



Lee Kum Kee Sauce Group

Mission

Lee Kum Kee was established in 1888 when its founder Mr Lee Kum Sheung invented oyster sauce in Nanshui, Zhuhai, Guangdong Province of China. With a glorious history of 123 years, Lee Kum Kee has become a household name as an ethnic Chinese enterprise as well as an international brand and a symbol of quality and trust

Lee Kum Kee required a flexible, user- friendly, easy-manage and high end signage solution that ease the IT staff while implementing.

Solution

SpinetiX was chosen for this project due to the flexibility in supporting any type of media format files. Lee Kum Kee can publish any type of videos, picture without converting as converting use a lot of time

SpinetiX is used to display history and corporate profile of Lee Kum Kee and its latest activities held by Lee Kum Kee which include pictures and videos. The display of the latest world news is achieved via the RSS feed.

Multiple displays are installed at various strategic and eye-catching location visible to the visitors and staffs.

Installation

- 3 unit SpinetiX HMP100
- 2 TVs

Results

- Instant publish of latest update / events
- All employees are well informed of the changes
- No more obsolete and outdated information
- Latest product information is displayed

