



**Media Contact:**

Sylvie Tongco  
Reichert Communications, LLC  
415.248.0230 x7017 or [sylvie@reichertcom.com](mailto:sylvie@reichertcom.com)

*For Immediate Release*

**DT Research and Wowcard Deploy Digital Signage Networks at Popular Philippine Restaurant Chains Jollibee and Chowking**

***WebDT Signage System Enables Dynamic Broadcast of Tourist Information at Vacation Hotspot Subic Bay***

**InfoComm Asia 2008 – HONG KONG – November 19, 2008** – DT Research™, Inc., an industry leader in the development of information appliances for vertical markets, and WOWCARD Inc., a major service provider to restaurants, tourist attractions, casinos, hotels and medical institutions in the Philippines, today announced that Jollibee and Chowking, two of the most popular fast-food chains in the Philippines, have deployed the WebDT Signage System at their Subic Bay Freeport locations. Commissioned by the Subic Bay Tourism Department, the digital signs primarily serve as key information terminals for local and international tourists and business travelers. Using the WebDT Signage System, the restaurants are now able to remotely manage content on multiple signs offering up-to-the minute local tourism information and advertising.

Subic Bay Freeport is a tourist and business destination located about 70 miles north of Manila, the Philippines' capital. Subic Bay boasts numerous vacation spots that include casinos, resorts and scuba diving centers, museums as well as a number of hotels and restaurants. Both Jollibee and Chowking use the WebDT Signage System to broadcast local travel information to visitors, including highlights and details on scenic spots, weather and news, forthcoming international and local affairs, conventions and concerts. When not used as tourist and business information terminals, the signs showcase Jollibee and Chowking's own food and product promotions or serve as an advertising medium for national and international businesses.

The digital signage network installations at Jollibee and Chowking provide the restaurants and Subic Bay's local tourism industry with an interactive and up-to-the minute system to communicate to visitors. The WebDT Signage System's content management software provides the ability to dynamically update content on multiple signs from any remote location, ensuring that guests receive offers and travel information in real-time.

"Subic Bay Freeport is a premier travel destination in the Philippines, attracting over 1.8 million local and foreign tourists and business visitors every year," said Armand C. Arreza, administrator and CEO of the Subic Bay Metropolitan Authority. "The WebDT Signage System enables us to quickly communicate to local and international tourists and showcase some of the finest destinations around the area. Also, with local establishments having different events and specials on a daily basis, the signage system provides them with a way to promote their products and services to increase sales."

"The WebDT Signage System allows the SBMA Tourism Department and WOWCARD Inc. to efficiently manage the content that is published on each digital sign," said Dr. Daw Tsai, president of DT Research. "This offers local tourism officials and advertisers the flexibility to promote different destinations or products and services on a daily – or even hourly basis. The WebDT Content Manager and Remote Device Manager provide businesses and advertisers with a powerful tool to effectively reach targeted audiences."



“Jollibee and Chowking attract a wide-range of customers as two of the major fast food chains in the Philippines,” said Robert G. Zabala, general manager, WOWCARD Inc. “Placing digital signs in high traffic areas is a smart and strategic move for the SBMA Tourism Department to reach a wide audience and attract more visitors to tourist sites. We look forward to continuing to work with the Subic Bay Tourism Department in expanding their digital signage implementation to more locations throughout Subic Bay and its environs.”

**About WOWCARD Inc.**

WOWCARD INCORPORATED is a promotions and multi-media production company that has a vast experience in the ads production and implementation of advocacy and promotions projects. WOWCARD has gained considerable experience through joint undertakings with its partners, multimedia products designer, developer and provider of effective awareness and advertising solutions to government as well as private entities.

**About DT Research**

DT Research™ develops and manufactures web-enabled information appliances for vertical applications. The WebDT family of products is based on thin computing platforms for secure, reliable, and cost-effective computing. WebDT products include wireless tablets, digital signage solutions, compact modular systems, and display-integrated information systems. These systems emphasize mobility, wireless connectivity and touch displays. Powered by Windows® Embedded and Windows XP operating systems, WebDT devices offer durability and ease in integration, leading to solutions that can be remotely managed with the user-friendly WebDT Device Manager software. For more information, visit <http://signage.dtri.com>.

**DT Research and WebDT are trademarks of DT Research, Inc. All other brands and product names may be trademarks and/or registered trademarks of their respective owners.**

###