

MOOVE MEDIA TO TRIAL V-SHIELD ON FOODCOURT DINING TABLES

10 June 2020 – “Table shields” could be a new norm when dining in is finally allowed at eateries.

Moove Media, which is currently trialling the V-Shields in 400 ComfortDelGro taxis, will be sponsoring similar acrylic shields in Koufu’s Thomson Plaza foodcourt as part of a trial.

The shields, which are being installed in anticipation of Phase 2 of the nation’s reopening, are made of 3mm thin clear acrylic and are easy to clean and maintain. They are fully customisable to fit tables of different shapes and sizes.

For the month-long trial¹, 50 tables in the foodcourt will be installed with two versions of the shield – one for rectangular shaped tables and the other for round tables.

For the rectangular-shaped tables, an aluminium frame holding the acrylic partition is clamped onto the table. The shield itself does not rest on the table so cleaners can wipe the table top without having to remove it. The second version has been specially designed for round tables. It comes with a cylindrical aluminium structure that has three separate acrylic partitions. There is a cut-out at the bottom of each partition which again allows for easy cleaning.

Moove Media CEO, Mrs Jayne Kwek, said: “We were looking at how we could apply the V-Shield that is in our taxis to other environments so as to hopefully help minimise the spread of COVID-19. In our discussions with Koufu, we started exploring the possibility of trialling the V-Shield on dining tables as a safe solution for patrons to eat in comfort and safety once dining in is allowed in Phase 2 of reopening.”

Mr Choo Teck Chuan, COO of Koufu said: “When dining is allowed in Phase 2 of reopening, we not only have to ensure safe entry and safe distancing, but we also want to bring to our customers another level of safe dining. The V-Shield trial that Moove Media will carry out at our Thomson Plaza

¹ Trial will start when Phase 2 begins.

foodcourt then will allow us to evaluate the effectiveness of the shield and to address operational issues such as maintenance and cleanliness.”

Ms Jana Ho, a Senior Marketing Executive for a startup, feels that having a shield is a good initiative on top of safe distancing and safe entry. She said: “I did dine in at Koufu's Thomson Plaza foodcourt from time to time before the circuit breaker period and knowing that it will be trialling the table shield during Phase 2 of the reopening will give diners like me the added assurance. It may take me some time to get used to the shield but at least I will be able to dine with peace of mind.”

If the V-Shield is well-received by diners during the trial, Moove Media will work with Koufu and possibly other foodcourt operators on fitting dining tables with the V-Shield.

Background

ComfortDelGro is one of the world's largest land transport companies with a total fleet size of over 41,600 buses, taxis and rental vehicles. We also run 83km of light and heavy rail networks in Singapore. Our global operations span seven countries – Singapore, Australia, China, the United Kingdom, Ireland, Vietnam and Malaysia.

Moove Media Pte Ltd is the advertising arm of ComfortDelGro and has been in operations since 2005. In Singapore, Moove Media offers an integrated Out-of-Home advertisement platform on SBS Transit buses and interchanges, rail (North East Line, Downtown Line, Light Rail Transit systems in Sengkang and Punggol), ComfortDelGro taxis, ComfortDelGro buses, as well as other prime ambience sites reaching commuters islandwide. Moove Media also offers bus advertising services in Sydney, Newcastle, Canberra and Victoria, Australia. For advertising, please contact advertising@moovemediacom.sg or +65 6383 7035.