

Cable TV Channels



Generate advertising revenue
Promote shows and channels
Support the community

INFOCHANNEL: THE VISUAL COMMUNICATIONS SOLUTION

THE CHALLENGE

The world of cable television is changing fast. Technology is moving from analog to digital. The Web has become a new medium for content as well as a competitor for audience attention. But the top concern for most cable operators is still just how to stay competitive



with a higher level of customer service, while still being cost-conscious and in some cases even profitable.

Every community has a local access channel provided as a community service. The potential benefit depends on how well the channel is utilized and if it is as visually exciting as the commercial cable channels that dominate the lineup.

Many schools either contribute to the local access channel, or have their own. This is a great opportunity to get students involved in TV production and community involvement.

Cable operators must be competitive and effective.

Ad agencies are using cable TV to offer focused advertising to their clients. They need a system that is 24/7 reliable, flexible to meet client demands, and easy to maintain in order to offer a better value.

No matter what presentation system is used, it's worthless if nobody watches. Content is the key to a successful audience. High production quality is always the goal, but it comes at a cost in training and equipment.

Easily create exciting channels that attract and keep viewers' attention.

Choosing a new system can be difficult task. It not only means new expenditures, but training and potential down time as well.

The changing world of cable is forcing these decisions to be made. Cable operators need to find a solution that meets both their own and their customers' needs.

THE SOLUTION

Scala InfoChannel is a complete production and playback system for local broadcast TV channels. It's a flexible and easy to learn tool to create, schedule and broadcast quality programming right from a desktop PC. And it can be expanded to allow the same content to be delivered on the web.

Providing an interesting, active channel is the secret to increased viewership. Channels created with InfoChannel generate enormous appeal among viewers with its high quality look and feel. Content such as local weather information, news, announcements, sports and education gives the community a reason to tune into the channel. Users can keep their channels updated from a networked PC that can be scheduled to display at any time or date.

InfoChannel can be learned with minimal training and comes bundled with application-specific art libraries. Users can also import their own media from video, scanners, cameras and other sources. Then they can choose from hundreds of smooth eye-catching transitions that fade, zoom, and fly... even in 3D. All from a simple point-and-click interface.

The same easy interface allows content to be organized and scheduled to meet production needs and target demographics by when viewers watch TV. With InfoChannel authoring and playback systems, new programming can be edited while the channel is still live. The system can be expanded with template-based Reporter software to enable more people to be entering new information.

In the advertising world, easy, flexible and attractive advertising will generate more renewals and higher revenue.

InfoChannel allows creative advertising designs to be scheduled and played the way clients want, offering them a better value for their



money along with the benefits of increased traffic. And because it's based on Scala's proven technology, InfoChannel can be operated with a basic sales and creative staff with minimal technical requirements.

Cable operators, hotels, and corporations around the world are using InfoChannel to create information and advertising channels with high production value, low production cost and a great return on investment.

Cable TV Channels

InfoChannel will help you...

- Import a variety of file formats
- Edit and update while still on air
- Schedule screens or text for any time or date
- Generate report logs when ads are played
- Control VCRs and switchers
- Play MPEG1 or 2 video
- Expand to numerous locations
- Play full color, full motion animations
- Use smooth font anti-aliasing
- Get started with a content library with hundreds of images and sounds

What you could be showing with InfoChannel today...

- Community bulletin boards
- Photo advertising channels
- Channel guide listings
- News and weather
- Community and city announcements
- School closing/weather alerts
- Local sports team scores

How does Scala help you realize your InfoChannel solution?

Scala understands your communications challenges. Our worldwide reseller network provides an integrated solution of software, systems, content, and services with our proven multimedia technology.



Update professionally in a flash with Scala software.

The Complete Scala Solution

InfoChannel comes with a CD-ROM full of professional, royalty-free multimedia art, tutorials and demonstrations.

Backgrounds

An extensive collection of over 500 backgrounds in two resolutions designed to fit the needs of a variety of markets.

Music

InfoChannel includes a tune to accentuate every message with over 80 selections available.

Sound Effects

Over 180 sound effects.

Fonts

Both TrueType® and ScalaType included.

Scripts

Get started quickly with ready to use script templates.

Clips and Animations

Over 600 2D and 3D clips are provided.

Video and Movies

InfoChannel delivers more than 20 full motion video and movie clips.

Want more? Scala recommends these products to extend your art library.

Digital Juice

15 CD package containing broadcast quality images including:

- Backgrounds
- Photos
- Textures
- Animations

SmartSound

Drag & drop music creation software using a library of professional, royalty-free sound tracks.

Visit www.scala.com for more info.

Contact Us Today

Americas, Asia, Oceania Phone: +1 610 363 3350 • Fax: +1 610 363 4010
Europe, Middle East, Africa Phone: +31 45 546 6690 • Fax: +31 45 521 2263