

InfoChannel® 5

What's new in InfoChannel 5?

Connect Your
Message
With Your Audience

Scala InfoChannel® 5 - The Next Generation is Here...

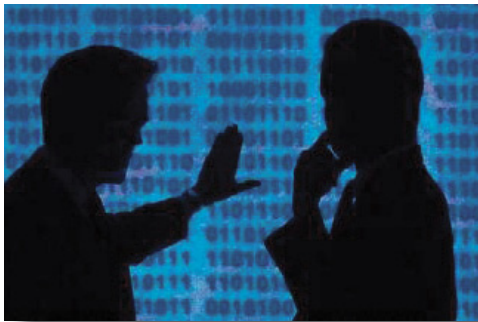
The next generation of the most widely deployed digital signage software platform in the world, Scala InfoChannel® is now available with the release of InfoChannel 5 – Scala is poised to gain an even wider industry lead and continue to exceed customer expectations around the world. The all-new software platform promises to further extend the benefits of digital signage.

The principal product of the new platform, InfoChannel 5 Content Manager exemplifies this new generation of digital signage software with new product features that benefit a customer by streamlining workflow, reducing administrative costs, and improving signage quality.

To complement the new InfoChannel 5 Content Manager product, the new InfoChannel 5 Designer and InfoChannel 5 Player have also been dramatically improved in both functionality and performance. The InfoChannel 5 platform now offers easy-to-use content management & planning, improved & simplified system management, superior visual quality & performance and many other new cutting edge features.



Easy to Use Content Management & Planning



Managing your digital signage content can be challenging, but with the new state-of-the-art content management, planning and scheduling tools included in Scala InfoChannel 5, management and control of your network is both improved and simplified – reducing the resources required to control and maintain your network. New template support – plan-based content distribution, timetables, and playlists – keep you in control of your network from wherever you are in the world.

- ❑ **Templates** – Data-driven content templates allow even your least design-savvy employee to create great looking displays. Your design team can create templates in InfoChannel 5 Designer, using variable data fields that authorized users can later populate and preview through the all-new InfoChannel 5 Content Manager interface. Now, creating new content, or an entire channel is easier and faster than ever.
- ❑ **Plan-based Content Distribution** – Based on your channel “plan/schedule”, which is easily defined through the InfoChannel 5 Content Manager graphical interface, content is now automatically distributed to all “points of playback”, saving you time and resources.
- ❑ **Timetables** – Define one-time or recurring time slots that employ

variable recurrence patterns and start/end dates. Specify playlists for each time slot and view it graphically in the new InfoChannel 5 Content Manager. With this new graphical, web-based, scheduling interface, scheduling your content couldn't be easier.

- ❑ **Playlists** – If your content is composed mostly of videos, flash, or static images -- you can create your playlists using the web-based interface of the new InfoChannel 5 Content Manager. Of course, Scala InfoChannel 5 Designer still offers a significant and proven advantage for any digital signage deployment by allowing the creation of data-driven templates and other truly dynamic digital signage messaging in less time and at a lower cost, while allowing you to leverage your existing media assets.

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Cutting Edge Architecture

Behind every great application is a great architecture. Scala InfoChannel 5 is no exception. Newly added features - including easier upgradeability, better compatibility, secure database backend, proof of playback reporting, and simplified content delivery - give Scala InfoChannel 5 the flexibility, security, scalability, extensibility and ease of use that your market demands.

☑ **Easier Upgradeability** - The new, high performance Scala InfoChannel 5 includes advanced technology that facilitates the remote deployment

of future upgrades over your digital signage network.

☑ **Better Compatibility** - Easier integration with Cisco® and other content distribution network architectures. Plus, Scala InfoChannel 5 Content Manager is compatible with proxies / ACNS and several database structures including: MySQL, PostgreSQL, etc.

☑ **Database Backend** - Choose the server and database that works best in your environment.

☑ **Proof-of-Playback Reporting** - Scala InfoChannel's new billing database and viewer offer simplified generation of proof-of-playback affidavits, saving you time and eliminating costly delays in extracting detailed billing information from your InfoChannel 5 network.

☑ **Simplified Content Delivery** - Content can now be delivered over HTTP/HTTPS/ or FTP and firewall transversal is greatly improved as are other perceived IT security issues.

Simplified System Management

Content management and planning are key to the success of any digital signage network, but without careful system management of network components your message may not be delivered to your intended audience. The new Scala InfoChannel 5 Server provides tools for maintenance scheduling, roles and workflows, and a field-proven stable & scalable transmission engine all controlled by a new intuitive user interface that ensures reliable delivery of your content to your audience.

☑ **Maintenance Scheduling** - Regular

hardware maintenance can be added to the plan-based scheduler in the new InfoChannel 5 Content Manager. Once entered, maintenance requirements can be executed at specified times with minimal disruption to your digital signage network.

☑ **Roles and Workflows** - Role functionality allows users/groups to be assigned different access rights for improved security and workflow.

☑ **Transmission Engine** - Build a timetable of playlists outlining what

content should play when and where, and content will be automatically delivered by the Transmission Engine, to all the specified "points of playback".

☑ **New User Interface** - Navigate the Scala InfoChannel 5 platform faster and easier with a more intuitive and friendly user interface. The new InfoChannel 5 user interface makes extensive use of context menus, rich web-interfaces with drag and drop features, and more.

Superior Visual Quality & Performance

The appearance and performance of your content will capture and keep your audience's attention with crystal clear, smooth tickers, crawls, and animations. The new Scala InfoChannel® 5 platform offers many advancements in quality and performance including: multi-channel support per player, resolution independence, auto scaling, auto rotation, multiple frames per channel, and more consistent timing in addition to better performing graphics.

☑ **Multi-channel Support** - Run multiple channels from a single player immediately reducing your hardware,

OS licensing, and administration costs.

☑ **Resolution Independence and Scaling** - Auto scaling from any resolution to any other resolution without performance impact.

☑ **Rotation Support** - Built-in "rotation" options for landscape or portrait displays dramatically improves authoring for portrait-mode content.

☑ **Multiple Independent Zones** - Easily create multiple zones with each zone displaying independent content,

allowing for more flexible screen layouts.

☑ **Greater Visual Performance** - Scala InfoChannel 5 offers greater visual playback performance to ensure your message is delivered as crisp and as clear as possible in native screen resolutions, including HD.

☑ **Smoothness** - Scala InfoChannel 5 ensures smoother tickers/crawls and animation or transition effects due to greater performance, improved scaling, and sub-pixel positioning.

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