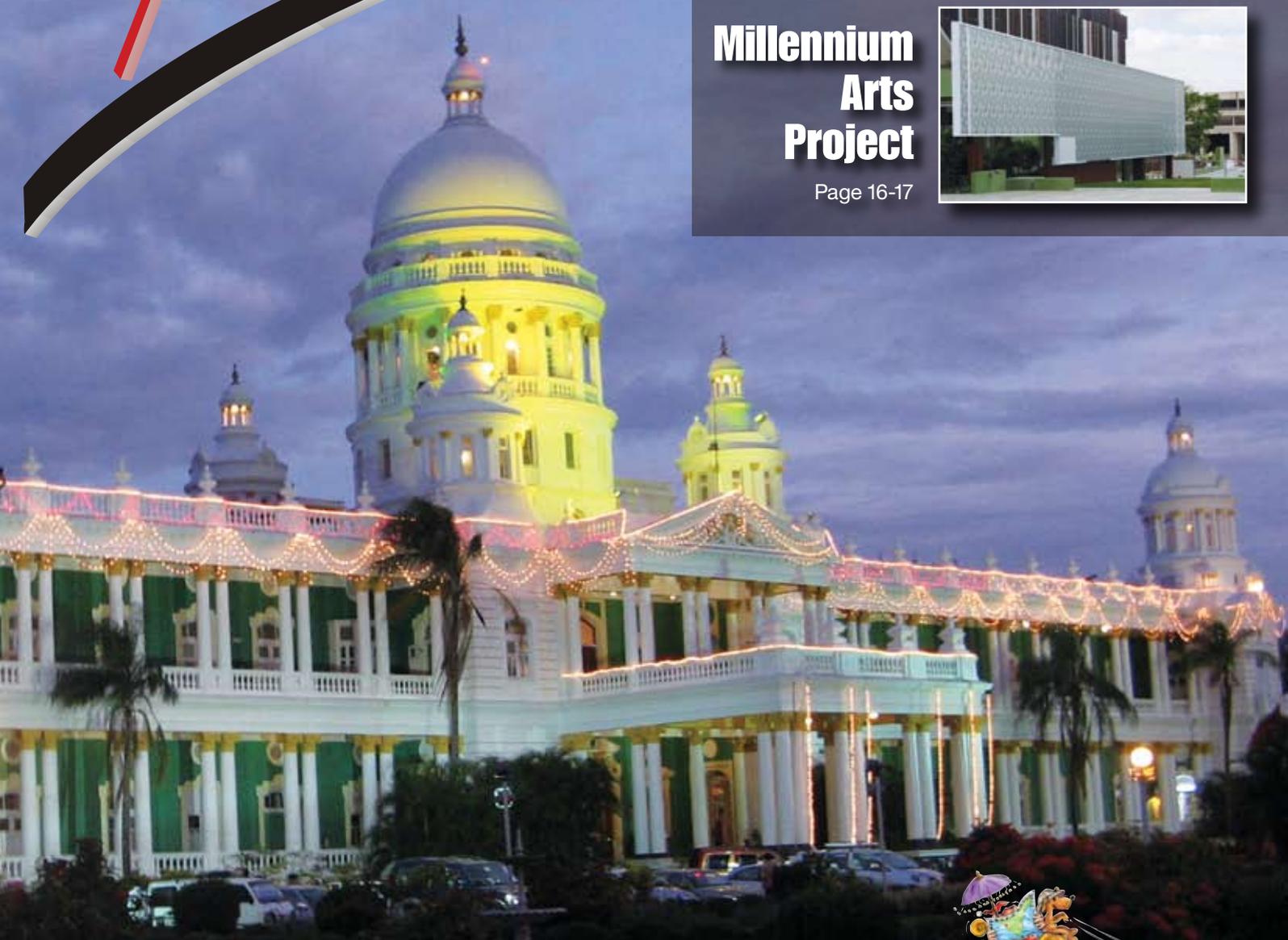


All about identity[®]

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Ho Ho Ho, it's that time again.

Another year has come and gone. Seems only yesterday the hype was that the world was coming to an end via the new millennium. Planes falling out of the air, banks in melt down, the end of mankind as we knew it. Well we all know what happened - not much, except a huge boom in the IT industry. Today we have global warming, unbelievable weather patterns, chronic water shortages (in Australia) and an unprecedented global economic boom. Can't wait to see to see how this chapter ends...

As for Albert Smith, well life has been very exciting right across the company. This edition hi-lights much of the fun and the success we have enjoyed since our last edition with activity extremely high in all sectors of ASG globally.

Here in Brisbane: we have designed and built the biggest one piece sign in our one hundred and thirty year history; completed the largest single shopping centre upgrade project in our history; are welcoming India to the Albert Smith global family; and commissioned the most expensive piece of technology ever into our manufacturing facility. Suffice to say, I am extremely proud of our teams many achievements.

Christmas shut down is not too far away now, and with the team in full-flight meeting demand, none of us have had time to reflect too much on our triumphs. However we have a plan. Fun is on the way.

Recently I had the pleasure of hosting a colleague from overseas. He has been involved with the industry for over thirty years and we were comparing adventures and opinions of industry trends. It was a fascinating journey and whilst our businesses were literally worlds apart it is amazing how parallel our business activities, successes and failures have been.

From when everything was created hand built, through to the technological revolution we now find ourselves in.

From comparing skill levels yesterday and now, to materials quality and availability.

And how we actually manufactured so many components to build our products that now form part of our daily inventory.

One thing we agreed has not changed. The product. By nature a sign is one of the few products in the world that includes a personality of its own. Therein lies the challenge for every sign manufacturer, no matter what equipment or technology is employed. A sign is a sign of a customer's unique individuality. Name; logo; message; colour; graphics; illuminated [say five lighting options]; non-illuminated; material [hundreds of options]; location [from the sky-line to the toilet door]; etc.

All of this information has to be precisely gathered from the client, sorted and designed to enable a competitive quote [and to make a profit], sorted again for production [ASG has thirteen trade departments for the manufacturing cycle] and then create the methodology and process for installation. When achieved, the end result will deliver the distinctive hallmark of the customer, unique to their brand and environment.

As an example, take a moment when next on a shopping spree at the variation of signage in your local shopping centre. Or more simplistically, when you visit your dentist or even cross the road. Signage manufacture is a very complex past time, and we only get one shot at it, you must get it right first time. Aside from the difficulties and frustrations, we also agreed, it is great fun, and extremely rewarding to see your creation delivering a clients message, and never for one moment could you say its boring.

This industry has captured my attention, commitment and I guess life, for the past forty five years and I am still learning and enjoying. Every day another challenge, you think I would get a real life wouldn't you!

So as 2006 comes to a close, all of us at Albert Smith wish you a very Merry Christmas, thank you for the opportunities of the past year and we look forward to serving you again next year.

Have a great New Year and be safe.

Regards,

Rodney Smith
Managing Director
Albert Smith Group



All about identity

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All About Identity Magazine is a free publication published by Albert Smith Signs Pty Ltd. Copies are sent to clients, staff and colleagues. Please send enquiries and comments to: Albert Smith Group, 59 Taylor Street, Bulimba, QLD 4171 Australia

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\$2000 to \$2 million worth of high quality signage with no money upfront

A company's brand and signage should be considered one of the most important parts of its business – and ultimate business success. But it's also one that can involve considerable financial investment.

The Albert Smith Group – who has re-branded corporate giants like McDonalds, BP, Coles Express and Freedom Furniture – has come to the rescue for smaller companies wanting superior branding, but without the initial financial outlay.

The answer is Albert Smith Group's unique flexible finance facility for branding called Signvest. It covers a range of benefits including design, construction, installation and maintenance, and allows businesses to have the signage solutions they need immediately without outlaying upfront funds.

Signvest incorporates affordable monthly payments, with no deposit or end balloon payout, and at the end of the term the business owns the signs outright for just \$1. The best part is that the monthly payments are all fully tax deductible.

Managing Director Rodney Smith says Signvest is designed for business owners who watch their finances and know that cash flow is king, but still want to put their best face forward and project a professional image.

"Whether you are starting a business or re-branding an established company, a strong corporate identity is paramount in securing new clients and retaining existing clients. It's about making your sign your company's identity."

"Branding has immeasurable worth to all businesses whether it's a high level building sign that becomes a landmark and makes a powerful corporate statement, or a one-off shop front that proudly announces your place in the street."

Rod Smith says not all businesses require a huge national re-branding campaign, like the 2003 project to upgrade all the existing signage for Shell service stations nationally to incorporate their Coles Express alliance.

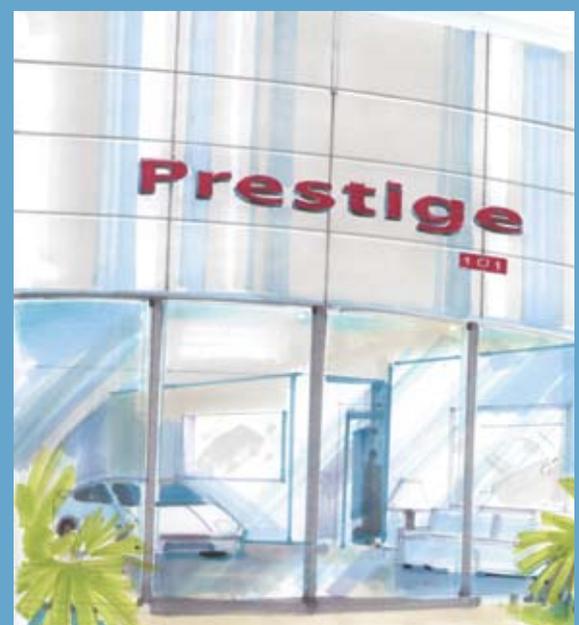
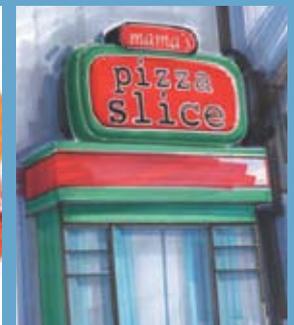
"But this doesn't mean businesses should skimp on quality branding either," Rod said. "Good branding isn't just for big business, it's for all business."

Signvest provides options for new businesses and franchises, and existing businesses needing a facelift, to carry a streamlined corporate image from their signage to their interiors without disrupting the all-important cash flow.

"As the industry leader in corporate identity products in Australia and throughout the Asia Pacific region we are delighted to offer the same level of service, commitment and expertise to small to medium enterprises that we do to global corporations," Rod said.

Albert Smith Group offers a five-year warranty with Signvest to protect the image and investment, which includes a scheduled maintenance program.

Noel Brown – Albert Smith Australia





Super Amart – Super Store

When John McWilliam and Gary Koeter contacted ASG to discuss signage it was very exciting for us as Super Amart, a Queensland company who have been specialising in discount furniture and bedding since 1970, was a brand that ASG hadn't worked with before.



Our first meeting was to discuss a new super site being developed at Helensvale, north of the Gold Coast, just off the M1 and adjacent to Queensland's renowned theme parks. This site was to be the biggest Super A Mart site yet, and in such a prime location in one of South East Queensland's most rapidly growing areas, that our client wanted to make a statement that would compliment this enormous super store.

Gary and John first presented me with some concept sketches to get things rolling and to give me an idea of what they wanted to achieve with their landmark pylon and entry statement. With those sketches in hand our Signs spec team developed a series of concepts for our clients review. After submitting these designs, we met with another member of the Super Amart team, Property Manager Laurence Levy. It was great to work with Laurence on this project and just a few weeks after the design concepts were submitted, at the stage when the construction works were well underway at site, the final signage design was chosen.





The illuminated entry statement is a combination of individually fabricated lettering, fitted with neon and face applied translucent vinyls. To add a feature to the building the customer requested the lettering to be mounted to a section of galvanised weldmesh. The sign was then fitted to the existing structure at the main entrance, positioned between the two enormous showrooms - you really can't miss it!

The main ID sign is a 7.5m wide x 10.5m high landmark pylon with the letter 'A' being some 2.5m high – this sign was certainly going to catch the attention of any



car driving along the M1! A police escort and a dawn run from Bulimba to Helensvale were needed to transport the signs due to the sheer size of the pylon.

Amart's Helensvale superstore is now open and we at Albert Smith Group wish them every bit of success at their new location.

Mandy Smith – Albert Smith Australia





name

Name that baby.....

Taipei, capital of the Republic of China, is a city that blends traditional culture & cosmopolitan life. As the political, economic, educational, and recreational center of the country, Taipei offers an array of significant cultural sights. It is home to Taipei 101, currently the tallest building in the world. Soon, it will also be home to Asia's newest transport interchanges.

With an outstanding business model that emphasizes close cooperation between the public and private sectors, Taipei has perfected the BOT model (build – operate – transfer) or BO model (build – operate) to provide a comprehensive range of e-Government services and cutting-edge technological innovation to both its residents and the enterprises in the Taipei metropolitan area.

Spread over a footprint of almost three acres, one such \$50m BOT development in the centre of Taipei city will house the five transportation systems serving Taipei City and surrounding areas. The new 'shinkasen' High speed rail, national rail, Taipei Mass Rapid Transit, long distance buses, and the airport transit system will interchange at Centre Nine.

Surrounding this transportation hub will be a multi-use complex that will include office blocks, premium residential accommodation, a five star hotel, shopping mall and a cinema complex. This will create a new central point at the heart of Taipei for the 21st century.

Wandatum, the key construction company and BOT owner approached Albert Smith Taiwan. They identified in Albert Smith Taiwan the combination of international resources and strong local experience and knowledge base, needed to assist them to create and manage their brand strategy and development of the signage system applications. For such a diverse complex, one of the most critical challenges facing the customer to accelerate the return on investment is to effectively communicate the "products" to all potential business partners and customers of the facilities. Our final scope of work was to include the Brand and Signage system, which incorporated such modules as Brand Definition, Brand Expression, Signage system and Advertising space planning.



國際商務旅館





SHOPPING MALL

RESIDENTIAL

OFFICE

TRANSPORT INTERCHANGE



購物中心

辦公室/住宅

都會住宅

轉運站

停車場

捷運設施

words

One component of Brand Expression is naming. Developing a name for a commercial property is never an easy task in any culture, and is especially tricky for an International landmark with mainly Chinese investors, in a multi-cultural, multi-lingual environment. After a lengthy involved analysis of the Brand architecture, the client agreed to apply umbrella brand for the identity of the complex. The initial option list proposed contained no less than 65 names, and during the consideration process, that went as high as 100, ranging from the traditional, the fashionable, to the ridiculous. "Taipei Kingdom", "Taipei Empire", "Taipei Horizon", and "Taipei View" were all in the final shortlist, with the selection process being influenced by committees, bosses and even feng-shui masters. In the end, after numerous deliberations, a name for Taipei's new baby was settled on. Thankfully, logic and simplicity prevailed, and the next time you visit Taipei's new transportation hub, you can give a knowing glance to the signs for iTaipei, because you know where it came from.....

Paul Maloney – Albert Smith Taiwan

Shape

i台北





Spreading the light of assurance over Brisbane

When appointed as Albert Smith Groups Customer Relationship Manager for the AAMI project, I was glad to be associated with such a challenging and interesting project. Placing their brand on the 40 story high Central Plaza One building towering over Brisbane’s skyline really makes AAMI an icon for our city.

The most confronting part of the sign design was having to allow for the expansion joints on the building facade which are created to allow for the significant movement experienced with expansion and contraction throughout the changing seasons. To ensure our signs have virtually the same amount of flexibility was testing.

Thanks to the superior experience and guidance from our GM Mitchell Smith, our Signspec Department in the Philippines, were able to produce a unique solution that allows the signs to move in conjunction with the expansion joints.

At the commencement of the project, there was only a small amount of detail provided on the building elevations, which eventually lead us into detailing of the building panels, load carrying capacity of the building and much much more.

To ensure the size of the signs deliver the desired outcome for the customer, adhesive vinyl mock-ups, as pictured, were produced and installed for assessment, by AAMI and their Project Managers. The mock-up process proved very valuable, approval was granted and as this edition of our magazine goes to print the ‘real’ signs are being installed.

What I've experienced during this project is that at ASG we've got highly skilled and friendly people, which make such a challenging job, not only easy but enjoyable. I am really proud to be associated with this job, and can't wait to see the 'real' AAMI sign installed !

Amit Karalkar - Albert Smith Australia.

Project Managers: Connell Wagner

Design and Drafting detailing: Signspec Philippines

Fixing Certifier: G James





NUNAWADING Home CENTRE

Nunawading Homemaker Centre

We often get involved with some interesting projects and thanks to Becon Constructions we had the opportunity to provide the various signs for the new Nunawading Homemaker Centre, featuring brands; Plush, Officeworks, Adairs, Fantastic Furniture, and Dare.

This job was a bit different as most of the graphic faces were supplied by others, shipped to Albert Smith for fitting to the signs built in our factory.

The signs were then shipped to Victoria for installation.

As per The Retail Group Architects specification the signs were to be pin fixed of the ACM clad wall, which was quite challenging. The difficulty was finding a structural element to fix to behind the ACM, whilst retaining the architect's visual layout, but thanks to the skill of our installation crew, all was achieved.

Tony West – Albert Smith Australia







Westfield Chermside \$200 Million Redevelopment

The first stage of a \$200 million redevelopment program opened at Westfield Chermside on 19th October. Chermside which first opened in 1957, Brisbane's oldest drive-in shopping centre, now has over 350 stores and 6,200 car parking spaces. When the second stage of the project is completed in August 2007, which will include the opening of a David Jones Department Store, Westfield Chermside will be Queensland's largest shopping centre.





The \$200 million redevelopment's first stage includes Woolworths, Big W, JB Hi-Fi, Goodlife gymnasium and around 80 specialty stores while Borders and another 20 specialty stores will open before Christmas. The redeveloped centre includes an open-space market square area surrounded by alfresco dining and a fresh food market overlooking the Chermside Parklands on the centre's eastern side.



Albert Smith Group were involved with that last refurbishment in 2000 with the supply and installation of signs including the large Westfield monolith at the Gympie Road entrance, so we very pleased to be working again with Westfield on this exciting new project



Given the scale of the re-development, there was always going to be significant demands placed on the selected signage supplier. Given the importance to Westfield's of their branding and signage, an important early requirement was a meeting of Westfield project staff, including Alan Robertson (Project Manager) and Steve Boulos (Contracts Manager) and the Albert Smith team, seeking re-assurance that Albert Smith would be in a position to apply the required resources, and just as importantly, all agreeing to constantly review and monitor progress towards those common goals.



The signage package, as is often the case with projects of this nature, was constantly under development, with input primarily from Glen Pidgeon (Project Architect), but with regular feedback from development executives and the leasing team.



In addition to multiple sets of illuminated Westfield letters occupying key positions around the new building envelope, a key element of the signage package was a new 20m pylon sign fronting Gympie Rd., ideally positioned to identify the entry to the new precinct, and of a scale that matched the enormity of the centre.

Just as importantly, is the requirement for shoppers to be readily able to park



and to find their way around – no mean feat, given the extent of the new Chermerside. As a result, a significant component of the signage package was devoted to carpark and mall signs, with elegant new wayfinders fitted throughout both the new, and the existing areas of the centre. Extensive illuminated signage to the carpark, both at entry points and directing traffic throughout the carpark, make for easier and less stressful decision making when finding one of the many new carparks.

With all this signage, extending from large sets of acrylic lettering, neon, fluorescent illuminated flexface, glass panelling, stainless steel, moulded acrylic and a variety of other means, the stage was certainly set for a thorough stretching of our wide range of skills and resources.

Early on, the Westfield and Albert Smith teams agreed on a weekly meeting schedule, to constantly monitor and review where both sides of the group were at – a strategy which paid dividends by ensuring the site was aware when product was due, but also to keep pressure on the supply of required information from our client.

When the value of the signage package is almost \$1.2M, a close working relationship, and co-ordinated approach is a huge benefit and you could say essential to the projects success. Whilst at times, there were some anxious moments and some concerns in both camps, the team had managed to deliver one of the largest individual shopping centre projects completed by Albert Smith Signs, and in time for the grand opening!

Ian Wilks – Albert Smith Australia



**TOYOTA****トヨタ TOYOTA**

Sustainable Mobility

It is Toyota's vision to achieve sustainable mobility in the twenty-first century. Toyota is taking on the challenge to develop various technologies and incorporate them in products, including improved fuel efficiency to reduce carbon dioxide emissions, diversification of energy sources with an eye towards restricted petroleum consumption, and clean emissions and safety technologies. Toyota will strive to remain an exemplary manufacturing company that can provide the ultimate in mobility to customers.

The synergy between our two companies is apparent as Albert Smith China also strives to remain an exemplary manufacturing company who provide the ultimate in 'identity' to its customers.

In 2005, Guangzhou Toyota Motor Co. Ltd., (GTMC) invited public bidding for their external and internal branding requirements (including external Pylons, way-finding systems and logo pylons). Albert Smith Guangzhou grasped this opportunity amidst stiff competition. As one of the only 2 suppliers to GTMC throughout China, we now supply 70% of external signage and 100% of internal signage.

In the last 3 months alone, we have successfully completed 74 sites for GTMC. Ongoing, we believe that with our competitive advantage of quality manufacture and reliable service, we will continue to deliver excellence in product and services to GTMC.

Through the coupling of Toyota's global advanced technical know how and Guangzhou Auto Group's local sales experience, Guangzhou Toyota Motor Co., Ltd. (GTMC) was established back in September 2004, following approval of the Chinese Government. With production and sales of the mid-size Toyota Camry sedan commencing in mid-2006, it was expected they'd achieve an annual production capacity of 150,000 vehicles in the first year.

Positioned in the heart of China's largest automobile market of Guangdong Province and capitalized at 1.3 billion RMB (approx. 17.3 billion yen) with equity participation at 50% by both companies, GTMC, is expected to continue to play an active role in the future development of Toyota's operations in China. Equally Albert Smith China is committed to continue our role in support of GTMC as they rapidly expand their dealerships throughout China.

Shirley Shen – Albert Smith China.





Millennium Arts Project

The Millennium Arts Project at Queensland's Cultural Centre in Brisbane is the largest investment in arts infrastructure in Queensland for 30 years, at a total cost of \$291.3 million. The project encompasses 3 components; the Gallery of Modern Art (GoMA), the redevelopment of the State Library of Queensland, and comprehensive Site Infrastructure Works.



A new level was added to create 5 levels in all for the GoMA building, which occupies Kurilpa Point on the southern bank of the Brisbane River. GoMA doubles the space of the existing Queensland Art Gallery and is proudly now the largest art museum in Australia dedicated to modern and contemporary art. The redevelopment of the library more than doubles the space of its former facilities with a 12,000 square metre extension that includes a new 260 seat auditorium and climate controlled repository. Whilst the Site Infrastructure Works integrate the Gallery and Library buildings, and comprises more than 40 elements relating to the overall site, including the creation of new public spaces.

Interestingly about just over 80% (42,000 cubic metres) of the building and vegetation waste generated has been re-used or recycled. For example: concrete rubble, slabs and foundations were crushed and magnetic separation removed steel reinforcing, to produce 7500 tonnes of rock re-used on site.

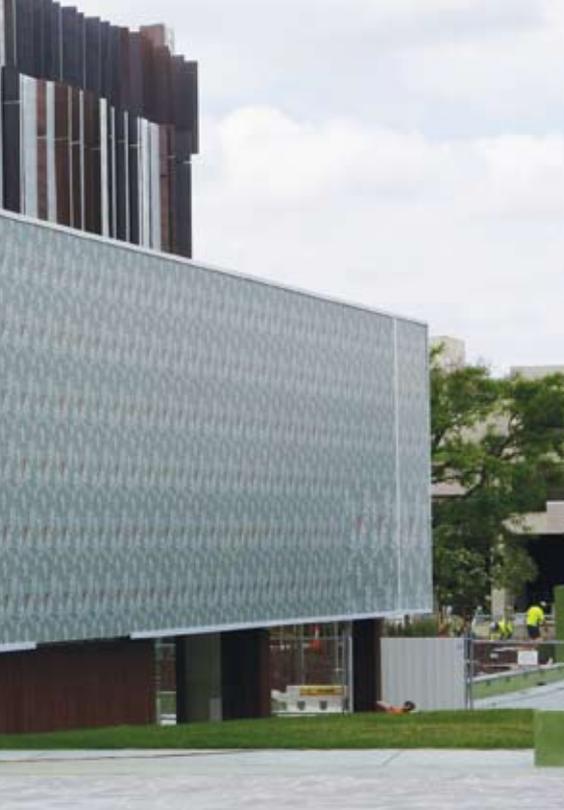
With this new and diverse public space, the signage package has been structured to focus attention to wayfinding and directional signage throughout the precinct, with a significant emphasis on accessible signage. Extensive use of mapping with Braille components is designed to assist access by all.

With the variety of finishes and materials included in the building ranging from zinc sheet to anodised aluminium, to glass and timber, and the signage construction designed to compliment the building finishes, Albert Smith Signs extensive resources have been put to the test again.

Aside from the array of directional signage a number of iconic elements are included in the works, the most noticeable is a giant billboard situated at the Arrivals Place in front of the library, in an area defined as a major meeting point. This billboard stretches some 45 metres wide by 5.5 metres high and features a digitally printed pattern designed to tie in, if somewhat discreetly, with the pattern of the carpet throughout the library.



Change



Also in this area is a major tactile map element, which comprises multiple layers of aluminium plates, essentially a model of the overall site, to really assist visitors in getting a feel for the area complete with contours, pathways and the adjacent river, and constructed to withstand the harsh public environment it lives in.

The Millennium Arts project has been a stimulating project, from meeting many of the technical challenges to working with the multitude of stakeholders involved, such as Dot Dash, Donovan Hill Powell Thorpe in association, Architectus and the very efficient Ross Barnes. (Bovis' Cadet Engineer charged with the responsibility of driving the signage programme) The end result is a product of the highest quality that we believe will remain testament, and a real support, to this iconic development.

Ian Wilks – Albert Smith Australia





ASB Bank – One Step Ahead

ASB Bank has a history of over 150 years of service to New Zealanders, and is proud to be one of New Zealand's leading banks. ASB Bank aim to be One Step Ahead with their product offerings and service and they seem to be right on track. For the sixth consecutive year, ASB Bank was rated New Zealand's No.1 major bank in terms of customer satisfaction in the highly respected University of Auckland survey of residential bank customers.

The ASB Bank's success can be attributed to their innovation and their continual fine tuning and focus on ensuring the banking experience is easy for their customers. They wished this to be conveyed through their fresh and evolving corporate

identity. The new ASB Bank graphics are simple, modern and dynamic, and effectively project their fresh new identity.

A number of sign prototypes were first designed and built during 2004 with a view to officially launch the new brand the following year. Initially an entire branch was built inside a warehouse for evaluation, under tight security and confidentiality by all involved. From there, minor changes were implemented and 10 sites were chosen to receive the new branding in 2005. These sites are representative of the differing styles of branch: free standing, mall and non-retail branch. Sign types include 5m module fascia systems, tavern (cantilever) signs, high level signs, ATM signs, internal branch signs, digital graphics, and 3D



hanging signs and letters, and internal bulkheads. Some key sites included: Christchurch, Dunedin, Wellington, Hamilton, Auckland and Whangarei. All 10 sites were installed over one weekend to be unveiled simultaneously to the country first thing Monday morning.

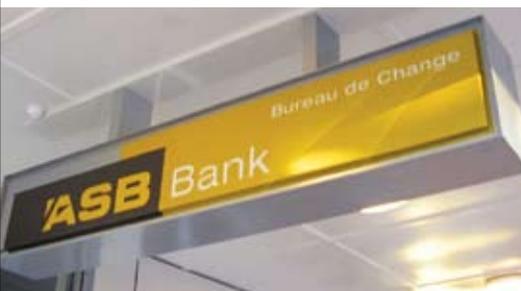
The ASB Bank brand has a definite palette of colours that was required to be replicated in the various signs. Whilst some signage elements could use existing vinyls, the ASB Bank yellow and ASB Bank black (flat charcoal) are both custom colours that required 3M to match to colour swatches provided by the client, which was in turn then matched to the paint and ACM colours.

One of the distinctive features of the ASB Bank brand is the swirl pattern that appears on many of their signs. It was quite a process to achieve illumination of the swirl to the exact PMS colours of the brand. We started with double laminating two standard 3M vinyl colours together to achieve the exact swirl pattern colour, then screenprinted onto this to achieve their custom dark gold background colour (keep in mind that the thin light gold lines are only 1.2mm wide)

Keeping colour uniformity on the various substrates both non-illuminated and illuminated was no easy task, and under no circumstances was this to be compromised. We are very proud of achieving this to our customer's satisfaction.

The Bank has over 120 retail sites, and 50 non-retail (rural / regional / business centres) and over 100 off-site ATM machines, that all required re-branding. Due to the enormous success of the 10 trial sites, the bank proudly accelerated what they expected to be a 2 year rollout to a 6 month programme for all retail sites. This was completed successfully in May 2006 with the roll-out for non-etail sites to be completed before Christmas 2006.

Grant Gedye – Albert Smith New Zealand



Memories of Mongolia

Recently I received an email from my friend in Mongolia, Mr. P Bayer, G.M. of Monnis Internationals vehicle division, which reminded me of the wonderful experience I had with Albert Smith Philippines, where I had the opportunity to work in Mongolia.



Mr P Bayer

Monnis International, is the official distributor for Nissan Motor Co. Ltd. in Mongolia, Mr P Bayer was writing to tell me that their new Nissan dealership showroom and service center was officially inaugurated on the 8th September 2006. This prestigious event was attended by dignitaries such as; S.Batbold, Head of the Cabinet Secretariat of the Mongolian Government; Mr. Sasaki, a representative of the Nissan Motors Corporation; H.Maekawa, the First Secretary of the Japanese Embassy in Mongolia; B.Jargsalsaikhan, Vice President of the Monnis Group; and B.Chuluunbaatar, Director General of the Monnis Properties Company.





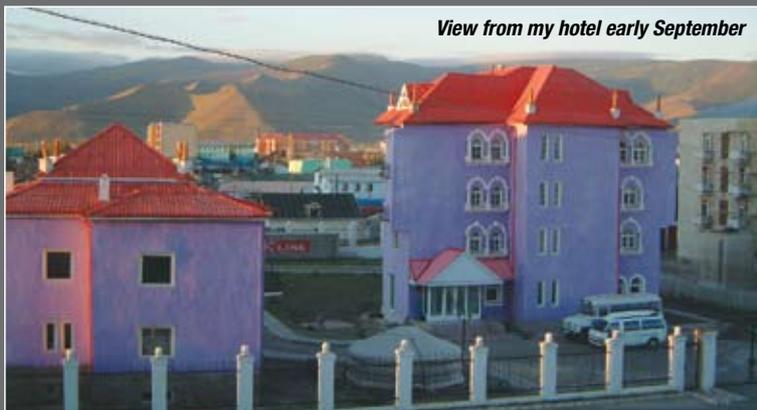
Albert Smith Philippines as regional supplier for Nissan's RVI programme in South East Asia was asked if we could supply and install the new image to Mongolia's first ever Nissan showroom. Our scope included the supply of all the Alucobond (ACM / aluminum composite material) cladding for the building, all external signage and internal signage and furniture for the showroom. Planning and preparation started in early 2005 in close consultation with the architect, the team from Monnis International Mongolia and Nissan's Project Consultants from Turner and Townsend.

All products were manufactured and assembled in our Philippine plant, undergoing a thorough QA check, knocked down, then packed ready for shipping. By early June, five (5) x forty-foot hi-cube containers were well on their way from the Philippines to Ulaanbaatar Mongolia. By early September so was I.



Traveling via Seoul Korea I arrived in Ulaanbaatar on September the 8th to mild weather, a mere 14 degrees Celcius compared to the Philippines 32 degrees Celsius. Mr. P Bayar kindly greeted me at the airport and took me to the Edelweiss Hotel, which was to be my home for the next 10 weeks. Work commenced the next day, and throughout the months that followed the temperature continued to drop, right down to zero degrees with intermittent snowfall. As a Filipino used to consistent warm weather, working long hours outdoors in Mongolia, I can honestly say it was the most difficult task I have handled for Albert Smith, but without hesitation the most rewarding both professionally and personally.

View from my hotel early September

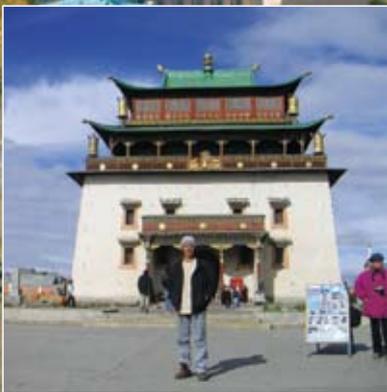


The cold weather starts late October



Mongolia was fascinating, I really enjoyed experiencing their culture and felt privileged to spend my free time sight seeing and socializing with the locals. Mr P. Bayar and the Monnis team showed me wonderful hospitality and friendship for which I will always be grateful.

I went to the wrestling, which is held in the Central Wrestling Palace. Wrestling is the most popular of all Mongolian sports. There are no weight categories or age limits. The wrestler wears a special costume consisting of a loin cloth, a pair of sleeves which meet across the back of the shoulders and a pair of big heavy boots known as gutuls. Before the match starts the wrestlers leap and dance flapping their arms imitating an eagle. To win the match you must knock your opponent off balance throwing him down making him touch the ground with his elbow and knee.



Migjid janraisig temple part of the Gandan monestary



Most people in the countryside still live in the traditional Nomad style, in dwellings called Ger's. The Ger is a round, wooden framed felt tent covered in white canvas, which is totally collapsible and transportable. There are several insulating layers of felt, covering the wooden framework, while the outer canvas protects the felt from rain and snow. The door is always positioned on the southern side to face the sunrise, and to keep out the harsh northern winds. The central area that houses the stove is the most respected part of the ger. In true Mongolian tradition, I enjoyed partaking in a couple of shots of Vodka with my host when visiting one of these traditional homes.



Some notable sites in and around the Capital Ulaanbaatar I visited were Sukhbaatar Square, located in the heart of the city, named after the famous patriot Sukhbaatar. Gandan Monestary which is the largest and most significant Buddhist monastery in Mongolia is the home of the Migjid Janraisig Temple. This beautiful temple houses a 26 meter high, 20 ton, jewel decorated, statue of Migjid Janraisig. Unfortunately no photos can be taken of this amazing statue.

Outside town are the ruins of the Manzushir Monestary located in most picturesque Mt. Bogd National Park. The communists destroyed the monastery in 1937, during a country wide political religious purge. A new temple acts as a museum on the site showing original remains of the old monastery. Zaisan Hill just in front of the city offers the best view of Ulaanbaatar its surrounds.



Manzushir Monestary – Mt. Bogd National Park



Many memorable evenings were spent with my new Mongolian friends, enjoying great food and the ever-present vodka, (considering the climate I'm not surprised) and warm hospitality. Though to my embarrassment, and in front of my new friends, a beautiful lady beat me in an arm wrestling competition. Will I ever live this down?



After 10 weeks of learning, gaining new experience, meeting and making new friends, I am back to my life in Manila. Now I go back to Mongolia in thought, fondly remembering my experience of a lifetime.

Ronwaldo Osorio – Albert Smith Philippines

Riding the Elephant

Albert Smith India



INDIA - A land with a population of 1.1 billion; with the world's youngest people; where 17% of our earth's inhabitants exist in 2.42% of the earth's total land area; where incredible palaces once saw Maharaja's with unbelievable wealth residing within; where mystique and legend is unparalleled; where the highest mountains on earth exist; where the highest average rainfall in the world is measured in Meghalaya at 10,900mm; where over 1,000 films are produced every year making it the largest film producing country globally; where 23,000,000 people watch movies in 13,000 theatres every day; where there is over 300 television channels and where 18 languages are specified in their constitution.



The commercial growth in India right now is staggering and on an eye opening scale. To try and offer some sort of statistical analysis on what is happening there, just consider a few facts:

- 20 million new homes are being constructed within the next 3-5 years.
- Shopping malls will increase from the current 60 to 500+ by 2010 (that's at least 110 new shopping centres per annum!)
- There are 142 new hotel projects currently in planning, offering 120,000 new rooms
- Real estate and construction is currently a A\$16 Billion revenue industry
- There are 300 new commercial aircraft on order for the next 5 years, and over 1,000 new pilots licenses in progress
- The Commonwealth Games is being convened in New Delhi on 3-14 October 2010

For the Albert Smith Group, our presence in India is a natural and logical addition to our network of offices and plants across the region. Our multi-national customers are there, or are going there, we regularly receive sales enquiries from there, and India provides another gateway for us into other regional markets.

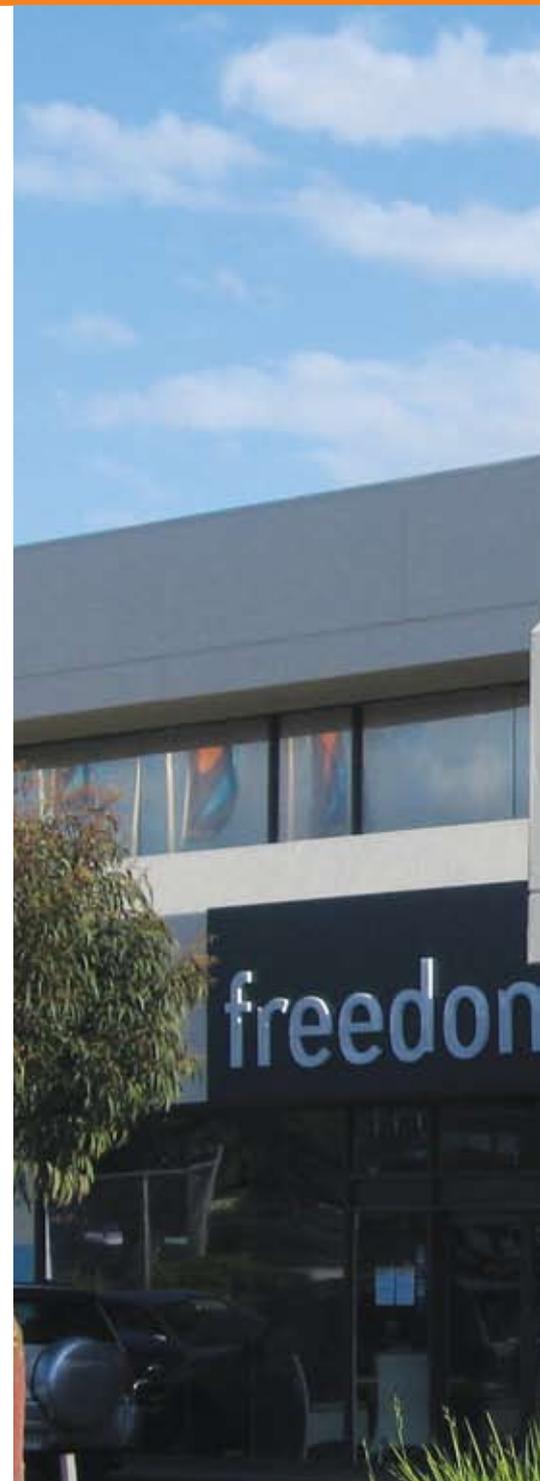
Based within the 'Silicon Valley' of India in Bangalore, our new purpose-built plant and office is coming out of the ground as you read this article. Once again, we have partnered with a family owned enterprise with a huge amount of experience in the challenges of manufacturing and, of course, running a business in India. On behalf of all the Albert Smith Group team, we extend a warm welcome to the Girdhar Family and the staff of Albert Smith India.

There will be some exciting times ahead – stay tuned!

Mitchell Smith – Albert Smith Australia



Freedom is a brand of Steinhoff Asia Pacific, the company responsible for supporting a variety of retail brands in Australia and New Zealand including Bayswiss, Snooze, Bayswiss, LeatherRepublic, Guests, Levene and Freedom.





FREEDOM

For 20 years Freedom has helped elevate Australian homes from the ordinary to the extraordinary with fashionable design and great value. Recently Freedom re-launched their brand via a refreshing new logo, with the distinctive green orange and blue tear drops, on their signage throughout Australia.

Albert Smith was appointed to supply signage to re-image Freedom Stores throughout Victoria & South Australia. Altogether there were 7 sites in Victoria and 3 stores in Adelaide to receive the new livery.

A tight time line required a massive effort by Albert Smith production to have signs manufactured ready for installation.

Thanks to Tony Comito at Steinhoff Asia Pacific and Gilles Bachet & Doug Mercer of Wiin Solutions.

Tony West – Albert Smith Signs





Signature resort for BVLGARI Bali – Signature signage by Albert Smith Indonesia

BVLGARI products have adorned Indonesia’s most luxurious resorts and hotels for years but when BVLGARI decided to establish their very own signature resort, The Bulgari Resort in Bali, Albert Smith Indonesia had a direct hand in helping to forge the brand - in brass set in hand cut volcanic stone to be precise.

Designed by Milan-based architects Antonio Citterio and Partners, the resort takes into account the lush Indonesian landscape. It is also heavily influenced by the local culture by way of the choice of building and decorative materials with its indigenous hand cut stone, native wood finishes and elegant hand crafted fabrics.

Working on location with Antonio Citterio’s design team, the Albert Smith Indonesian signage team was set the exquisite task of rendering the Bulgari brand, and producing interior and exterior signage, using a range of exotic materials. Pride of place at the resort’s entrance is the Bulgari logo crafted in brass and fixed to a monolith-like totem crafted in local volcanic stone.

Launched in autumn this year, The Bulgari Resort set on a secluded plateau defined by cliffs towering 150 metres above the Indian Ocean offers remarkable ocean views. The five-star resort is just 30 minutes from the airport, at Uluwatu Beach a favourite with surfers from around the world. Bulgari’s aim is to provide an intimate place of elegance and pleasure, an experience of glamour and excellence in hospitality, through its hotel and villa accommodation.





"It was a great honor for us [Albert Smith Indonesia] to be involved in creating their vision for the range of signs required in the resort including: Identification and Room Number Signs; Directional and Warning Signs; Totem Signs, and Information Signs," said Franklin Soegiarto, Marketing Manager of Albert Smith Indonesia.

"We completed the job in two phases. Over two months, the first team installed all the main signage inside the hotel including restaurant names and gymnasium and all the hotel facilities. The second team completed all of the directional signs and warning signs throughout the hotel facility in good time – well before the official opening," said Franklin.

"The Bulgari project has given us the chance to explore our skills in making many kinds of signage using the most delicate of materials. We gave our all to the project to help create BVLGARI's Bali identity," he said.

For those who may wish to experience the luxury for themselves, find out more at www.bulgarihotels.com or phone ## 62 361 8471000





Outdoor Advertising with full colour video

In June 2006 J1 LED were commissioned by Animate Media to design, manufacture, install and commission three (3) Full Colour Digital Outdoor LED Video Advertising Screens for Brisbane's Post Office Square, a shopping precinct and food court in Brisbane's CBD, located under the park. This is the first of many sites planned by Animate Media who specialise in providing high quality digital media for outdoor advertisers.

J1 LED has enjoyed a long association with Albert Smith Group, working together on many interesting projects that require the latest in LED technology. So it was only natural for us to seek ASG's expertise to supply and install the cladding to the fascia as well of the integration of the screens into the curved wall. They also supplied and installed the fascia graphics and illuminated Post Office Square sign.

Each of the 3 flat LED screens were to be mounted into the curved wall, positioned directly above the escalators, a task that was certainly no walk in the park.



The latest technology in the outdoor range was used with 12mm pitch full colour video modules, which deliver greater resolution resulting in a clearer picture that can be viewed at much closer range than traditional LED. With over 1 billion colours achievable and 112 pixels x 256 pixels wide and employing virtual pixel imaging technology (VPIT) very clear and bright images are achieved. VPIT, has the ability to compress large video files and automatically rescale them and display them in a restricted area, which basically means that you fit a lot more image than the human eye can see onto the screen thus creating a clearer picture.



LED screens



Post Office Square



ALBERT SMITH GROUP

All about identity



The two small screens are made up of 4 modules, 2 wide by 2 high, whilst the middle screen is made of 8 modules, 2 high x 4 wide, with the centre modules designed to open at the join to allow easy access to the rear for preventative maintenance.

The entire installation works had to be completed out of hours, so it was imperative that our 2 companies carefully planned and coordinated our work, to operate within the constraints of the site. The customer is very happy with their LED screens and the upgrade of the signage to the square, which has resurrected Post Office Square as the place to be!

Nathaniel Trieger – J1 LED



Before

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