



End-to-End Software Solutions for Digital Signage

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Scala - Signage

No matter what you call this emerging industry, it's all about visually communicating and interacting through the next generation of signage.

* This area of the Website is being presented as one long page for easy **printing**. You can also browse this area of the Website as shorter webpages for easy **reading**. Visit: [Signage](#).

Increase Sales and Exposure with Dynamic Signage.

Scala Solutions: Dynamic Signage

We have all seen the future of a digital world in Hollywood's vision and now it is becoming a reality thanks to advancing technology, falling prices of displays and computers, and visual communication software from Scala. Having added the most scalable collaborative networking solution and scheduling backbone to our legendary media integration and multimedia playback abilities, InfoChannel 3 incorporates the must-have features of any large deployment.

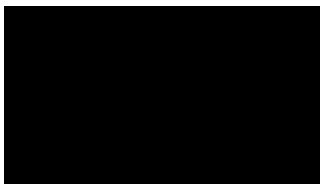
Photos: European Installations

Includes photos from the Oslo Stock Exchange, Palais de Congres in Paris, large screen solutions throughout The Netherlands, Virgin Mega Store in UAE, Luxury Shop in Switzerland, Corporate Information System in France, a tradeshow in Switzerland, Goody's Restaurants in Greece, and Rabobank in The Netherlands.



Three powerful reasons to choose Scala for digital signage...

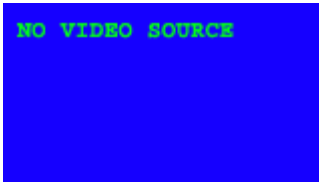
Reason #1: With monotonous looping video, you risk employees turning the screens off.



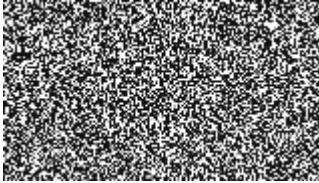
When all your content must be expensively produced video, re-encoded, and re-distributed for every edit, you end up with monotonous looping video sequences that don't add value. Your own employees may eventually end up turning off the screens. There is a better way.

Reason #2: With physically distributed DVDs, you risk that they never get used.

If you think you can rely on DVDs to be produced, shipped, reach the right person, and get inserted into DVD players, think again. The [POPAI](#) organization estimates that 60% of all point of purchase materials never even get unpacked. There is a better way.



Reason #3: With the cheapest solutions, you risk catching static in the near future.



Organizations can deploy themselves into a corner with digital signage. No sooner is a cheap mpeg solution deployed before someone asks "Yeah, but can you do [fill_in_the_blank]?" When the answer is "No", the investment seems like a wash. There is a better way.

Key Markets for Dynamic Signage.



Reliable, Low Cost, High Impact Advertising.

Dynamic signage is an exploding industry offering venues ranging from retailers to entertainment complexes to corporate offices the opportunity to distribute media rich content and information to customers, employees and passersby.

You've Seen Us Before...

...but never knew. Every time you flip through your cable channels, there is a good chance you are seeing ads powered by Scala software. We have 15 years of reliable visual impact experience in an industry - cable advertising - that demands stability and timeliness. Now, with the advent of affordable plasma displays, computers and networking, Scala software is positioned to lead targeted messaging to new heights.

Dynamic signage is the new targeted mass media.

With dynamic signage systems powered by Scala, the need to produce costly videos and DVDs has been eliminated. Our ability to deliver content to thousands of screens ... instantly leaves video and DVD networks obsolete. In addition, using Scala gives control over the timeliness of customer communications back to a central location, while still allowing for some basic local insertion, such as pricing. The days of blank screens and ads running after a promotion ends are over!

Plasma Applications.

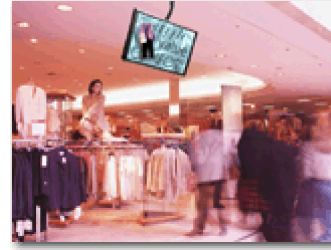
Does your company fit into one of these categories?

Dynamic signage can change the way you do business!

1. Retail: Venues focused on the sales of a wide range of hard and soft goods.

- ✓ **Apparel, Department, Video, Music, Grocery, and Convenience Stores.**
- High traffic / sales frequency

- Many numerous potential content channels and/or centrally-managed franchises
- Medium to highly targeted content
- Ability to place displays close to the point of purchase
- Very heavy third-party advertising
- Advertising content is not vertical



2. Entertainment: Venues providing enjoyable experiences for fewer than 1,000 simultaneous customers.

✓ **Bars, Nightclubs, Movie Theatres (soon to be all digital), and Restaurants.**

- Medium traffic / sales frequency
- Many numerous potential content channels and/or centrally-managed franchises
- Highly targeted content
- Ability to place displays close to the point of purchase
- Medium to heavy third-party advertising
- Advertising content is medium vertical



3. Mass Entertainment: Venues providing enjoyable experiences for 1,000+ simultaneous customers.

✓ **Stadiums, Conventions, Airports, Theme Parks, Cruiseliners, and Malls.**



- High traffic / Medium sales frequency
- Medium to high number of potential content channels
- Limited number of centrally-managed franchises sites
- Medium to highly targeted content
- Ability to place displays close to the point of purchase
- Heavy third-party advertising
- Advertising content is medium to low vertical

4. Affinity: Venues focused on delivering a specific, categorical set of products and services.

✓ **Banks, Universities, Hospitals, Offices, Hotels*, Casinos*, and Spas.**

- Low to medium sales frequency
- Very limited content channels
- High number of franchises, but limited central management
- Highly targeted content
- Ability to place displays close to the point of purchase
- Low* to very heavy third-party advertising
- Advertising content is highly vertical



Other Industries Will Fight to Keep Up.

Currently there are several industries that are all vying for a piece of the action. Yet in only the next few years, the dynamic signage market will emerge as its own industry.

Scala is leading the new revolution with our [software](#) suite focusing on creative design, broadband and satellite networking, scheduling, system logging, and interactivity. Scala is the key enabling best-of-breed software component for extremely scalable multimedia networks. Nothing else even comes close.

Ad Agencies.

Many agencies deal with or even specialize in PoP and out-of-home advertising. But agencies need a solution that offers creative flexibility and reliability in order to offer a valuable service to their customers. Ideally dynamic signage should integrate with their traditional TV/radio/print/web campaigns.

Public Venues.

Location is the most critical factor to the success of a dynamic signage application. Communicate to your customers while they are in your location - shopping malls, stores, theaters, banks, airports, restaurants, stadiums or hotels. Promotion and merchandising managers are looking ways to generate more revenue from the use of their location, while still maintaining their venue's environment. Customer service is a priority.



Broadband Network Providers.

Many DSL, T1, Satellite companies are developing networks for vertical markets such as content production or business communications. Since content drives demand for bandwidth, dynamic signage is the next step for their customers to take advantage of their existing networks.

Kiosk and Display Manufacturers.

There are many companies selling monitors, plasmas, kiosk enclosures, etc. Those who realize that they need content and related services to offer a complete solution can sell the big picture, not just the hardware. Additionally, kiosks can be combined with dynamic signage to get the best of one-on-one and mass communications.



Design Consultants and Architects.

Often experts are brought in to design environments for public venues. They recommend the screens, systems and networks to the shopping malls, hotels, stadiums, etc. Their customer's success depends on their ability to choose the best components.

Pros and Cons of Alternatives.

Approaches to P-O-P Advertising and Communication.

When considering how to get your message to your target market, there are many different options ranging from the low-tech and inexpensive print to costly high-tech video. Read and compare.

Criteria of a Good Solution.

- ✓ Production Efficiency
- ✓ Distribution Efficiency
- ✓ Attractiveness, Attention-grabbing



- ✓ Targeting capabilities
- ✓ Reliability & Measurement

Scala (Rapidly updateable, visually impactful signage).

- Moderate production costs; minimal encoding required; offers a TV-like experience without full TV production.
- Content can be distributed digitally and efficiently updated, satellite can eliminate ongoing ISP costs.
- Motion and sound plus dynamic data can be seamlessly mixed and updated instantly.
- Content can be targeted to specific times and locations; can be updated centrally and locally.
- Proven 24/7 track record in the cable industry; allows for playback logging.
- ActiveX Scripting easily allows Scala InfoChannel to tie into external software.
- Thousands of screens can be controlled from a single desktop.

Printed Materials.

- Moderate production costs, requires working with large files.
- Takes weeks or months to update, constant print and shipping costs.
- Large colorful format, but no motion.
- Expensive to do regional content, and to customize locally.
- Hard to measure if/when ads are shown (relies on store staff).

Video Tapes.

- High production & duplication costs force content to be less updated.
- Constant shipping and media costs.
- Motion and sound does get attention.
- High cost and difficult to do regional content, can't be customized locally.
- Wear and tear on tapes can cause down time; hard to measure if/when ads are played.
- No logging or control on ensuring tapes are running when they are intended, if at all.

Digital Video Players.

- High production & encoding costs force content to be less updated.
- Constant duplication & shipping costs (if using DVD/CDi); transmission costs are high if there is lots of content.
- Motion and sound gets attention.
- High cost and difficult to do regional content, can't be customized locally.
- Possible hardware failure; may or may not support playback verification.

Web Browser.

- Low production costs, unless a large amount of programming is regularly required.
- Content can be distributed digitally and dynamically updated.
- Motion and sound get attention but web technologies are optimized for low bandwidth. Low quality and too general purpose, not ideal for digital signage.
- Content can be targeted to specific times and locations.
- Possible down time if relying on a constant ISP connection; allows for playback logging.

Proprietary Software.

- Typically has primitive user interface, so higher production time/cost.
- Content can be distributed digitally, based on supported functionality.
- Supports digital video and animation, but other graphic elements lack comparable effects/motion.
- Can do targeted content if software supports it.
- Reliability depends on quality of software; may not be well tested.

Benefits of Using Scala for Signage.

Scala Solutions are Based on Three Goals.

With advancing technology, there is no reason that eye-catching displays can't be more affordable. After analyzing the alternatives, Scala has created its own solution. InfoChannel offers the impact of video without the huge cost of video production. And thanks to years of testing, no other digital system can claim 24/7 reliability, networking, and logging features. Scala's solutions benefit the bottom line by generating new sales while saving money.

- ✓ **Make it easy to create content. (Lower production costs.)**
- ✓ **Deliver compelling results. (Higher ad revenue.)**
- ✓ **Be scalable. (Large networks are easy.)**

Lower Fixed Costs.

- Creative users require only moderate training to get up to speed. For routine, template-based content, users can start practically immediately.
- Scala software runs on essentially a standard configuration PC. Takes advantage of advancements in commodity PC hardware instead of a custom embedded system. However, consider following a Scala-specific spec to ensure 24/7 electronic signage reliability.



Lower Ongoing Costs.

- With real-time editing and preview, production costs are minimal. Content can be updated faster, which is critical for short turn-around production cycles.
- Since Scala software renders effects and transitions in real time, less fullscreen video is necessary. This greatly reduces transmission and encoding costs. Only the parts that absolutely have to be video need to be encoded.
- Since dynamic content can be mixed with video, expensively produced videos can be reused, adding new information when needed. eg: show times on movie trailers, phone numbers, alternate languages, etc.
- Also, Scala supports satellite broadcast & IP multicast, which allows the same content to be broadcast to potentially thousands of players in one transmission. The costs savings vs. traditional network methods are tremendous. Cost per transmission is less because you can do just one transmission. Recurring costs per site is less because you pay for total bandwidth, not a monthly connection fee at each player site.

Higher Ad Revenue.

- Scala allows more dynamic data such as pricing, availability, targeting by location, demographics, season, etc. This makes ads more valuable to potential advertisers.
- Flexibility in scheduling and targeting allows more ads to be scheduled easily.
- Scala also allows ads to be originated locally, creating a new source of ad customers.
- Reporting and billing functions allow for easy record keeping on proof of playback.



Reliability and Reputation.

- Scala has the talent and experience needed to deploy complex networks that are required to run 24/7.
- Scala also has partners with other key elements of a solution so they all can work together seamlessly.

Truly Dynamic Influence.

Automate Content With Instant Results.

In many corporate environments, InfoChannel is integrated with databases to display dynamic content on screen - incorporating existing and changing information. Wherever possible content automation makes associate television channels self-sustaining, always fresh and always appealing.

This principle is extended to the retail market where, for example, leading retailers are connecting InfoChannel players to weather stations on the building's roof. When it is sunny outside, the system automatically plays back cached sunglasses and T-shirts advertisements. When it rains or is cold, InfoChannel advertises umbrellas and sweaters.



Davis Weather Module

The result is that *fewer* people are required to deliver *more* relevant and *more* personalized information.

Cost Opportunity and the Power to Influence.

InfoChannel is used by retailers to generate revenue from advertising, manage queues and lines, provide interactive kiosks, and integrate with point of sale systems to automatically offer loyalty based customer recognition and impulse purchases opportunities.

For the media buyer, digital signage presents a host of new ad placement opportunities. The list of possible new advertisement locations made possible by digital signage is lengthy and constantly growing: airport television networks, digital billboards, ATM toppers, web-enabled phones, PDAs, retail kiosks. Anywhere a screen exists - or could exist - advertisers are using InfoChannel to deliver their content to that screen.

Behind the scenes of these digital networks, complex software tracks ad rotation, logs day/time of ad display, specifies which ads get served to which media, and more. The software makes sure that the proper ads gets delivered to the proper screens at the proper times. Such software, as one can imagine, can be bewilderingly complex. InfoChannel is not, and still delivers on all of these promises.

"Of all the retail technologies, digital point of purchase signage and information kiosks have the best ratings overall," - KPMG Study on *Retail Technology in the Next Century*, Indiana University. 1999.

Update Larger Than Life LED Billboards Remotely.

Imagine a screen towering above, for all to see, both day and night, with the latest up-to-the-minute information. It can be a reality with the help of Scala InfoChannel. Don't spend a fortune on an LED display only to skimp on the most important part: the content! Demand the best and most versatile playback in the industry. Rest at ease thanks to network monitoring, logging and billing confirmation, as well as email notifications should any rare problems arise.

[Case Study: Hollywood & Highland](#) 📍

This 85-foot by 6-foot sign at Hollywood and Highland, the new entertainment/retail complex in Los Angeles, delivers news, advertising and revenue for developer Trizec/Hahn. The sign is driven by

Scala software.



Interactive Kiosks Assist Inquisitive Customers.

Kiosks are an effective way of allowing visitors to find out information on their own. An interactive presentation can be both informative as well as entertaining. However, the most common approach has been simple internet browsers that are susceptible to hackers, power outages, and viruses. Other solutions have attempted to use isolated CD-based systems that are difficult to update, especially on a national scale. Scala InfoChannel allows a kiosk network to be managed remotely from a single or multiple locations for maximum impact and scalability.

[Case Study: Macy's and Estée Lauder](#)

Macy's flagship store on 34th Street in New York wanted to showcase a specific product to drive traffic into the store, and Estée Lauder was the cosmetics product picked. Scala's InfoChannel accomplished this by broadcasting in-store makeovers to the 4000 passersby each hour and allowing them to interact with the makeup artist?

[Case Study: Store 24](#)

Store 24, a New England convenience store chain, is rolling out a novel network of kiosks with the help of FREEosk, Inc. and Scala. The kiosks help drive store traffic by providing a useful service, high-speed Internet access. At the same time, the screens above the main structure act as attractors to the kiosk and drive revenue for the store through advertising and increased sales.

Constantly Update and Confirm Employee Training.

Many companies, especially retailers, have difficulty keeping their staff trained on the latest products and technologies. Stop creating costly video tapes or DVDs that quickly go out of date, are often lost, and have no playback confirmation. A Scala InfoChannel network can deliver new content daily in a venue that can be seen by everyone at once and in a format that is easy to understand. Even add a touchscreen to make it interactive, and customize content relative to specific venues or employee positions, automatically keeping logs of what has been viewed.

[Case Study: Jewsons TV](#)

Coming soon.

Schedule and Localize Dynamic Menus.

Changing the same print menus for every meal two or three times a day is a big time-sink to staff and an inconvenience to customers. Designing unique menus to fit every franchise is difficult to track. Creating new menus or changing the price nationwide can be tremendously costly. Why not invest in a digital solution running Scala InfoChannel? Information can be updated from afar from a single or multiple locations working collaboratively and even customized on-site by area managers if desired (while maintaining the corporate look, of course). Upsell deluxe meals and side orders with active signage, keeping in mind they are menus and should not be repurposed television commercials that rely heavily on audio. Spice things up by adding a queue system for those waiting in line and

update menus on-the-fly should giveaways be out of stock or specials no longer valid. Running a contest? Display customers' names or employees of the month professionally.

Photos: Goody's

The installation at Goody's Restaurants in Greece show that digital menus can be lively and informative at the same time.

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Message Board System

**retail & restaurants · corporate communications · cable & community TV · education ·
government · other key markets**

Contact Scala about your end-to-end solutions for creating and controlling Electronic Display Networks, whether you call it Dynamic Digital Signage, Narrowcasting, Captive Audience Networks, Kiosks, Point-of-Purchase Displays, Digital In-Store Merchandising, Out-of-Home Media Networks, Place-based Advertising, Display Marketing, Retail Digital Media Networks, Datacasting, Electronic Billboards, The Outernet or any of the other terms in use today. Scala conducts business through a worldwide network of **Value Added Resellers**. For more information on what this emerging industry is coming to be **named**, you can **spy on our keywords**. ©1993-2004 **Scala, Inc.** Scala, InfoChannel, and the Exclamation Point Logo are registered trademarks of Scala, Inc. All other trademarks are the property of their respective organizations. To see all the content on our Website, click **Sitemap**. Read our **Privacy Policy**.