



## MEDIA ASIA (HK) LTD

# Market Applause for Digital Signage Winner

Spotting a niche for value-adding, innovative digital solutions JERRY FUNG took the plunge to embrace technology and offer customers imaginative solutions on the silver tray of good service.

**D**igital signage technology is growing in demand in tandem with Asia's Meetings, Incentives, Conventions & Exhibitions (MICE) market. Still in relative infancy, the market's growing demand expects more from an industry that should and must deliver. Entrepreneur Jerry Fung's Media Asia (HK) Ltd stepped up to the challenge, serving Asia's most discerning market with innovative, thoughtful and creative one-stop-shop digital signage solutions that don't just fulfill, but amaze.

"We found the gap that the traditional signage could not fulfill nowadays properties' operations. We develop the digital signage system and e-directory system for use in properties like shopping malls and the airport to fill this gap. It not only changes the traditional signage purpose, but it also adds new value and technologies into the signage system which improve the quality, operation and for provide a new experience of convenience to customers."



**Jerry Fung: "Competition is fierce and we aim to grow on referral business and expand our markets qualitatively."**

### Setting Standards

Media Asia focusses on technologies development – technologies it uses to set new standard in the industry, Fung says.

"We provide the one-stop solution for the digital signage, e-directory system which includes design, supply & support service for both hardware and software. With our service and arrangement, our expert team considers the design for both

of hardware sign casing, I.T equipment, e-directory software user interfacing and the workflow. With the same design style, the system provides for the customer's experience. Also our experienced team plans and controls the complicated project smoothly to deliver the system."

### Exceeding Expectations

"Hong Kong customers have high expectations of our products and services and this of course creates more costs for the software development and the implementation workload. This challenge serves as a good training platform for our development team and it makes us better as a service provider."

"For the future, we will more focus on the product development and we are about to provide a new series digital signage and e-directory system for the retail and exhibition industries. Those new system could provide the platform for the retail and exhibition owners to do their advertising and provide the self-service for their customers to search and access their relevant information."

Fung says, the future is just as dependent on service as it is on products. Competition is fierce and we aim to grow on referral business and expand our markets qualitatively. The prestigious HKMVC Award will go a long way to assure our markets, partners and staff that we are on the right track. All we have to do it keep thinking and executing," he concludes. ■

For additional information, please visit [www.media-asia.com.hk](http://www.media-asia.com.hk)

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