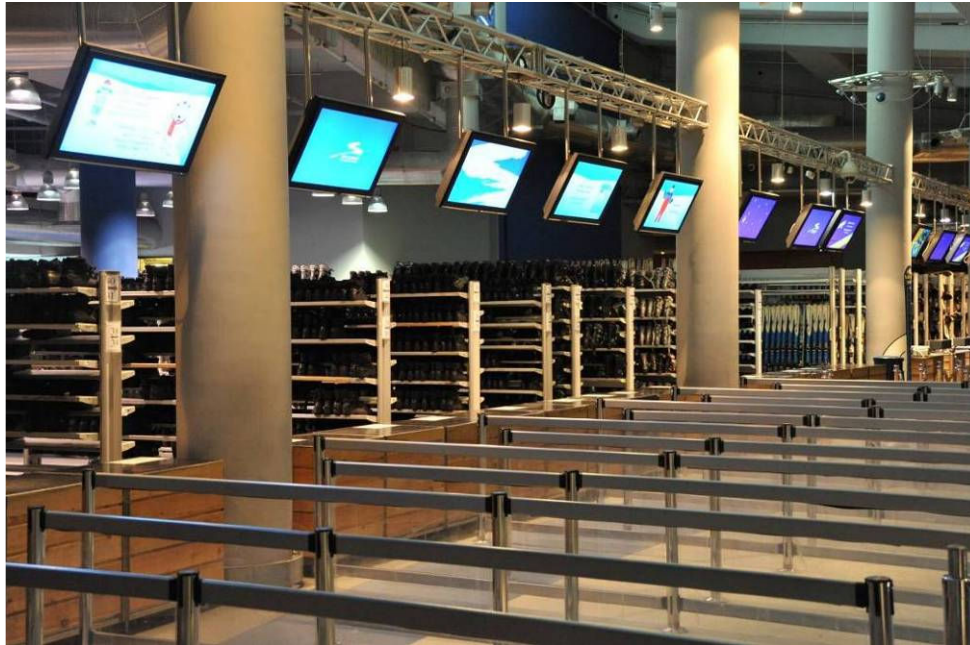


Meedya Group selects Navori for the Ski Dubai Digital Signage project

Ski Dubai is a major and internationally recognized landmark in Dubai – UAE that offers visitors the opportunity to enjoy winter weather in the middle of the desert. Visitors can ski and experience snow just as if they were in northern climates.



Meedya has implemented a full digital signage solution at Ski Dubai using the Navori Software platform. The system provides wayfinding services throughout the facility. It also helps manage customer lineups at the cashiers' desks and equipments delivery desks dynamically from a central location.

The Navori digital signage platform was selected because it offered the best mix of features and offered the most flexibility. Ease of use was another major point. The Navori Server application has a very intuitive interface so administrative staff can get up to speed quickly.

Screens can be assigned individual content or grouped together to simplify updates.

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This digital signage installation also supports third party advertising. Meedya has implemented a scalable and open ended network so as to incorporate the clients future needs.

Plans include extension of the network both internally as well as expanding within the Gulf Region with other entertainment venues within the group.

Information about Meedya Group can be found online at <http://www.meeddyagroup.com>.

For more information about the Ski Dubai complex, please visit: www.skidxb.com.

To find out more about the Navori digital signage software platform, please visit the Navori web site at www.navori.com or contact our head office directly:

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