



Brisbane Convention & Exhibition Centre signs C4 to implement Australia's first Cisco Digital Media Solution in the convention sector

Sydney and Brisbane, 17 September 2008: C4, a leading Australian ICT integrator, has today announced an agreement with the Brisbane Convention & Exhibition Centre (BCEC) to implement the Cisco Digital Media Solution (DMS). BCEC is the first Australian convention and exhibition centre to support an integrated digital signage solution from the IP network.

Based on a single platform, the comprehensive suite of digital signage, enterprise TV and desktop video applications support the easy creation, management and access of digital media across the network. Being centrally controlled and managed helps ensure all displays are in real time and each and every monitor and display screen is working – or able to be immediately identified if it's not.

In a leading-edge move towards a browser-based, low-power solution, the system replaces a previous signage system installed when the Centre was built.

According to Steve Gilbey, IT Manager, Brisbane Convention & Exhibition Centre, the decision to implement the Cisco DMS was made because of the functionality it will provide.

“Our key objective is to ensure that any conference, exhibition or event that takes place at the centre runs seamlessly. The ability to distribute information quickly and efficiently, instantly make edits and adjustments to content and stream dynamic video across the network of visual displays supports us in our progressive approach to servicing clients.”

C4 will implement the Cisco based integrated digital signage solution which will consist of more than 60 LCD displays and monitors. Using the IP network as the platform to enable end-to-end video solutions, each monitor will be integrated with the interior design of the Centre across the foyer providing informational and dynamic signage on large, slim LCD displays.

The implementation will include significant customisation to ensure the solution is adjusted to ideally suit BCEC's needs. An interface will be created to BCEC's event management system so all event signage will be automated and customer approved as part of the event order



signoff process. This avoids an AV team recreating signage and re-typing text thereby avoiding typos and errors made through work duplication.

C4 was chosen to implement the solution because of its long-standing relationship with BCEC and its proven ability to successfully implement digital signage.

Ian Poole, CEO of C4 says that with the continued growth of IP networks, digital signage enables organisations like the BCEC to leverage the power of video as a communications medium.

“With the cost of the LCD panels decreasing we expect to see many more organisations converting paper-based signage into digital and taking advantage of the power of the Internet to distribute messages effectively, in real-time to anywhere in the world.”

Fernando Schiavone, Cisco regional business development manager for enterprise sales in Australia and New Zealand said; “There is no doubt that the current wave of applications for Internet networking are video-based. We see that every day on the public Internet, and now we are seeing the revolution happen in business. Cisco’s DMS is a great example of how retailers and businesses such as the BCEC can create a competitive advantage and reduce the costs of providing information to their clients, using Internet video.”

The BCEC plans to provide opportunities for clients by using DMS, for the promotion of their events.

ENDS

Ian Poole, CEO C4 is available for phone interviews between 9am and 11am Wednesday 17 September. For more information about this story or to arrange a phone interview with Ian, please contact

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About Brisbane Convention & Exhibition Centre

Since opening in 1995, through its commitment to excellence, Brisbane Convention & Exhibition Centre has received 101 industry awards, making it the most awarded convention centre in Australia. Its credentials are equally impressive on the international stage, ranked among the top three convention centres worldwide by the Association Internationale des Palais de Congres (AIPC).



The Centre is a foundation member of the Federal Government's Greenhouse Challenge and has achieved Green Globe international benchmarking status for its commitment to the environment.

About C4

C4 provides Australian organisations with a new choice in designing, procuring, implementing and supporting Cisco-based ICT solutions. From professional services to procurement, C4 has the breadth and depth of capability to ensure quality customer outcomes in a low risk environment. C4 is part of the Integ Group, a UXC Limited company, with the financial strength and backing that comes from being listed on the Standard & Poor's/ASX 300.