

Kalaam in 3D at Bahrain International Airport

Press Release

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3DTV kiosk located opposite Gate 12 at BIA screening 3D animated visuals and adverts to view without glasses.

Manama, Kingdom of Bahrain: Kalaam Telecom, in a forward-thinking move, released their latest corporate campaign for 2011 in 3D! Now screening at Bahrain International Airport (BIA) till 31st December 2010, Kalaam's 3D animated advert is showcased in three 42-inch 3DTV screens and requires no special glasses to view. Hosted by Balfour International Group, the 3D experience kiosks installed in both the arrivals and departures concourses broadcast continuous footage of vivid visuals and animated adverts that provide the 3D effect based on Phillips 'Wow' 3D technology.

"We were keen to present the innovative spirit of Kalaam Telecom in a unique way. The 3DTV viewing experience without special glasses provided us with an ideal opportunity to launch our 2011 corporate campaign: "Experience the Kalaam Advantage" in this fresh approach to advertising. We are excited to be among the first telecoms to be involved in reaching our audience through this powerful 3D medium brought to Bahrain by Balfour Group International", stated Veer Passi, Chief Operating Officer of Kalaam Telecom Bahrain.

"After many years of development, 3D screen technology is now surpassing all expectations in terms of impact for the advertiser and the general consumer. After successful launches of the 3D experience in the UK, the UAE, India and Germany, Balfour has now brought the 3D experience to the Kingdom of Bahrain," says, Charles Firebrace, Head of Business Development, Balfour International Group.

"Creating an animated 3D corporate ad was an exciting challenge for us especially as we had no idea how the effects would come through', added Anna Kelly, Communications Manager at Kalaam. "As an alternate voice and data service provider, Kalaam Telecom's 2011 corporate campaign focuses on the five-fold advantage Kalaam provides a customer. To highlight this message, through images that provide the depth required for the 3D effect in a 15 second spot was daunting, at first, but we are now very pleased with the released advert. It's quite engaging to see Kalaam's message in 3D with the elements of the brand projected and floating in front of the TV screens."

The 3DTV Screens are located at opposite Gate 12 in the Departures concourse and at the Green Channel Exit in the Arrivals Lounge at the Bahrain International Airport.

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About Kalaam Telecom

Launched in 2005, Kalaam Telecom has grown to be one of the leading alternative operators offering voice and data telecom services in the Kingdom of Bahrain. Kalaam's network is a state-of-art Next Generation Network (NGN) deployment, capable of supporting both traditional and non-traditional voice traffic. With direct interconnects to than 30 operators worldwide and direct routes to more than 150 countries, Kalaam Telecom provides inBusiness solutions for both fixed and mobile telecommunications and has a well-established retail line of products including the innovative hala, a smart dialer that makes international and local communication affordable to anyone. For more information visit www.kalaam-telecom.com.

About Balfour International Group.

Headquartered in the UK, with offices in US and Middle East, Balfour International Group (BIG) are market leaders within the media industry. They are professional audio visual providers and specialists in film and advertisement creation and partner with industry leaders in almost every relevant field. The Group have many mediums that they rotate, each of them innovative, proven and effective. Balfour Group have a client base that boasts the world's most renowned brands and service providers. They state: We only ever have three clients, the client that holds the rights to speak to the audience; the client that has a message to convey; and the audience themselves. By creating the perfect communication tool, our mediums ensure that messages are received, understood and hopefully acted upon, therefore, satisfying all three clients. For more information visit www.balfourgroup.com

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