

## MajorLink®

This month a Hong-Kong based company with us to tell about their company and how the things work in their country.

We have talked Mr.P.M.Lai who is co-founder of Majorlink



### Could you please introduce yourself briefly?

My name is P.M. Lai. I am the Co-founder and Managing Director for MajorLink – a technology company that focus on digital signage and interactive kiosk development.

### And your company?

MajorLink is based in Hong Kong with representative offices in Singapore and China. Over the years, MajorLink has developed numerous award-winning solutions in areas of interactive media and self-service platforms. With big names like Sony, HP, Kodak and Minolta on its book, MajorLink is well-recognized for its achievement in disruptive technology innovation and has since been awarded with more than 10 accolades.

### What do you think about outdoor advertising?

We see outdoor advertising has already become part of our everyday life. Especially in high growth cities, people



commute more often and spend substantial amount of time out-of-home. Places in Asian cities like Tokyo, Seoul, Singapore and Hong Kong have all witnessed the trend of "city life" with dominance of shopping malls, supermarkets and retail chains. We see more billboards, bigger signages and flaring displays alongside such high traffic areas.

### Why do the people need out-of-home/outdoor advertising especially in your country?

Eyeballs lead to advertising. Reach the target audience and capture their attention is the primary reason for out-of-home advertising to exist. Today, out-of-home advertising has prevailed as one of the fastest growing media to capture "eyeballs" and reach people out-of-time. In cities like Hong Kong, we have built some of the biggest neon signage in the world. Digital signage has also been getting prevalent in recent years due to



the increasing demand for more sophisticated promotion platform.

### Which big companies do you work with?

In areas of out-of-home advertising and content management, we develop and offer our state-of-the-art digital signage management technologies to ad operators and service providers who need to show up-to-date content and disseminate information in public. Some of these clients include outdoor ad operators, bus companies, QSR operators, property management and many others.

### What are the benefits of your productions?

We provide a technology platform to facilitate ease of content management and media playback. The major advantage for deploying digital signage networks is the ability to update and change advertising content effectively. With our sophisticated signage management technologies, the administrator can easily upload content, define playlist, set timeslot and send real-time info.

### What kind of services do you have for your customers?

We offer a "one-stop-shop" service for digital signage network including supply of media player device and signage management server, sourcing for off-the-shelf electronic display, management for network integration and setup as well as the consultancy support service for system launch.



### Are you happy to work in such a sector?

This is a very exciting marketplace. We see out-of-home advertising is growing rapidly especially in the digital signage arena. Digital signage is going to transform the way many businesses interact with their customers in the out-of-home environment. We're glad to stay at the forefront and to witness this new business paradigm to evolve.

### What are your expectations about this sector?

We anticipate a bright future for out-of-home advertising in the context of creating more interactions with the potential customers. Thanks to the advances and convergence of ICT technologies, things like network, screen and content can now



be united closely so that advertiser is able to deliver a prompt message and that customer can engage and even respond to the medium instantly.

What are the reactions of the customers or the consumers about your productions? We have helped build some of the most innovative out-of-home projects in the marketplace. With such track records, we have become the preferred solution partners to participate in some of the pioneering projects of its kind. Today, we're continuously enhancing our offers so that our partners and customers can stay at the forefront of their out-of-home businesses.

### Do you have any new productions?

We have upcoming projects that combine the use of mobile phone and portable devices to interact with the digital signages. These are what we call the interactive media of the new century. Whether this makes use of SMS, infrared, bluetooth or simply IVRS, we anticipate this type of



"call-to-action" campaign or message appeal to the advertising industry especially when advertisers are demanding ROI and measurable results for ad placements.

### What are your plans/expectations for the future?

With the advent of high speed network and digital convergence, we see ample opportunities in the use of internet and mobile networks to deliver message, display content and engage customer like never before. How to transform the eyeballs into transactions depends on how we can seamlessly manage the interactions with the customers on the spot. So interactive media makes a lot of sense for businesses targeting to engage customers and generate immediate transactions.

### Do you want to add or share something with our readers via SignGraphic magazine?

We are delighted to share with the readers via SignGraphic magazine for our humble views on the prospects of digital signage. Digital signage is a topic of growing interest all over the world. We see digital signage is more than outdoor advertising. It is about a new way we interact and transact in the out-of-home environment. Thank you very much.



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