

Corporate Communications



Improve communications

Save time and money

Boost employee morale

INFOCHANNEL: THE VISUAL COMMUNICATIONS SOLUTION

THE CHALLENGE

Many companies today face a similar challenge: How to communicate with their employees, partners and customers so the most critical messages each day are seen, delivering maximum results.

And many companies have large numbers of employees that are unable to access email or Intranets easily – particularly those in manufacturing and service-related industries.

THE SOLUTION

InfoChannel visually communicates via network and can be broadcast anywhere – factory floors, training rooms, break rooms, or boardrooms.

A growing number of companies already have high bandwidth infrastructures such as broadband and satellite communications, but can't use them cost effectively. Valuable corporate resources like training videos, production reports, and updated news go underutilized.

Bring the information to the people with a cost-efficient closed circuit television network.

Most companies already have:

- Bulletin Boards
- Memos
- Email
- Newsletters
- Intranets
- Status Meetings
- Video Conferencing

InfoChannel transforms companies into flourishing news reporting, broadcasting and viewing organizations. Employees are able to create engaging multimedia content right from their desktops. Then those messages can be broadcast via the company's communication network to strategic locations using the most powerful form of media delivery – television.



Every day, employees must deal with a deluge of information from every direction, unable to determine what the priorities of the day are. The majority of corporate communications tend to be text-

based media that can't convey enough importance, immediacy or personalization.

It can be difficult to get out a consistent, focused message. Employees in different locations or on different shifts don't get the right information at the right time.

Communications departments are often overwhelmed with the size and distance of their audiences. A lower frequency of communications can prevent time-sensitive information from being received when it is needed.

Employees need to be connected with timely information as well as with each other.

Perhaps the biggest problem is that many companies simply don't know what they could be doing better. As a result, uninformed employees can lead to lower productivity, higher turnover, and lack of morale.

It not only broadcasts to TV screens, but it delivers the same look and feel to the desktop.

This allows corporate messages to reach their desired audience with the credibility, immediacy and richness they deserve.

Companies can then make better use of their own internal information to improve performance as well as teamwork.



Corporate Communications

InfoChannel will help you...

- Provide focused, meaningful and relevant news to employees everywhere
- Deliver messages with rich multimedia in a professional, credible format
- Expand communications with a minimal impact on staff requirements or training
- Allow anyone to become a news reporter
- Reduce unnecessary meetings
- Create an environment of teamwork and high morale
- Leverage existing network infrastructure and content assets
- Schedule and broadcast content to display regularly or instantaneously

What you could be doing with InfoChannel today...

- Sell new products internally
- Educate workforce on process and safety
- Inspire employees with the company mission and CEO's vision
- Show the company stock value and news headlines
- Instantly display production and data-driven statistics
- Update employees on schedules for training, meetings and holidays
- Welcome VIPs in the lobby and board room
- Stop the spread of rumors and handle crisis situations
- Offer job postings to qualified individuals
- Promote the newsletter, intranet and other resources
- Distribute electronic marketing and sales presentations
- Build morale with jokes, trivia, birthdays, awards, etc.

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

Software

- Software for authoring, scheduling, broadcasting, and playback.
- Based on Scala's powerful multimedia and backend networking technology.
- Easy to learn, stable and reliable.
- Expandable architecture.

Systems

- Integrated multimedia workstations.
- Includes hardware and software for authoring, broadcasting, or playback.
- 24/7 capable operation.
- Optional add-ons for live video feeds or control of VCRs and other hardware.

Services

- Creative design from basic templates to full production.
- Network management of content, scheduling, and broadcasting.
- System design, maintenance and even migration.
- Syndicated content such as news, sports, weather, and special topics.
- Professional research, business analysis, best practices, and techniques.

Contact Us Today

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