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数字城 digital mall

# Going Digital

If you're a digital fan, then you'll zoom in on this really funky mall that serves up everything to tease your digitized needs.

**W**ho isn't into digital technology these days? The latest edition mobile phone, lap top, mp3 player, scanner or video camera – you want it all.

Sooner not later, these digital needs have brought around the set-up of the newly-opened Digital Mall. Set to get the Malaysian IT retail market in a flurry, this mall is the largest wholly digital concept mall yet in Malaysia.

Situated smack in the bustling suburbs of Petaling Jaya in Selangor, this mall is located in Section 14 and is already becoming a must-stop for digital frenzies.

Here at the Digital Mall, you will find they offer the latest in mobile phones, computer hardware and software technologies, gizmos and gadgets along with many other digital products with its "everything digital under one roof" concept. This is also where you can obtain professional digital opinions and consultations from the various specialist stores.

This superb one-stop shop comprises a cool four levels, lending you a complete digital shopping experience. Home to a perfect 100 retail lots and side kiosks, this mall also houses Malaysia's largest IT super-store – All IT Hypermarket.



*The unique exterior setting of the mall.*



*A compact mall offering everything.*



Shoppers looking at mobile phones.



A constant flurry of activity.



The set up of the mall adopts an open concept.

Earlier this year, Deputy Tourism Minister Datuk Donald Lim officiated the mall's grand opening, which featured special appearances by popular Hong Kong artistes Kenny Bee, Edward Mok Kai Yiu and Louis Yuen.

The response to this concept mall has been overwhelming, according to Eric Seow, SM Digital Mall Sdn Bhd director, "We first opened our doors to the public during our soft opening on Aug 9, 2006, and we achieved 100% occupancy within three months."

With the foundation of this digital mall concept down pat, Seow affirms, "We believe that IT should be within reach of every person from all walks of life."

With the initial target audience being residents and offices in the area, the response has spilled over. People are now traveling quite a bit to the digital mall to fulfill their digital needs, whatever it may be. "With the support of the Tourism Ministry and MBPJ, Digital Mall aims to be the ultimate digital mall not only in Petaling Jaya but also in Selangor and Malaysia," Seow adds.

If digital shopping convenience is your cup of tea, then this is where you will want to be.

**For more details and enquiries:**

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