Education

INFOCHANNEL: THE VISUAL COMMUNICATIONS SOLUTION

THE CHALLENGE

High schools and universities always need to communicate with students, faculty, staff, and parents. Yet budgets are tight and where to spend money is not always obvious, especially in technology.

Administrators must invest in a solution that will not only be embraced by its users but also its audience and stand the test of time through employee turnover and student graduation. Until recently, most communication was split up by individual departments or student organizations. Now thanks to converging markets, educators have the chance to synthesize messages and avoid exceedingly expensive overlap in the process.

Television can reach nearly anyone at any time. A single station can double as a public access outlet as well as event calendar. Another channel can deliver an ongoing series of messages like homework assignments and be ready for instant announcements in a weather-related emergency. Yet relying on video is too costly for schools and is too slow to edit.

You also need the ability to target a specific visual message to a certain location, such as a building lobby, stadium, cafeteria, or auditorium. It may require continuous updates or even database-driven information that is only relevant at that particular place, at that exact time. Traditional character generators look dated which turn audiences off, and only allow content to be changed on-site with no additional inputs or outputs.

Get students involved in multimedia production.

Kiosks are also an effective way of allowing visitors to find out more about your organization. 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.

THE SOLUTION

Scala has been pioneering these converging visual technologies for over 15 years. Our InfoChannel software suite can manage all of these displays -- community television, campus-wide information systems, and interactive kiosks -- together from a single location with one platform. From creating content to scheduling to distribution and playback, InfoChannel can handle everything in a single network. Plus, the entire system can be easily and securely managed by any number of people, be it a single teacher or an entire classroom of students.

Whether or not you are creative, every Scala solution can easily be tailored to suit your needs. Aspiring graphic artists love InfoChannel Designer's intuitive interface and teacher's assistants are just as at home within Reporter, our template-based tool. Incorporate either into a class or an after-school club. Create an event calendar or bulletin board that seamlessly integrates with your existing PACT station.

Real-time weather, forecasts, news, announcements, sports, and homework assignments keep audiences tuned in and students involved in production. Plus, users can keep everything updated from a networked PC with fresh information that can be scheduled to display at any time or date on a cycle and months in advance if desired.

InfoChannel content -- even including interactive menus for kiosks -- can be created with minimal training and comes bundled with art libraries to get you started. Users can also directly import their own media from video, scanners, cameras, and the Internet. Then they can choose from hundreds of smooth eye-catching transitions that fade, zoom, fly, and twist in 3D... all from a simple point-and-click interface.

InfoChannel transforms television and flat panel monitors into truly provocative digital signage, a rapidly updateable medium that is easy enough for anyone to manage. That's why educators and cable operators around the world have been using Scala software for years to create, distribute, and play back content on community access stations, kiosks, and information displays with a great look and lower production costs.

SCALA®
broadcast multimedia

www.scala.com®

Education

InfoChannel will help you...

- Import a variety of file formats
- Edit and update while still on air
- Schedule content for any time or date
- Generate report logs to confirm playback
- Control nearly any device via RS-232
- Schedule and play MPEG1 or 2 video
- Manage multiple stations in one network
- Work collaboratively with multiple users
- Design and update broadcasts remotely
- Show real-time data and weather
- Use smooth transitions and anti-aliasing
- Get started with professional clip art

What you could be doing with InfoChannel today...

- On-air community bulletin boards
- Displaying to information monitors
- Interactive kiosks
- School news and weather emergencies
- Local and academic event calendars
- Inbetween show 'up next' spots
- Sports scores, morning announcements
- Showing homework assignments
- Notifying community of school closings

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.

Give your students and teachers the ability to design and manage cable headends, signs, or kiosks.

Contact Us Today

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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.

SCALA® broadcast multimedia

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