Locker and Vending that allow clients to use electronic lockers for B2C or C2C services.

Case Studies



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/// Housing Estates provide Self-Serve Rent Enquiry Service

- Project** : Rent Enquiry kiosks for Public Estates under Housing Authority of Hong Kong Government
- Technologies** : Printing Kiosk; e-Tenant Card Integration; Billing Server Integration
- Highlights** : Customer service kiosks that can allow tenants to check and print out their current rent information with their existing e-Tenant cards. This enables tenants to present the print-out slip at any 7-Eleven stores for rent payment.

/// Hospital Patients pay for Prescription using Kiosks

- Project** : Self-Payment for Prescription at hospitals under Hospital Authority of Hong Kong Government
- Technologies** : Payment Kiosk; Octopus Integration; Billing Server Integration
- Highlights** : Self-payment channel for patients to scan their medical slip and pay for prescription using their Octopus card without the need for cash changes. This alleviates the queuing problem for paying at the cashier counter.



/// Employment Kiosks deploy for Job Seekers

- Project** : Employment Kiosks for Labour Department of Hong Kong Government
- Technologies** : Employment Kiosk; Remote Monitoring; CMS Backend
- Highlights** : Employment kiosks that allow users to search for jobs online and print out hard copies for reference. The remote monitoring module will be able to notify administrator of the printer status such as printer error or out of paper. The Content Management System will be able capture and display the status of the printer in order to support unmanned printing operation.

/// University Library deploys Self-Check Kiosks

- Project** : Self-Service Book Check-Out for HKU Library
- Technologies** : Check-Out Kiosk; RFID Reader Integration; Student Card Integration
- Highlights** : Self check-out kiosks that are installed in the library to allow students to borrow and check out RFID-tagged books on self-service manner.



/// Business Travelers register Trade Fairs with Hotel Kiosks

- Project** : Trade Fair Self-Registration for Hong Kong Trade Development Council
- Technologies** : Registration Kiosk; GPRS enabled; Badge Printer; Remote Monitoring
- Highlights** : Self-registration kiosks that can allow business travelers to register their personal and business data at their convenience at the hotel lobbies. The visitor badge will be printed out instantly for the hotel guests.

Case Studies



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Hotel uses Kiosks for Self-Service Roster and Payslip Printing

- Project** : Employee kiosks for HR management at CROWN Macau and City of Dreams
- Technologies** : Printing kiosk; Roster/Payslip Printing Software; Staff Card Reader Integration
- Highlights** : Employee kiosks that can print out the roster on demand when the staff swipes or waves their staff card against the reader. The kiosks are interfaced with the roster server under the HR system on real-time basis such that the most updated roster details can be retrieved for instant printing.

Karaoke Chain boosts Sales with Loyalty Smart Card

- Project** : Loyalty and Membership Card System for California Red in Hong Kong and Malaysia
- Technologies** : Smart Card; Card Issuance; Loyalty Kiosk; Management Backend
- Highlights** : Contactless smart card based loyalty platform that supports the use of smart card to accumulate bonus points and to enable multimedia loyalty kiosks to display latest MV and provide self-serve channel for bonus point enquiry and redemption on demand.



Loyalty Card issues Right on the Spot

- Project** : Automated Loyalty System for UA Cinemas
- Technologies** : Loyalty Kiosk; Photo Registration Kiosk; Card Issuing System; Personalized Smart Card
- Highlights** : Issuing card on spot is a tactic to engage the customer right from start. With the use of photo kiosks, patrons input their personal data and take picture of themselves. Such information will be programmed into the card and printed on the card face as well.

Charity Foundation raises Fund using Kiosks

- Project** : Donation Kiosk for Prince of Wales Hospital Charity Foundation
- Technologies** : Donation Kiosk; Octopus Integration
- Highlights** : Network of donation kiosks that are installed in train stations to attract passerby to make cash donations by charging their Octopus cards for pre-set amounts.



Sports Betting in Macau accepts Self-Service

- Project** : Self-Service Betting for Macauslot Betting Centers
- Technologies** : Betting Kiosk; Smart Card Integration; OMR Reader Integration
- Highlights** : Automated betting kiosk network that supports touchscreen service selection, automatic bet slip scanning and cashless payment using proprietary smart card which is associated with a payment account.

Case Studies



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Mobile Phone Shops provide Self-Service Bill Payment

- Project** : Bill payment through Self-service at China Mobile Phone Shops
- Technologies** : PaymentKiosk; Octopus Integration; Billing Server Integration
- Highlights** : Payment kiosks with touchscreen display, receipt printer and integrated Octopus reader installed at mobile phone outlets, to provide a fast and convenient channel for customer to settle their mobile phone bills.

Digital Photo Kiosk supports Electronic Card Payment

- Project** : Digital Photoprinting Kiosk for SONY Hong Kong
- Technologies** : Photo Kiosk; Octopus Integration; Ezlink Integration; Credit Card Integration
- Highlights** : Photo kiosks that can accept electronic card payment for users to pay with Octopus card in Hong Kong, Ezlink card in Singapore and credit card in both places.



Octopus Card Payment for Photocopying Service

- Project** : Copier Controller for Octopus-enabled Photocopying Service
- Technologies** : Copier Reader; Photocopier Interfacing; Octopus Integration
- Highlights** : Custom-built copier readers that support charging for each photocopy using Octopus card payment. The copier reader controller interfaces with the photocopying machine and pass transaction data to Octopus reader for card transaction.

Print Management launches for Cost Recovery

- Project** : Pay-Per-Print System for HP Printers
- Technologies** : Print Management Kiosk; Print Control Software; Octopus Integration
- Highlights** : Custom-built print management system that supports pay-per-print charging using Octopus card or other prepaid card system. The system is interfaced with the network printer with a console that shows the print jobs for user to select print and pay on demand.



Schools go for Campus Smart Card Application

- Project** : Campus Smart Card System for ESF - West Island School
- Technologies** : Smart card; Card Issuance System; Copier Reader; Print Reader; Tuck shop POS Integration
- Highlights** : Integrated campus smart card platform that supports "one card for multi-applications" for school being a closed community. The smart card is not only a new generation student pass but also a key to access various types of campus services including copying, printing, access control and payment at tuck shops.

Case Studies



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Free Bluetooth PhotoPrint exchanges Ad Eye Balls

- Project** : Bluetooth Photoprint Kiosks for Chanokio at Airport and Universities
- Technologies** : Photo Kiosk; Bluetooth Photoprint Software; Project Management Service
- Highlights** : Free print offers by sending photos from the camera phones via bluetooth transmission to the kiosks. Before the photo is being printed instantly on spot, the promotional video for the equestrian event together with the sponsorship ad video lasting for about 1-2 minutes will be displayed for user viewing.

Supermarket Chain deploys Digital Signage Screens

- Project** : In-store Marketing Media for Tesco Lotus in Bangkok
- Technologies** : Media Player; 42" & 15" display; Wifi Network; CMS Backend
- Highlights** : Signage network that covers 350 displays in 23 stores for showing promotion and advertising content in zones grouped by different categories. The ad content are transmitted and updated to each store and player via leased line and WiFi connections.



Silent-Serve Queuing Display for Fast-Food Chain

- Project** : Queuing Display Board for Cafe De Coral
- Technologies** : LED Display; Control Keypad; Barcode Scanner Integration
- Highlights** : LED-based electronic displays installed in eye-catching positions are used to show the waiting tag number visually. This alleviates the noisy environment due to the conventional audio announcement.

Out-Of-Home Media adopts Rear Projection Technology

- Project** : Out-of-home advertising Display System for MacroVision at World Trade Centre
- Technologies** : Media Player; 140 inch Rear Projector Screen; Automatic Switcher
- Highlights** : Media players to support the ad management control and enable cost-effective display of high resolution MPEG2 video over the 140 inch projector screen. On every half-hour interval, the player is automatically scheduled and switched to the pay TV news channel for 10 minutes viewing.



Airport Shuttle adopts Signage for Station Announcement

- Project** : Info Channel for MTR Airport Express Buses
- Technologies** : Mobile Media Player; LCD Display; GSM-SMS Enabled
- Highlights** : In-vehicle station announcement channel that shows next hotel stop information on LCD display screen in addition to the voice announcement in tri-lingual of English, Cantonese and Mandarin.

Case Studies



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One Touch Kiosk shines at Golf Driving Ranges

- Project** : Out-of-home Ad Media at City Golf Club and Asia Golf
- Technologies** : Golf-ball Shaped Kiosk; Outdoor Design
- Highlights** : Network of touchscreen kiosks for users to view and access the content of interests. These kiosks are designed for out-of-home advertising and come with the stunning and big golf-ball shaped enclosures.

Mobile Ticketing Kiosk accepts 2D Barcode

- Project** : Mobile Ticketing Kiosk for Cityline
- Technologies** : Ticketing Kiosk; QR code Integration; Mobile Portal Interfacing
- Highlights** : Mobile ticket dispensing kiosks that can identify the confirmation code in QR format and then issue the paper ticket right on the spot.



Self-Ordering Software installs for Photo Stores

- Project** : Self-ordering Software for Digital Prints for Kodak Express Stores
- Technologies** : Photo Self-Ordering Software; Photo Printer Integration
- Highlights** : Enhanced photo ordering software for users to retrieve digital files, select images, define quantity and confirm order. User can also choose to obtain the photo print-out at the same day, next day or instantly through the high speed photo printer. Advanced features such as photo editing and ID photo are also available.

Facility Monitoring adopts Wireless Surveillance System

- Project** : Wireless Surveillance for Drainage Services Department of Hong Kong Government
- Technologies** : Network Camera; Web-based Monitoring; PLC Interfacing
- Highlights** : Remote sites are wirelessly linked up through network surveillance system for centralized control. In terms of incident response, the PLC controller will send email/SMS alert to on-duty staff for taking necessary action.



Wayfinder Kiosk prints Mini-map for Customers

- Project** : e-Directory Kiosk for Lan Kwai Fong Entertainments
- Technologies** : Wayfinder Kiosk; E-directory Software; Printer Integration
- Highlights** : Wayfinder kiosks for customers to search for the list of restaurants and bars under Lan Kwai Fong Entertainments. The kiosk shows the visual presentation of the selected outlet on screen. User can also select to print out the mini-map of the location for the target outlet.



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