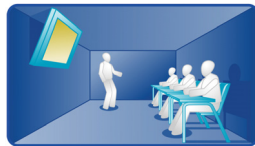


Where to Use Digital Signage?

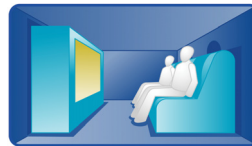
With Scala's award-winning InfoChannel software platform, you can visually communicate your brand and your message quickly and easily, locally or around the world, to both employees and customers, all from a central location. Scala's installed base of over 30,000 InfoChannel licenses throughout the world drives thousands of systems ranging from one screen to many thousands, all with the same software platform and the same rich functionality.



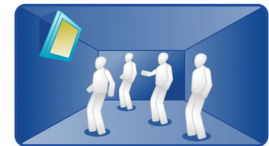
Corporate/Government
HR, Call Centers, Training,
In-House TV, Military.



Education
Schools, Colleges,
Universities, Academies.



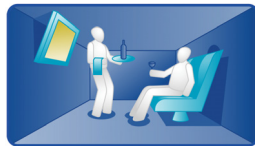
Entertainment
Cable TV, Sports Venues,
Cinemas.



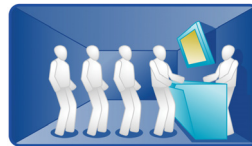
Public Venues
Conference Centers,
Museums, Medical Centers.



Retail
Shops, Restaurants,
Shopping Malls, Banks.



Hospitality
Hotels, Cruise Ships,
Resorts, Casinos.



Transportation
Airports, Bus Stations,
Train Stations, Kiosks.



Food Stores
Grocery Chains,
Mega-Marts,
Clubs, C-Stores.

Why Use Digital Signage?

Attention Grabbing - Getting the attention of your audience is the most important part of any sign. With digital signage, customers are not only more likely to notice your sign, but also more likely to receive the message and act on it.

Focused - Your message dynamically changes to deliver your focused message to your audience at the critical point of the purchase decision.

Dynamic - Digital signs can be interactive and dynamically changed, to meet the demographics of your audience.

Cost Effective - Eliminating the need to print and distribute static signs each time your message or campaign changes saves on costly printing and distribution fees. Plus, your message can be changed dynamically.

Versatile - From menu boards, to corporate lobbies, to airports - digital signage offers a versatile solution for you to communicate your message with your audience.

Centralized - Control hundreds or thousands of signs around the world from one central location, ensuring quality and consistency, while requiring minimal resources to operate your digital signage network.

Why Choose Scala InfoChannel®?

Proven - With field proven scalability and 24/7 reliability, Scala InfoChannel is installed in more digital signage networks than any other digital signage software platform.

Cutting-Edge Architecture - Features including easy upgradeability, broad compatibility, secure database backend, proof of playback reporting, and simplified content delivery - give Scala InfoChannel flexibility, security and ease of use while allowing

customization and integration with external devices and/or databases.

Complete - Scala InfoChannel offers built-in rapid authoring, data-driven templates, supports interactive & passive displays, and both terrestrial & satellite communications, so you can leverage InfoChannel for a diversity of applications.

Easy to Manage - With state-of-the-art content management, planning

and scheduling tools included in Scala InfoChannel, management and control of your network is simplified - minimizing the resources required to control and maintain your network.

Scalable - Scala's installed base of over 30,000 InfoChannel licenses throughout the world drives thousands of systems ranging from one screen to many thousands, all with the same software platform and the same rich functionality.

How Does It Work?

Scala InfoChannel

The Ultimate Platform for Dynamic Digital Signage Networks.

