



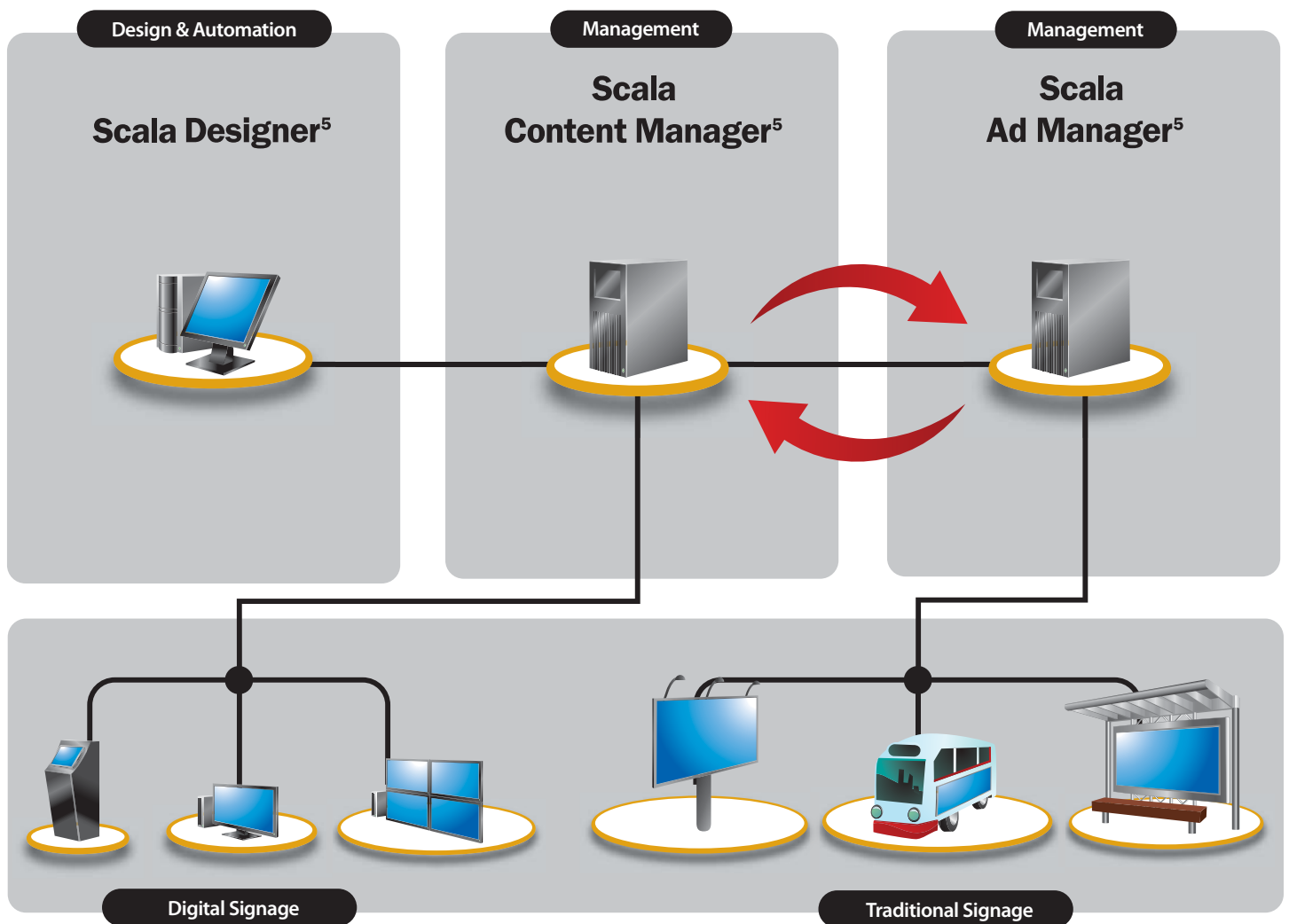
SCALA  [®]
CONNECTED SIGNAGE

The **Global Leader** in
Digital Signage and
Advertising Management
Software

Scala Company Overview

Scala is a truly global company headquartered near Philadelphia, USA with offices in Canada, Netherlands, France, Norway, Japan, India, Sweden, Denmark, UK and Germany. And as if Scala's reach weren't broad enough on its own we have over 450 partners in more than 65 countries.

Scala's complete solution for connected signage networks:



Scala Company Overview

Who Are We?

Scala is a leading global provider of digital signage and advertising management solutions. By combining digital and traditional signage systems, Scala has become the world's first connected signage company, offering the leading platform for content creation, management and distribution in digital signage networks, and the first unified platform for advertising management of both traditional and digital signage networks.

Connected signage is a network of displays (digital or traditional) that are centrally managed and addressable for targeted information, merchandising and advertising.

Connected signage networks are comprised of many types of signage including digital signage, billboards, transit signage, street furniture, truckside signage, place-based signage and more. Advertising management of all of these types of signage is centrally monitored and administrated in a connected signage network. The content distribution and scheduling is also managed centrally in digital signage environments.

Scala pioneered the digital signage industry and today drives over 200,000 screens worldwide; more screens than all competitors combined. Scala solutions are used in retail, education, entertainment, government and other industries for diverse applications such as retail advertising networks, corporate communications (employee TV), traditional and digital billboards, digital menu boards, digital posters, cable TV, hotel lobby signage, gas pump toppers, outdoor advertising, interactive kiosks, etc.

Scala has digital signage customers in more than 100 countries such as Rabobank, IKEA, Burger King, T-Mobile, Virgin MegaStore, EuroDisney, McDonalds, Warner Brothers, The Life Channel, Rikstoto, FuelCast, Repsol, Shell, NorgesGruppen, Johns Hopkins, The Mayo Clinic, Hard Rock, Sprint, and thousands more. Scala's advertising management solution manages hundreds of thousands of advertising sites for customers including CBS Outdoor, Clear Channel Outdoor, Magic Media, Reagan, Adams Outdoor Advertising, among others.



Scala users worldwide

Scala's installed base of over 85,000 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.

Retail

ADI (division of Honeywell) – USA
 Ajman City Center - UAE
 Akademibokhandeln - Sweden
 Akmerkez Mall - Turkey
 ampm - Japan
 ASDA - UK
 Audi - world wide
 Aziza Panda - Saudi Arabia
 Batelco - Bahrain
 Bayer Veterinary Waiting rooms - USA
 BBQ Tonight - Pakistan
 Bilka - Denmark
 Brno Mall - Czech Republic
 Brødrene Dahl AS - Norway
 Business Bay - UAE
 Burjuman mall – UAE
 Business Bay - UAE
 Carrefour - Belgium, France, Romania, Turkey
 Citti Supermarkets - Germany
 Citroen - France
 ClearChannel - France
 Coke Cola - USA
 Comerical Mexicana - Mexico
 Conrad Treasury - Australia
 Costco - USA
 Damas Jewelry - UAE
 Digistore PRN Thomson - Poland
 Drogao - Brazil
 Du – UAE
 Dubai World Trade Center - UAE
 Ecco Shoes - Denmark
 Ekona Creative Imagers - Cyprus
 ELEX - Italy
 ETISALAT – Egypt, UAE
 Fifth Avenue Trader - Jamaica
 FNAC - France
 Free Record Shop - The Netherlands
 Future Store Metro Group - Germany
 Fuji Film - Australia
 GEO video stores - Japan
 Grupo Verci - Paraguay
 Heineken - Europe
 Hiperbodegas Alkosto - Columbia
 HMD - Brazil
 ICI Paris perfume stores - The Netherlands
 IKEA - Europe
 Intelivision - Russia
 Impacto Visual Directo - Spain
 IP - Germany
 Jever - Germany
 Jumaira Mall - UAE
 Kauffhof - Germany
 Kaufland supermarkets - Croatia
 KV Mart - USA
 La Grande Recre - France
 La Senza - Canada
 Lamcy Plaza - UAE
 LeagueOne - India
 Le GAN - France
 Luis Vuitton - Hong Kong

Mall of the Emirates - UAE
 Metrocity - Turkey
 Mesterfarge AS - Norway
 Miele - Europe
 Migros shopping mall - Turkey
 Mobily - Saudi Arabia
 Mobitel - Slovenia
 MTN - South Africa
 National Screen Network - Bulgaria
 Nikirk - USA
 Nimco Shoe Shops - The Netherlands
 Nordsee - Germany
 Norgesgruppen - Norway
 Norsk Rikstoto - Norway
 Novus Plaza - Puerto Rico
 O2 - Czech Republic
 Oando - Nigeria
 Oman Exhibition Centre - Oman
 Orange - The Netherlands, Switzerland
 Palais de Congres - France
 Patra retail - Greece
 Parasuco - Canada
 Perfume Shops - Croatia
 Phone Haus - Germany
 Phox - France
 Polo della Qualita - Italy
 Post Office - Russia
 Porsche - Slovenia
 Ramstore IMTV - Russia
 Real,- - Germany
 RTLi - Germany
 Sainsbury's local - UK
 Sanofi Aventis - France
 Saturn - Germany
 SA Post Office - South Africa
 SFR - France
 Sharaf DG – UAE
 Sharjah City Center - UAE
 Sinn Leffers - Germany
 Simon Malls - USA
 SJC "AA Mobile TV" - Russia
 Sportsmaster - Denmark
 SPRINT - USA
 Steen & Strøm - Denmark
 Suntec City & Convention Center - Singapore
 Supermercado Grande - USA
 Suria KLCC - Malaysia
 Telefonica - Spain
 TeleHuset - Scandinavia
 TeleKiosken (Telenor) - Norway
 Tesco - UK
 TelVue - USA
 T-Mobile - Croatia
 TNT - The Netherlands
 Tommy Hilfiger - USA
 Virgin Active - USA
 Virgin Megastores - UAE
 Vodafone - Greece
 Watania Telecom - Kuwait
 Woolworths - South Africa
 XL-Bygg - Denmark

Education

British Library - UK
 Etisalat College - UAE
 Etisalat University - UAE
 Gulf Library - UAE
 Handelshøyskolen BI - Norway
 Higher College of Tech - UAE
 Georgia Tech – USA
 Kalifa University - Abu Dhabi
 National Gallery - UK
 National Library - Singapore
 NCB Bank - Saudi Arabia
 Nedbank - South Africa
 Sh. Zayed University - UAE
 Sharjah University - UAE
 Space Telescope - USA
 The Life Channel - UK
 TenQ - The Netherlands
 Universität Hamburg - Germany
 University HTW Chur - Switzerland
 University Maastricht - The Netherlands

Bank and Financial

Alior Bank – Poland
 Alkhaliji Bank of Qatar - Qatar
 Alpha Bank - Greece
 Banca Lombarda - Italy
 BZ WBK - Poland
 Caja El Monte Sevilla - Spain
 Cooperative Bank - Cyprus
 Diamond Bank - Nigeria
 Dubai Islamic Bank - UAE
 DNB Nor Eiendom - Norway
 Erste bank - Romania
 Equity Bank - Kenya
 FINA - Croatia
 HSBC Bank - Middle East
 Lary Exchange - Abu Dhabi
 Lloyds TSB – UK
 Logistics Department - Abu Dhabi
 Key Bank - USA
 Hypo Bank - Croatia
 National Bank of Fujaira - UAE
 National Bank of Kuwait – Kuwait
 National Bank of OMAN - OMAN
 NCB - Saudi Arabia
 Nedbank - South Africa
 NLB Bank - Slovenia
 Norisbank - Germany
 NY Commercial Bank - USA
 MSA – France
 Mubadala - Abu Dhabi
 Rabobank - The Netherlands, America
 Société Générale Bank → Romania
 Swedbank - Lithuania
 Union National Bank - UAE

Scala users worldwide

Corporate Communications

AD Investment Authority - UAE
 AD Officers Club - UAE
 ADCO - UAE
 AXA - France
 Bloomberg – USA
 Dubai Properties - UAE
 Interpolis - The Netherlands
 KIWI - Norway
 KPN Narrowcasting - The Netherlands
 Jacla - Japan
 Masterfoods/Hersheys – USA
 Petroleum Development - Oman
 Pick 'n Pay - South Africa
 Raytheon - USA
 SAP – Switzerland
 Sanofi-Aventis - Lebanon
 Sémiramis Intercon – UAE
 Sharjah Economic Dep. -UAE
 TATA group - India
 TCD Channel - Italy
 Tine - Norway
 TNT - The Netherlands

Government

AD Dep. of Commerce - UAE
 AD Investment Authority - UAE
 Alcan- Canada
 BAE - USA
 British American Tobacco - Hungary
 British Standards Institute - UK
 British Telecom (BT) - UK
 BT Global
 Centre National de l'audiovisuel - Luxembourg
 Centrex Grosvenor Hall - UK
 DGDR - Direccao Geral do Desenvolvimento Regional - Portugal
 Department of justice - UAE
 Dubai Police - UAE
 Dubai World Trade Center - UAE
 Empresa Pública Municipal de Estacionamento de Lisboa - Portugal
 Ericsson - UK
 General Motors - USA
 Golfstream - Russia
 Home Office Scientific - UK
 Islamic Affairs - UAE
 Kuwait Finance House - Kuwait
 Min. of Transportation - Luxembourg
 Ministère de la santé - France
 Ministère du tourisme - France
 Ministry of Defense - UK
 Municipality - Turkey
 Navy Federal - USA
 Police Service - Northern Ireland
 SA Post Office - South Africa
 Sharjah Economic Dep. - UAE
 Stad Middelkerke - Belgium
 UK Passport Service - UK

Entertainment

Acquaria - Malaysia
 Ahoy - The Netherlands
 Akvariet - Norway
 Berkeley Cinemas - USA
 Borgata Casino - USA
 Cankarjev dom - Slovenia
 CineMex - Mexico
 Cines Unidos - Venezuela
 Cineplex - India
 Cinex - Venezuela
 Commonwealth Games
 Dansk Reklamefilm - Denmark
 Dolfinarium - The Netherlands
 Durban Convention Centre - South Africa
 Efteling Golf Resort - The Netherlands
 Eurodisney - France
 Harrah's Casinos - USA
 Hit Casino - Slovenia
 Khobar Int - Saudi Arabia
 Rugby World Cup
 SenseVision Cinemas - Sweden
 SkiStar - Sweden
 Terribles Casino - USA
 The Borgata casino - USA
 Trimedia - Japan
 Token Corporation - Japan
 Ullevaal Business Class - Norway
 Warner Brothers Theme Park - Spain

Healthcare

BIN SINA Pharmacies - UAE
 EHM Doctors Offices - UK
 EmebaVet, Veterinary clinics - USA
 Farmacia.TV - Italy
 Futuramedia - France
 Gym TV Health clubs - UK
 Hospital de Clinicas Caracas - Mexico
 iPort eye doctors - USA
 Life Channel - UK
 Novartis - USA
 Pharmacy Channel - Morocco
 Pharmacy Channel - Poland
 SESCOAM - Spain

Digital Menu Boards

Aral - Germany
 Burger King - Central Europe
 Everest Restaurants - Greece
 Fran's café - Brazil
 Goodys Restaurants - Greece
 Habbib's - Brazil
 Isle of Capri - USA
 McDonalds - Romania, The Netherlands
 Max Hamburgerkjede - Sweden
 SF - Sweden
 Shell Fresh - Norway
 StatoilHydro - Norway

Transportation

Abu Dhabi Airport - UAE ADNOC - UAE
 AGIP - Italy
 AIDA Cruise - Germany
 Air France - France
 Ankara Int. & Domestic airport - Turkey
 Aral - Germany
 Automester AS - Norway
 BP - US, Canada, Russia
 Carnival Cruise Lines – USA
 CEC-Galicia buses - Spain
 Cunard Cruise Lines - USA
 Domestic Airport Istanbul - Turkey
 Bodrum Domestic & Int. airport - Turkey
 Dubai International airport - UAE
 Dubai Intl. Airport - UAE
 ESSO - US, Canada
 FAA - US
 Fina - Croatia
 Hertz - France, Norway
 Honda
 Inside Midia duty free - Brazil
 Interporti Brescia - Italy
 Istanbul International airport - Turkey
 Mitsubishi Fair Team - World wide
 Murphy Oil - US
 National Airport Istanbul - Turkey
 PetroCat - Spain
 Repsol - Spain
 Santiago Airport - Chile
 Shell - Europe
 Valencia Metro - Spain
 Viking Line - Sweden
 WMATA - USA

Hospitality

Best Frit - Belgium
 Burger King - Central Europe
 Dusit Dubai Hotel - UAE
 Genting Highlands - Malaysia
 Hilton - France
 HCG - Switzerland
 HMD - Brazil
 Kayu Nasi Kandar Restaurant – Singapore
 Kempinsky Mall of the Emirates - UAE
 Movenpick Hotels - UAE
 Much More - Italy
 NH Hotels - The Netherlands
 Park Plaza Hotel - Qatar
 Red Lobster Restaurants - USA
 Renaissance Hotel – USA
 Rotana Group of Hotels – UAE
 Semiramis Intercontinental - UAE
 Taste and Style - UAE
 VIPS - Spain

Outdoor

Lamar Advertising - USA
 LED - Kazakhstan
 What About - USA

Scala Digital Signage Software

Scala's digital signage software creates, manages, and distributes electronic content to networks of digital displays that are centrally managed and addressable for targeted information, entertainment, merchandising, and advertising. Scala is at the forefront of the high-impact medium of electronic digital signage displays. No matter what your needs, Scala, the leading connected signage company, has the digital signage solution that will bring your digital signs to life.

Scala Content Manager

Scala Content Manager is a breakthrough in broadcast distribution, scheduling, and management. Utilizing an intuitive, internet-based interface, Scala scripts and media are effectively organized, delivered, and updated. Manage your digital signage content with plan-based content management, planning, and scheduling tools from any internet-connected computer in the world.

Scala Designer

Scala Designer is a truly unique and diverse application that allows you to create stunning and imaginative multimedia productions – utilizing motion, color, graphics, text animation, video, sound design, and special effects – while creatively highlighting the message you want to emphasize. Designer is the fastest, most cost-effective solution for creating truly dynamic content for digital signage.

Scala Player

Scala Player provides stable reliable multimedia playback for virtually any environment – 24/7/365. The Player will continuously run and update content on dynamic signage displays according to the plan set in place by the Content Manager. The Player reports back on its health and on what content played to ensure that the network is running just as you had intended.

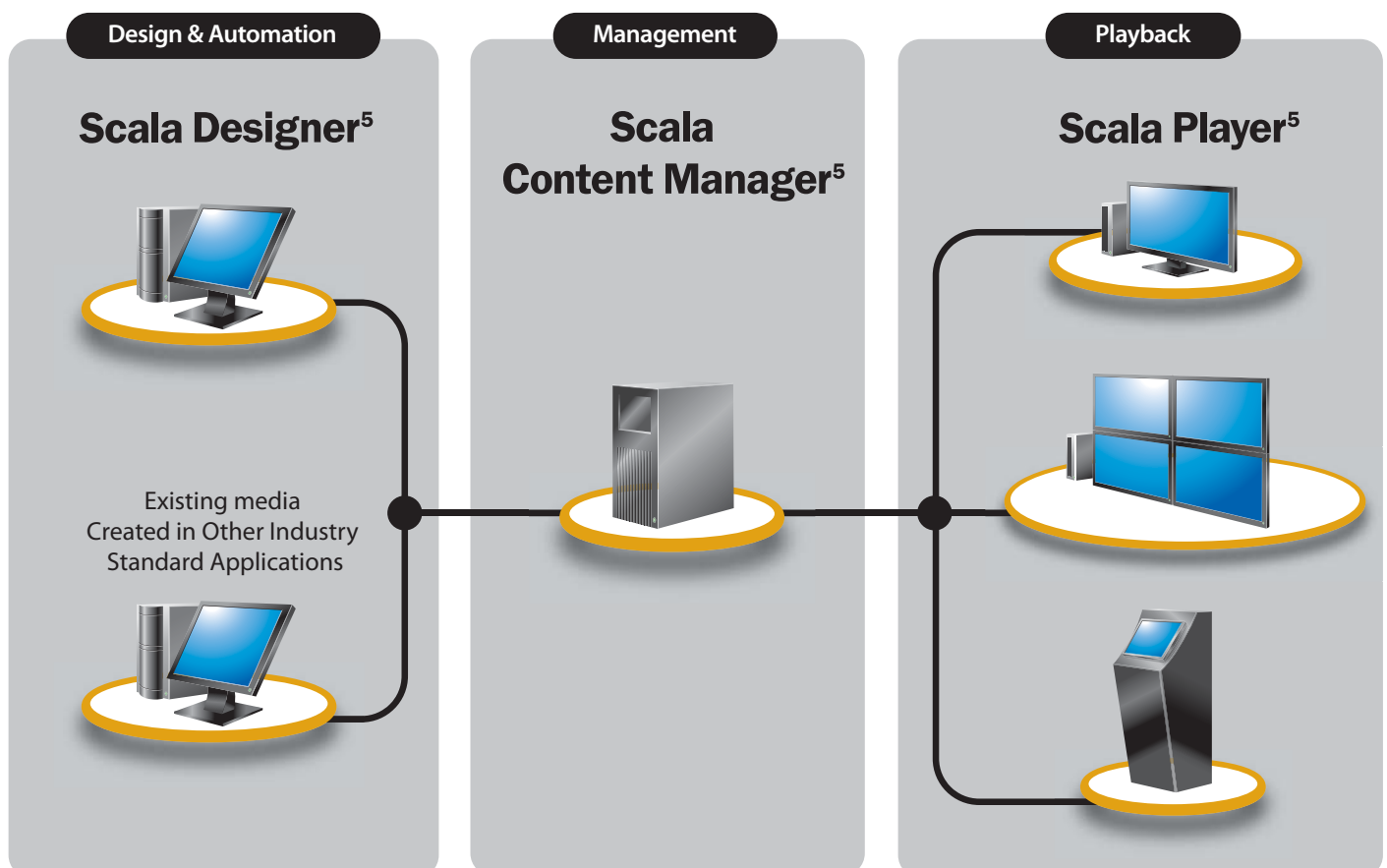


Scala Digital Signage Software

What is Digital Signage?

Digital signage is a network of customizable displays that can be controlled electronically using a computer, allowing content to be changed remotely for the most targeted messaging possible.

Digital signage is used for a wide variety of purposes including customer facing and employee facing applications such as advertising, enhancing customer or employee experiences, influencing audience behavior, brand building, entertainment, security, interactive kiosks, creating corporate communities, etc. Deployments can be found in such diverse locations as retail outlets, transit hubs, doctor's offices, fast food restaurants, corporate campuses, sports venues and even gas service stations.



Scala Digital Signage Software

Why Digital Signage?

Attention Grabbing

Getting the attention of your audience is the most important part of any display. With "video-like" digital signage, viewers are not only more likely to notice your dynamic sign but research shows they are more likely to receive the message and act on it.

Focused

Your content dynamically changes to deliver a focused message to your targeted audience at each point of playback (location).

Dynamic

Digital signage can be interactive and dynamically changed to meet the demographics of your audience.

Cost-Effective

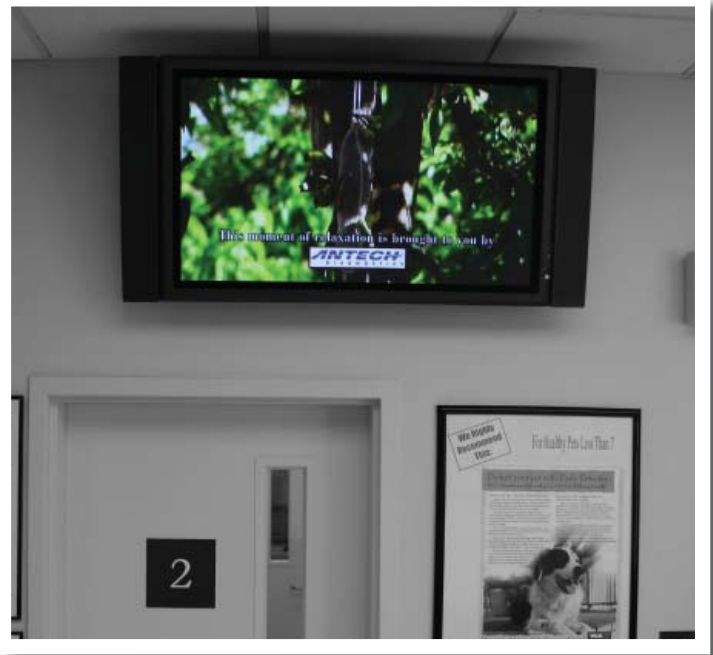
Eliminating the need to print and distribute static signs each time your message or campaign changes saves on costly printing and distribution fees. Operation can be done in house or outsourced. No heavy logistics. No more hours lost reprinting outdated or erroneous materials.

Versatile

From menu boards, to corporate lobbies, to airports - digital signage offers a versatile solution for you to communicate your message to your audience. Start with one digital sign and later expand to thousands.

Centralized

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



Scala Digital Signage Software

Why Scala Digital Signage?

Proven

With field proven scalability and 24/7 reliability, and more than 85,000 Players deployed world wide driving hundreds of thousands of screens, Scala software has been proven in all kinds of environments. Scala is used to manage more screens than all of our competitors combined.

Cutting-Edge Architecture

Features including easy upgradeability, broad compatibility, secure database backend, proof of playback reporting, and simplified content delivery – give Scala flexibility, security and ease of use while allowing customization and integration with external devices and/or databases.

Fully Customizable/Extensible

Scala's script-based infrastructure makes it easy to adapt and connect any Scala network to any other system without programming.

Dynamically control any item within a playlist to react independently to local conditions at each playback location. Advanced scripting languages such as Python, VB Script, and Java Script allow a system integrator to do this integration in the field. Scala has the breadth and depth to get the job done.

Complete

Scala offers built-in rapid authoring, web-based content management, data driven templates, supports both interactive (e.g.: touch screens) and non-interactive displays, and both terrestrial and satellite communications, so you can leverage Scala for a diversity of applications.

Easy to Manage

With state-of-the-art web accessible content management, planning and scheduling tools included in Scala, management and control of your network is simplified - minimizing the resources required to control and maintain your network.

Scalable

Over 85,000 Scala Players throughout the world are driving hundreds of thousands of screens in networks ranging from one display to thousands of displays, all with the same software platform and the same rich functionality. Talk about scalability!



Ad Manager

The Complete Advertising Management Solution for a Connected Signage Network

Scala Ad Manager manages all aspects of your advertising business including inventory, contracts, scheduling, fulfillment, and billing functions.

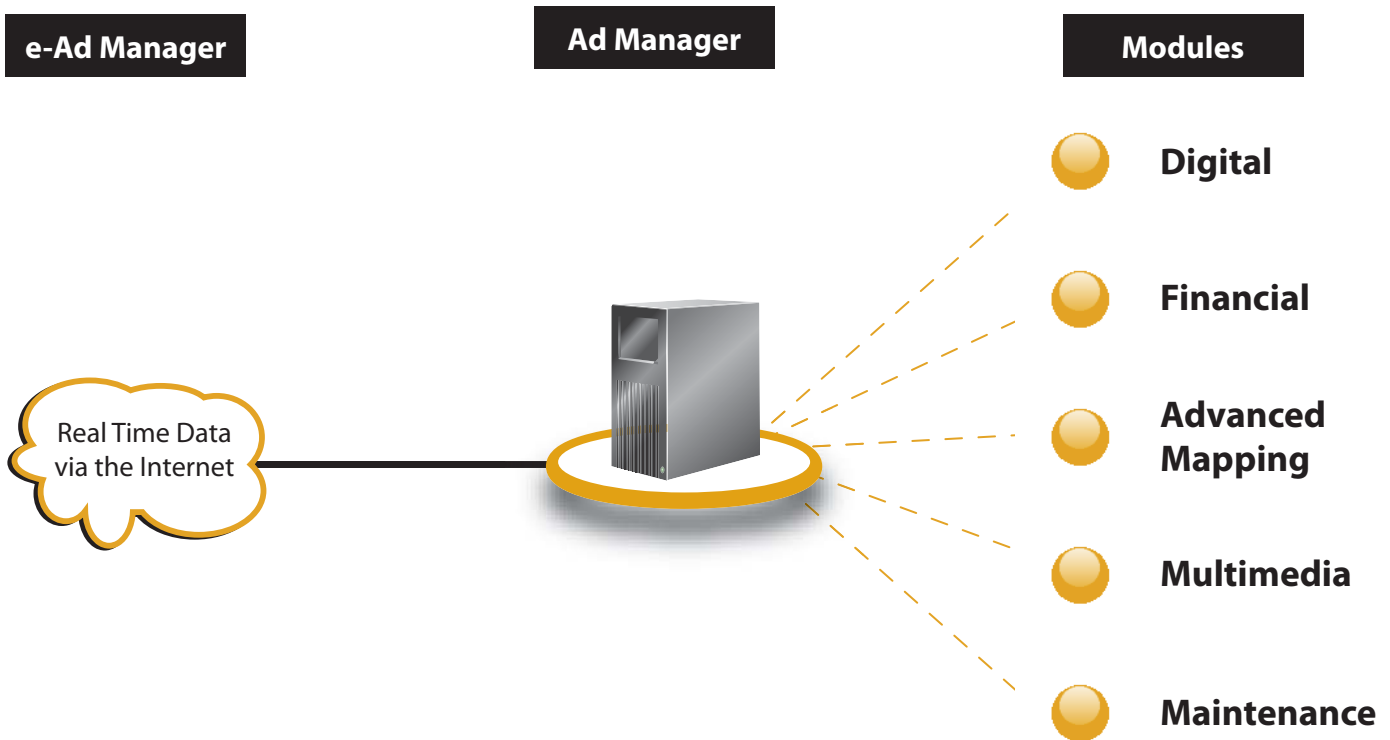
The goal of any advertisement is to draw attention to the message of the advertiser regardless of media type. Whether it's digital signage, outdoor billboards, street furniture, truckside, transit signage or placed-based signage, with Scala Ad Manager, you can manage multiple media types using one contract.

<p>Inventory Management Manage your inventory data, access the tools you need to schedule, meet and fulfill client requirement, and provide POP reporting</p>	<ul style="list-style-type: none"> • Drive sales • Get higher rates through better targeting • Lower your costs through efficiencies • Provide POP more quickly, leading to quicker payments
<p>Digital A powerful technology mix that manages hardware, play lists and scheduling</p>	<ul style="list-style-type: none"> • Manage static and digital media on the same contract • Sell by day-part • Proof-of-play reporting • Checks for adjacency conflicts • Define playlist triggers & structure
<p>Financial Integrates with third-party accounting applications for timely, accurate billing needs and lease payments</p>	<ul style="list-style-type: none"> • Single data entry – reduces input time, errors and costs • Flexible billing, scheduling, lease payment schedules • Assign revenue to inventory • Report allocations for lease payment calculations • At a glance analysis of your locations
<p>Advanced Mapping Efficiently create better-targeted showings and proposals</p>	<ul style="list-style-type: none"> • Search and book by demographic or proximity • Command higher rates • Show clients how to reach their target audience
<p>Multimedia A single storage of photo and electronic documents</p>	<ul style="list-style-type: none"> • All electronic formats in one database • Showcase inventory with powerful presentations • Generate photo sheets with maps and photos
<p>Maintenance Record, schedule and track maintenance of sites, structures or faces</p>	<ul style="list-style-type: none"> • Reduce operating costs • Minimize administration of tasks • Ensure locations are in top condition • Timely accurate information • Identify and prioritize maintenance task

Ad Manager

What is Advertising Management?

Advertising management is a system used to streamline and manage all aspects of an advertising business including sales, scheduling, deployments, finance and operations. Advertising management is used for all media types including digital signage, billboards, transit signage, street furniture, truckside signage, place-based signage, and more.



**One System, One Solution That Spans
All Out-of-Home Media Platforms**

Ad Manager

Why Advertising Management?

Profitability Maximizing

Advertising management streamlines and manages operating costs, purchasing processes and business practices across all departments and units, ensuring that every opportunity for revenue is recognized.

Measurable

Measuring advertising expenditures, success, and exposure to the targeted audience is key to any advertising business. Advertising management allows companies to measure all of the critical functions to determine the best ROI for the customer.

Connected

Advertising management connects all your departments to each other with the information they need to share. From maintenance to sales to billing, everyone on your team will be in the loop eliminating work duplication, frustration, and confusion.

Centralized

Keep all of your advertising business data in one central location where you can connect all the dots, streamlining your business and maximizing your efficiency. No more personal spreadsheets and piles of paper with critical data getting lost in the shuffle.

Immediate

Get the information that you need, when you need it and where you need it. No waiting for various departments to email reports. You'll have access to centralized, up-to-date information from all areas of the company at your fingertips.



Ad Manager

Why Scala Advertising Management?

Accurate

Since Scala software incorporates all areas of your advertising business you will be in sync with every department so you will get real-time accurate data about your signage network at the click of a button.

Configurable

Every Scala installation can be configured and customized to meet the specific needs of the environment. Many different add on pieces of software called Modules are available to further configure your system to meet your exact requirements.

Complete

The goal of any advertisement is to draw attention to the message of the advertiser regardless of media type. Whether it's digital signage, outdoor billboards, park benches or bus station posters, with Scala advertising management software, you can manage multiple media types using one contract.

Reliable

Scala software has been tested and proven in numerous different types of environments and manages the world's largest outdoor networks. With more than two decades of experience in the outdoor advertising industry, you can rest assured that Scala software is reliable.

Efficient

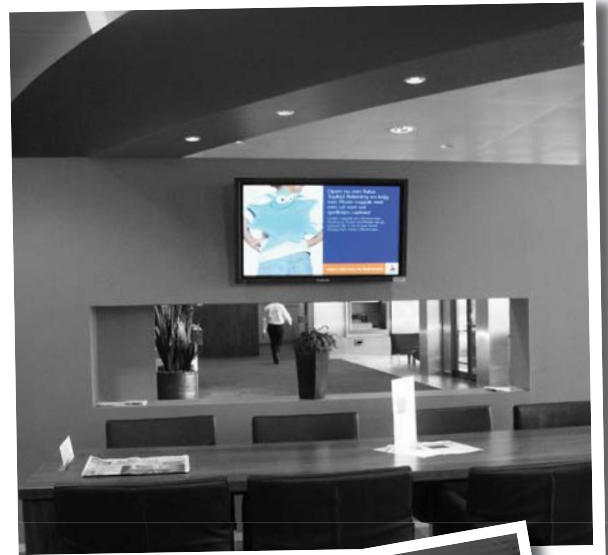
Instead of managing different parts of your signage network in different ways, Scala lets you manage everything in one spot with no duplicate effort and no missing pieces. By consolidating all the functions associated with an advertising network, Scala makes managing an advertising business infinitely more streamlined.

Results Driven

Dependable results are critical in the advertising industry and advertising management is all about measuring what was actually advertised, how much it cost, and how many impressions were made. All the information you need, when and where you need it.

Independent

Scala is an independent third party company. It is not owned or operated, in part or in whole, by any media company. Giving you the most unbiased objective guidance out there for your advertising network.



Scala as a Service

Scala as a Service is a web-based version of Scala Content Manager that provides an online digital signage network. No software installation, no server hardware. It's a simple way to get started with digital signage. This online service, like other SaaS models (Software as a Service), allows you to access Scala's cutting-edge software for a monthly subscription fee.

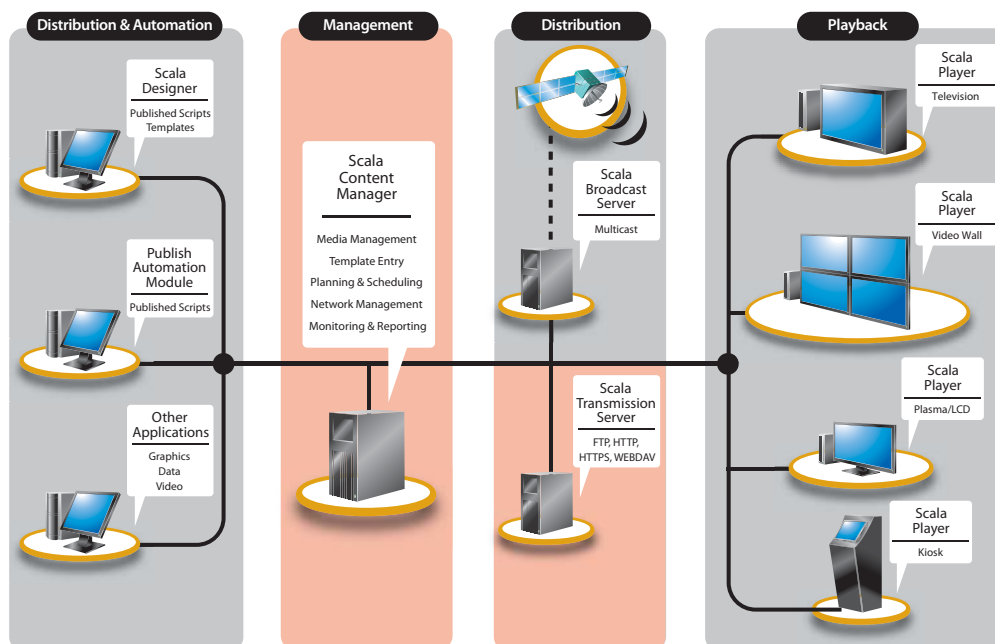
Your Content Manager is only seen and accessed by your company and Scala takes care of all the back end work including implementation, set up, monitoring, updates, back ups, server maintenance, and system recovery. It's a hassle-free way to roll out your digital signage network.

Best of all, if you change your mind and want to bring your network in house, you can do that without losing any of your content or customizations.

Benefits

The immediate advantages of Scala as a Service are:

- You won't need to buy expensive server hardware, software, facilities or operation investment needed
- You won't need to hire someone at your company to run your network
- Your IT department's load is lightened for both operation and responsibility
- Allows you to focus on your core business
- Very quick network start up
- Up-to-date Content Manager used
- Easily switch between a Scala hosted network and your own internal network



Highlighted in red above are Scala components provided by the Hosting Services: Content Manager & Transmission Server.

Types of Scala as a Service

Shared Hosting Service

Shared Hosting meets the needs of most of our customers offering a cost effective solution with fast, easy implementation.

Dedicated Hosting Service

Dedicated hosting offers a solution for customers needing an adaptable and customized digital signage system.

Topics	Shared Hosting	Dedicated Hosting
<i>Content Manager</i>		
Maximum size of network (in players connected per network)	100	Solution limits
Customized architecture (software, hardware)	No	Yes ¹
Database choice	No	Yes ^{1,2}
Content backup	Yes	Yes
Database backup	Yes	Yes
Hard disk space quota	10 GB	10 GB
<i>Bandwidth</i>		
Shared bandwidth	Yes	Yes
Dedicated bandwidth	No	Yes ¹
Bandwidth limit (symmetric upload / download)	10 Mbps (shared)	10 Mbps (default) On demand if any request
<i>Security & Network</i>		
HTTPS connection	No	Yes ¹
MPLS connection	No	Yes ¹
VPN connection	No	Yes ¹
Specialized connection	No	Yes ¹
Dedicated network equipment	No	Yes ¹
Specific network equipment	No	Yes ¹
User port connection	Fixed: 80	Default:80, customized
Player port connection	Fixed: 8080	Default:8080, customized
User URL address per network	Yes	Yes, customized
Player URL address per network	Yes	Yes, customized
Publish FTP access per network	Yes	Yes, customized

¹ Case by case study & quotation; network feasibility may depends with providers

² Only on selected projects

Scala vs. The Competition

The most recent report on the digital signage industry estimates that there are more than 50 competitors to Scala*. Scala has the largest market share of any digital signage software company at 35.4%*, which is more than the next three competitors combined. We have categorized the digital signage competition by types of companies to help illustrate the differences.

MPEG Only Networks

Typically, these are MPEG players and have no capability for dynamic content, no templates, no authoring. They just play videos, and sometimes have the capability to run Flash. However, functionality is usually quite limited. With a PC based platform, you have more flexibility to adapt to changing needs and requirements in your network. The cost to produce content is higher in MPEG only environments and, alternatively, playing the same video everywhere is not the ideal solution for digital signage.

Browser based Flash Players

Some kiosk companies use a protected browser to display a web page on a kiosk that you can't navigate away from. Typically these are not "store forward" type systems, so if your network goes down, your screens will go black. To get around this limitation, some companies have written software to cache content locally which typically means they just play a Flash file. Creating and managing content in this environment does not lend itself to the real benefits of dynamic digital signage unlike Scala. The back end software that operates the network is fairly simplistic. To gain all of the benefits digital signage has to offer, you will need a more sophisticated platform to meet your scheduling, delivery, maintenance, and content creation needs - and you definitely do not want black screens.

Hosted Only Solutions

This group of competitors claims that you don't want to host your own network. The truth is, their software is too complex and difficult to manage to allow anyone but the creators of the software install it in a new environment. So for a monthly payment you get a license to their player software, access to a server with some limits on bandwidth and storage. There's also typically a "setup fee" to get you started. The fine print on the EULAs (End User License Agreement) of some of these companies say they own whatever data you host with them - including your content. But as a Scala customer, you could host the network for yourself or host it with one of our more than 450 partners globally. So with Scala, you have the choice of setting up the infrastructure internally or hosting it with a Scala partner. You can easily move from one environment to the other.

Big Companies with small DS groups

As with any hot market, the digital signage industry has caught the eye of some big names in the technology industry. These huge multi-billion dollar conglomerates see digital signage as a way to sell more of their core products like routers, switches, LCD/plasma screens, etc. The focus of these companies is on increasing the sale of their primary product line, if digital signage can help, great; if not, the company could eliminate their digital signage business without so much as a second thought. Even if the entire digital signage market belonged to these competitors, it would still be a tiny percentage of their overall revenue stream - making them far less committed to the market than Scala whose business is 100% signage-focused.

*(Frost & Sullivan 2007)

Scala vs. The Competition

Digital Signage Competition

Every year, dozens of small companies try to create great digital signage software. Unfortunately, they are working to replicate something it has taken Scala over 20 years to perfect with only a year or two of experience under their belts. These companies are usually financially unstable and often make it or break it because of one single customer. Scala has a diverse end user base and is not dependant on any one customer for a substantial portion of our business.

	Scala	MPEG Only Networks	Browser-based Flash Solutions	Hosted Only Solutions	Big Companies with small DS groups	Small DS start ups
Financially Stable	Yes	Maybe	Unlikely	Unlikely	Yes	No
Truly Global	Yes	Unlikely	Unlikely	Unlikely	Yes	No
Solutions that grow with you	Yes	No	Maybe	No	Maybe	No
100% Commitment to the market	Yes	Maybe	Maybe	Maybe	No	Maybe
Dynamic Content	Yes	No	No	Maybe	Maybe	Maybe
Integration with local databases like a POS system	Yes	No	Maybe	Maybe	Maybe	Unlikely
Runs even if the network is down	Yes	Maybe	No	Maybe	Maybe	Maybe
Easy to install and run your own network	Yes	Yes	Yes	No	Maybe	Maybe
Easily moved from a hosted solution to owning your network	Yes	Maybe	Maybe	No	Maybe	Unlikely
Own all your content	Yes	Maybe	Maybe	Maybe	Maybe	Maybe
500+ Partner Network	Yes	No	No	No	No	No
Largest DS software provider	Yes	No	No	No	No	No
20 years of DS experience	Yes	No	No	No	No	No
Most experienced DS developers	Yes	No	No	No	No	No

Scala Services

Scala Services can help you do more with your digital signage system, increasing the return on your investment.

Benefits of Scala Services

- Improve the look of your digital signage network.
- Better looking content gets noticed and has a greater impact.
- Maximize the benefits of your digital signage network while reducing costs of operation.
- Learn how to use Scala from experts who have years of experience with all kinds of applications.
- Discover new applications. See what else you could be doing with Scala.



Consulting Services

Need help getting your network up and running? When you're stumped by a major technical problem or challenging installation, you can hire our expert team to help out. We can assist with system configuration and networking issues as well as custom VB/ScalaScript programming. With more than twenty years of experience and the best digital signage experts in the world, we're sure to have the resources you need.

Content Services

Digital signage applications are all about content. Whether it's information, education or advertising, content is often the most critical factor in the success of a network. Content Services enable you to achieve your communication goals quickly and effectively. Scala Content Services can help you create or create for you the best possible content for your environment. Whether you need help creating a template, or want to have Scala do all of the work, Scala Content Services will provide you with amazing results.

Project Management Services

We know that rolling out a digital signage network is not always as easy as it seems, but our Project Management Services can make it a breeze. We will help you through every step of the process and offer our suggestions on best practices and how to avoid pitfalls. Whether you need a few hours of help or if you need us to manage the entire deployment, we are happy to help.

Scala Services

Information Services

Scala offers many options for integrating third party information into your digital signage network. If you're looking to integrate engaging real time content into your digital signage, Scala software can quickly and easily connect to Information Services like Accuweather.com, Data Call, and virtually any RSS or real time feeds. These Information Services are available from third parties and offer great attention-grabbing content for your audience.

Pre-Sales Consulting


If you are looking to start out with a pilot or to see what customization you could do with Scala software, pre-sales consulting can help you decide what would be the plan for you and your company to leverage while rolling out a digital signage solution. Pre-sales consulting services give the upfront support you need to make sure that your big plans for your digital signage network turn into reality.



Training

Whether you are just starting out or want to expand your expertise, we have a variety of classes for Scala Certified Partners as well as new and existing customers. Classes are held regularly at our state-of-the-art facilities featuring hands on experience with long time Scala experts. Training is provided in one of our training facilities in PA, CA or The Netherlands. Class sizes are limited to ensure you will always get hands-on experience and personal attention. Other locations and on-site training are available. Contact us if you have a request.



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