



designarcade2000

Create . Communicate . Engage . Connect



CREATIVITY & INNOVATION

embrace the past, establish the present, envision the future

An one-stop solutions for all your media needs in story telling, productions and distributions.

We **Create, Communicate, Engage & Connect** audiences in multiple platforms.
It is our constant journey, seeking new ways and always challenging ourselves to communicate our client's story. We believes Creativity & Innovation has no boundaries. It transcend borders, languages and cultures

Why media?

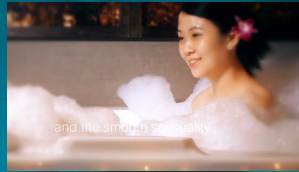
We strongly believed that media is king. The purpose of public media is to provide products and services that **Inform, Educate, Enlighten, Enrich & Empower.**

We are more than just a media production house that produces media to demands attention. We rides on Creativity & Innovation.
We leverage our creativity and innovative capabilities to attain long-term success.



designarcade2000

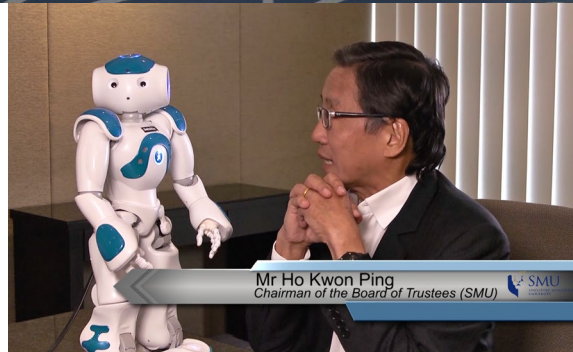
Corporate Video Production
 Product Introduction Video
 Safety Training Video
 Seminar Conference Recording
 Video Streaming
 Livestream Video Broadcast
 E-live Training
 Event Coverage Video
 Music Video
 Staff Recruitment Video
 TV Commercial
 Branding
 Marketing
 Training
 Documentation
 Documentary



Photos and words are limited. It is often insufficient in conveying messages. Eventually leading to poor understanding and even lack of engagement with the audiences. Therefore video is specifically produced to engage the audience. This method has proven to be effective and even more engaging than any source of media over the years. The audience are growing towards their choice of content over the internet, therefore it's only through the different online platforms apart from traditional media sources that your brand could be seen by your targeted audience.

Corporate Video Production

Promoting your businesses or delivering a key message to your clients. We help you to achieve your communication goals with our highly effective production team.



designarcade2000

Product Video Production

A product video is an explainer video that effectively demonstrates its benefits.

A demo video increases conversion rates by providing a creative and engaging story that demonstrates how the your product functions in the real world, and what kind of impact it has. By using narrative and metaphor, a product video can create a better lasting impression in the consumer's mind, leaving the product features to be experienced rather than explained.

The findings of neuroscience suggest there may be a reason for the continued popularity of Internet videos, and a good business case to incorporate video into your product launches. People are more likely to retain information received through video because the information is presented through audio and visual channels. Therefore, when companies need to express something about a product quickly and memorably, video is the best way to do it.



Training Video Production

Interactive technique is gaining traction in corporate training videos. With interactive hotspots, you can send viewers to a specific point in a video, ask them to respond to input or guide viewers to the next step in a series. Video is one of the most interesting ways to deliver content in the internet. Social media platform like Facebook, Twitter and others, encourages user to watch and share short, informative videos. People are most receptive to video for such corporate training or learning programs.

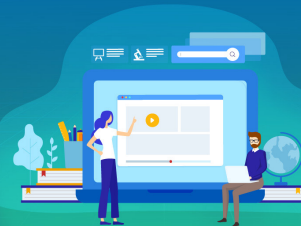


E-Live Training / Webinar

Long journeys involve travelling time and expense, but a webinar eliminates the need to travel. Make it easier and cheaper for your target group to be engaged by your message. There are advantages for you as the 'sender' too; the costs are much lower than organising a physical event and hiring a venue. It reaches your audience and reinforce your message more effectively. Webinars enable you to utilise polls, chats and calls to action, or to show your viewers PowerPoint slides or videos. The more interactive your webinar is, the greater the impact of your message will be.



Interactive eLearning portal



Museum
Visitor Centre
Retail Space
F&B Outlet
Event
Stage Design
Heritage Gallery
Arts Gallery
Commercial Space



Today, our interdisciplinary creative studio works across architecture, interiors, graphics, furniture design and technology to create impactful spaces for commercial brands. We visualise, plan and develop ideas straight through to the end experience.



Virtual Reality

Augmented Reality

Digital Book

Interactive Kiosk

Projection Mapping

Multi Sensory

Video Walls

With digital technology advancing and trends climbing towards customization, interactive media personalization plays a critical role in connecting brands with consumers. In order to be relevant, brands must engage with their consumers in unique ways and take advantage of new ways to interact with them.



David spent 12 years with SBC (Singapore Broadcasting Corporation) in Art Direction and Special Effects for numerous TV productions before setting up Design Arcade 2000 where he provides art direction for TV dramas, Thematic Exhibitions, Theme Parks, TV Commercials and also produces documentaries, corporate and IPO videos TVCs, 360VR virtual tour and e-learning interactive content. He also involved in National Education heritage galleries design and setup for schools. Currently, Design Arcade 2000 is exploring in Interactive Media such as 'interactive wall' for classroom and VR/AR virtual learning where lesson comes alive. It also includes touch screen kiosks for museums and visitor centres. The programs provide an experience to the past through interactive multimedia presentation and social platform in the 21st Century content.

One-stop Creative Service Provider for Retail, F&B, Education, Museum, Entertainment & Digital Advertising Space.

PROJECT REFERENCES/SCHOOL-NATIONAL EDUCATION

KONG HWA SCHOOL: HERITAGE CORRIDOR
CHIJ (KATONG CONVENT) HERITAGE ROOM
TELOK KURAU PRIMARY SCHOOL: HERITAGE GALLERY
MERIDIAN PRIMARY SCHOOL: NATIONAL EDUCATION CORNER
ST. JOSEPH'S INSTITUTION: SCHOOL ARCHIVE
ANDERSON JUNIOR COLLEGE: HERITAGE CORRIDOR
RULANG PRIMARY SCHOOL: HERITAGE/NE GALLERIES
QIFA PRIMARY SCHOOL: HERITAGE CORNER
QIHUA PRIMARY SCHOOL: HERITAGE CORNER
POI CHING SCHOOL: HERITAGE GALLERY
HONG KAH SECONDARY SCHOOL: HERITAGE CORNER
COMMONWEALTH SECONDARY SCHOOL: HERITAGE CORNER
FIRST TOA PA YOH PRIMARY SCHOOL: IT GARDEN
MARYMOUNT CONVENT: NATIONAL EDUCATION CORNER
RAFFLE'S INSTITUTION: CLASSROOM DIORAMA
GREENRIDGE PRIMARY SCHOOL: NATIONAL EDUCATION HUB
DAMAI PRIMARY SCHOOL: HISTORY CORRIDOR
CHRISTCHURCH SECONDARY SCHOOL: NE/FUTURE CLASSROOM-ICT
STAMFORD PRIMARY SCHOOL: NE HUB/FUTURE CLASSROOM-ICT
MORE ...

PROJECT REFERENCES/MUSEUM

HISTORICAL PAINTING EXHIBITION
WILLI.AIV1 FARQUHAR PAINTING EXHIBITION
LET'S CELEBRATE EXHIBITION
HAKKA: FROM GUESTS PEOPLE TO CITIZENS
ALAMKARA: 5000 YEARS OF INDIA
KRIS EXHIBITION
SINGAPORE MALAYS: SOCIAL HISTORY
FUJIAN EXHIBITION
MASK TELLS STORIES
60TH YEARS OF RADIO BROADCASTING
ETERNAL EGYPT: TREASURES FROM THE BRITISH MUSEUM
MOUNT EVEREST EXPEDITION EXHIBITION
50TH ANNIVERSARY OF WORLD WAR 2
ENTER THE HUNG GATE: SECRET SOCIETIES IN SINGAPORE
ISLAMIC EXHIBITION
ASEAN CULTURAL HERITAGE EXHIBITION
BACK TO SCHOOL: EDUCATIONAL EXHIBITION
I AM MY OWN HISTORIAN: EDUCATIONAL
FORT CANNING EXHIBITION
MYTHS AND LEGENDS: EDUCATION
RAMAYANA
ELIZABETH CHOY EXHIBITION
30TH ANNIVERSARY OF SINGAPORE INDEPENDENT
KONG CHOW WUI KOON LIVING MUSEUM
MORE ...

TV/VIDEO/FILM PRODUCTIONS REFERENCES

CHINATOWN 24/7: DOCUMENTARY
THE GANG: SHORT FILM
CHINA TAISAN TECHNOLOGY GROUP: CORPORATE
KALLANG ROAR 'THE MOVIE': FEATURE FILM
BUKIT PANJANG GOVT. HIGH: RECRUITMENT
FONTERRA 'ANLENE': TVC
DUMEX 'DUGRO MILK': TVC
BIOSKIN: TVC
GINVERA: TVC
RSAF RECRUITMENT: TVC
CARLSBERG: TVC
SKYTOWER: CORPORATE
DASANI DRINK: TVC
GLOWER: TVC
PINK DOUPHIN: TVC
AVIVA: TVC
HITACHI: TVC
APRO SECURITY: TVC
LONG JOHN SILVER: TVC
INTENZ 'MIRCALE WHITE': TVC
MILK PRODUCT: TVC
TUMMITRIM: TVC
ASTRO: TVC
BIO-ESSENCE: TVC
THOW KWANG POTTERY DOCUMENTARY
ACADEMY OF PRINCIPALS SINGAPORE
PRINCIPALS ACADEMY INC
KWONG WAI SHIU HOSPITAL
MORE ...

