



PROJECT COVERAGE

CAPTURING THE PERFECT PHOTO ANGLE AT THE NIGHT RACE

This was never an issue for the Singapore Night Race's devotees. With Ascend's **Cool Image** at the trackside, participants were able to bring home memories with just a mouse click away!



How **Cool Image** made a difference to the event?

- Instantaneous attention & response - Enthusiastic crowd were seen forming queues at the STB's booth, where Cool Image was deployed.
- Photo retrieved through email - Guests were able to keep as a souvenir
- Live feeds of photo taking process on plasma screens - By-passers were able to view what's happening in the studio
- Multiple race images to choose from as background

You too can keep your guests entertained and make your event a memorable one with Ascend's **Cool Image**. Call us to find out how you can run your own self-help photography corner or for a free product demo.

GALLERY GIVEN A BOOST USING SMART TECHNOLOGY

Best known for our innovative solutions in interactive audio and visual solutions, Ascend has been appointed to do installation works within the gallery area of the newly launched BCA's Zero Energy Building.

Comprising of 3 zones, the gallery provides visitors a comprehensive overview of Singapore's built environment and the initiatives spearheaded by BCA in collaboration with the building industry. *



Brilliant showcase of the cutting-edge and vibrant built environment:

- LED light strips that were installed into the acrylic panel, making reading of information a total breeze and adding a modern touch to the gallery area
- Sound and visual equipments were synchronized, allowing a seamless one touch presentation. Tour and narration of premise were conveniently triggered by a remote control.

Highlights of the gallery are available at BCA's website:
http://www.bcaa.edu.sg/BCAA_VR_gallery/index_gallery.html

*Source: http://www.bcaa.edu.sg/zero_energy_building.aspx

RECENT PROJECTS



Spikes Asia 2009



FDI 2009



Singapore Gifts & Stationery Show 2009



JEC Composite 2009

UPCOMING EXHIBITIONS:

- ☀ CIA / ENVIRON ASIA
- ☀ ASIA TELEVISION FORUM
- ☀ CLEAN ENERGY EXPO ASIA
- ☀ MPLAS 09 (KL, MALAYSIA)
- ☀ LIMA 09 (LANGKAWI)

ISSUE EXCLUSIVE!

Featuring the exclusive interview with Burberry, find out how they have deployed various sound and visual equipments to engage their customers through a pleasurable shopping experience. Click here to view.