

Scala Broadcast Multimedia

EXCLUSIVE INTERVIEW



Oscar Elizaga
Vice President
European Business Unit
Scala Broadcast Multimedia

oscar.elizaga@scala.com
www.scala.com

1) Short description and functionality of product:

Scala is a totally integrated digital signage software platform featuring extensive functionality for content creation, scheduling, distribution and playlist management. Scala has spent over twenty years developing the software and its numerous modules. Scala Ad Manager, a recent addition to Scala's connected signage suite, handles all aspects of the advertising business for both static and dynamic signage, including inventory management, contracts, scheduling, fulfillment, leasing and billing functions.

2) Key selling points:

- Content Manager means reduced resources required to control and maintain your network.
- Designer gives total creative control of your content, significantly lowering content production costs vs. pure video or flash production.
- The Player runs and updates content on displays according to the plan set in place from the Content Manager.
- Ad Manager manages all inventory, scheduling, and billing needs for both digital and traditional signs.

3) Differentiating factors: Scala has the broadest background and experience of any digital signage company. In fact Scala pioneered the digital signage industry, with over 85,000 licenses driving more than 200,000 screens worldwide. Scala offers 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.

SCALA

Scala – the World's First Connected Digital Signage Company

The leading platform for content creation, management and distribution...

Scala recently announced that "Release 4" of its Scala 5 connected signage software is now available to its customers around the globe. This new version represents Scala's continued commitment to cutting-edge technology for its global customer base. We asked Oscar Elizaga, Vice President of Scala's EMEA Business Unit to explain what has changed...

This new release of Scala's flagship digital signage solution has been a real challenge for our R&D team since we have brought on new team members and improved our development methodology, yet we have managed to put many great features and enhancements into it. Just to cite a few, the highlights of Scala 5 Release 4 are: Web Services for Content Manager - allowing third-party applications to interface with the Scala Content Manager functionality; Ad Manager integration with Content Manager via Web Services; Playback Audit EX Module - capable of generating proof-of-play reports showing what media played where, when and how often; Media Playback Controls - including: "playlist shuffle", "play N times" from a playlist and "play full screen"; Time Triggers - added to trigger a playlist at specific times or regular intervals; Scala Designer is even more Photoshop friendly - Ars Media Photoshop Plug-in has been added to convert Photoshop layered elements to ScalaScript; plus Adobe Flash support has been greatly enhanced to provide smoother, faster, high-quality playback including: interactive support, alpha channel and "FlashVars".

How is Scala weathering these tough economic times?

While we have seen the core market of digital signage solutions affected by the general economic turmoil, and we have

seen many well-established digital signage companies around world fail during the last few months, Scala is in a solid position to weather adverse conditions. Not only it is a well-established leader in digital signage with over twenty years of experience in the market, Scala also has a strong balance sheet with no debt and significant working capital and reserves. We are completely self-funded (which we have been since 2002) and our global network of 450+ partners is positioned to take advantage of opportunities in many geographies and vertical markets as they arise. While the worldwide digital signage market actually contracted during 2008, Scala experienced positive growth, particularly in EMEA. Surely none of this is any reason to sit on our laurels, yet it is gratifying in these challenging economic times to be able to report some good news.

Do you think this is because of Scala's total dedication to the market?

Exactly. There's 100% Commitment - Connected signage is Scala's only focus. With over two decades of experience in the industry, "feet on the ground" in strategic locations to better serve our customers and partners, and multiple adaptable business models, like our new "Scala as a Service" offering, Scala is totally committed to digital signage and advertising management solutions.



© Photo: Scala Broadcast Multimedia

KEY FIGURES

Legal form: Private Company

Year of creation: 1987

Headquarters: Scala Inc. Exton, Pennsylvania, US

European offices are established in The Netherlands, the UK, Norway, Germany and France.

Number of offices worldwide: 11

SCALA

Scala Broadcast Multimedia

DIGITAL SIGNAGE & ADVERTISING CAMPAIGN MANAGEMENT SOFTWARE

CONTACTS



Oscar Elizaga
Vice President European Business Unit
oscar.elizaga@scala.com



Andrea WALDIN
Vice President, Marketing
andrea.waldin@scala.com

COMPANY PROFILE

Scala, exclusively focused on end-to-end software solutions for both passive and interactive digital signage networks as well as for advertising campaign management, was founded in 1987 and now has sales operations on all continents, with an installed base larger than that of all its competitors combined. With roots in the Cable TV industry, Scala understands and has mastered TV-quality authoring and playback quality. The company's Scala product line is now in its fifth generation, and the recent addition of Scala Ad Manager makes the Scala suite of products the most powerful in the market for both dynamic and static signage management.

MAIN PRODUCTS & SOLUTIONS

- **Designer** – advanced content authoring and production tool designed exclusively for creating digital signage content.
- **Content Manager** – sophisticated server-based system to schedule and manage multimedia content to any number of displays connected to any computer via the Internet.
- **Player** – stable and reliable multimedia playback and content interactivity under the command of the Content Manager.
- **Scala Ad Manager** – handles advertising campaigns of all media types; including digital, outdoor billboards, static and mobile fleet signage.

PARTNERS

Scala has over 450 partners in more than 60 countries worldwide.



- **Scala BV**
Amerikalaan 70B
6199 AE Maastricht
Airport
The Netherlands
Tel.: +31 43 3588300
Fax: +31 43 3588301
- **Scala Germanic**
Düsseldorf
Tel.: +49 (211) 52391189
- **Scala Nordic**
Oslo
Tel.: +47 23 13 30 90
- **Scala France**
Paris
Tel.: +33 1 47 96 4679
- **Scala Inc**
Exton, United States
of America
Tel.: +1 610 363 3350

REFERENCES

- **Retail:** IKEA, Norway / UK; McDonalds Netherlands / Philippines / Romania; Tesco, UK/Poland; GYM-Screen-Media, UK; Audi, Worldwide; Citroen, France; Repsol, Spain; Shell, Norway; Aral, Germany; Burger King, Germany/Netherlands; KPN Narrowcasting, Netherlands; Aldeasa, Spain; SFR Le Studio, France; Infiniti, Europe
- **Entertainment:** Burger King – The King Channel, Germany; Skistar, Norway; P&O-Cruise lines; Showcase Cinemas, UK; Rikstoto, Norway
- **Transportation:** Istanbul Airport, Turkey; Carnival Cruise-Lines, US; Hertz, France; Bus companies in Galicia, Spain
- **Hospitality and Convention Centres** – Project examples: Goody's-Restaurants, Greece; Hilton, France; Movenpick, UAE; NH-Hotels, Benelux; Palais de Congrès, France; NEC, UK
- **Educational Networks:** Madrid University, Spain; National Gallery, UK; University Chur, Switzerland; University Maastricht, Netherlands; The Life Channel in Schools, UK
- **Corporate Communications:** BKW-energy, Austria; BT-Global, UK; AXA, France; SAP, Switzerland; TATA-group, India; Michelin, Worldwide; Ericsson, UK; CERN, Switzerland
- **Government Communications:** Trieste-Città-Digitale, Italy; Dubai Police, UAE; Kuwait Finance House; Ministère du tourisme, France; Police Service Northern-Ireland; SA Post Office, South Africa
- **Cable TV Channels:** New-Zealand Cinema; NEC Karuizawa 72 Golf Tournament, Rugby World-Cup
- **Financial Networks:** HSBC, UAE; Rabobank, Netherlands / America; Oslo Stock-Exchange; Kuwait National Bank; NCB Bank, Saudi Arabia; Société Générale, Romania; UBI Banca, Italy
- **Digital Billboards** – IMAGO/ODECO, Spain; COIN, Italy; City of Andorra la Velha, Andorra
- **Healthcare institutions** – The Life-Channel, UK/South Africa; SESCAM, Spain; Futuramedia, France; PharmaChannel, Morocco; Pharmacy-Channel, Poland; Farmacia.TV, Italy; HCG Pharmacy Channel, Switzerland