

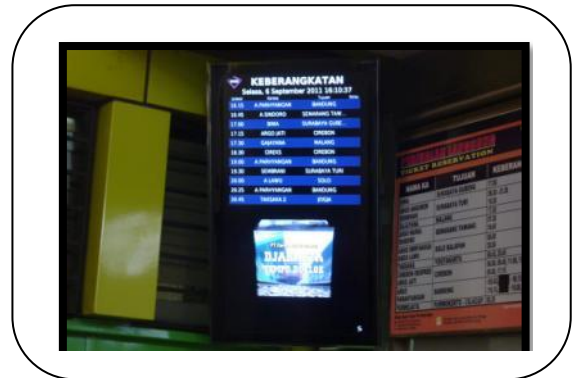
Jakarta, 28 October 2013

PT. Kereta Api Indonesia signs DA4RID contract for 7 Java stations

On Friday 15 October 2013 Commercial Director of PT. Kereta Api Indonesia (PT. KAI) Mr. Sulistyو Wimbo Hardjito and President of PT. Delphi Utama Mr. Wido Rahardjo signed a contract for the expansion of Digital Advertisement for Railway Information Displays (DA4RID) to seven major railway stations in Java Island, Indonesia.

The PT. KAI railway stations are:

- Bandung,
- Cirebon,
- Semarang Poncol,
- Semarang Tawang,
- Solo Jebres,
- Solo Balapan,
- Purwokerto.



The DA4RID displays will be strategically installed at passenger flow hotspots, i.e. the station entrances, ticket counters, waiting areas and ticket checkpoints. The DA4RID installations is expected to be operational by January 2014.

With these new installations DA4RID has reached coverage in PT. KAI stations of more than 500,000 daily passengers, or around 182 million annual viewers. With an average efficiency of more than 60% viewership capture, DA4RID is maintaining its position as the leading digital innovation solution for advertisers who aim to launch large scale campaigns to a broad spectrum of demographical groups.

With this expansion DUQSi Indonesia, a Joint Business Unit between QSi Holding Ltd and PT. Delphi Utama, is now close to achieving its objective set in 2011 to achieve in 2013 coverage of more than 200 million annual train passengers in PT. KAI train stations.



DA4RID

The product name DA4RID stands for Digital Advertising for Railway Information Displays. DA4RID is a hybrid media system that combines the concept of digital advertising with the service of providing railway passengers with accurate train schedule information. The schedule information is integrated in our railway service and delivered either as an add-on to the existing Railway Information Display System (RIDS) or as a stand-alone product.

In a 2010 independent investigation PT. Mindspace

concluded that more than 60% of the station visitors consciously or unconsciously take notice of the DA4RID displays. Other QSi Holding Products are listed below.

DUQSi Indonesia

PT. Delphi Utama (DU) and QSi Holding Limited (QSi) entered into a long term partnership in February 2009, with the purpose to promote QSi media products throughout Indonesia. In October 2013 both parties signed a Joint Business Unit Ownership Agreement, creating DUQSi Indonesia officially. Together DU and QSi combine the highest technical quality with installation capacity and state of the art software. This combination of skills guarantees property owners and media buyers the quality exposure that boosts their effectiveness and image. For more information please visit the website www.duqsi-indonesia.com.



QSi Holding Limited

QSi Holding Limited is a media technology company that is based in Hong Kong S.A.R. The company emerged in 2008 as the result of a joint venture between Querendo Ltd. from Hong Kong and System Integration Air Traffic Management AB (Si ATM) from Sweden.

The two companies Querendo and Si ATM together host a wide range of expertise from different disciplines and their combined knowledge and experience enables QSi to be competitive in markets that are both complex and dynamic. QSi have currently developed four main products:

- DA4FID - Digital Advertising for Flight Information Displays (out-door)
- DA4RID - Digital Advertising for Railway Information Displays (out-door)
- The Terminal - Digital Advertising for Hospitality Sector (in & out-door)
- The Central - Digital Advertising for Commercial Sector (out-door)

For more information please visit the website www.qsi-holding.com.

PT. Delphi Utama

PT. Delphi Utama is the legal representative and partner of QSi Holding Limited in Indonesia since January 2009. The Indonesian company started its operation in 1975 as supply and installation of security, laboratory, electronics, and telecommunication equipment. In 2009 it expanded its business into media solutions to respond to growing market opportunity. For more information visit the website www.delphiutama.com.