

Dynamic Signage



Increase revenue with dynamic ads

Schedule ads by time and location

Create updatable interactive kiosks

INFOCHANNEL: THE VISUAL COMMUNICATIONS SOLUTION

THE CHALLENGE

The Web is causing a revolution in multimedia technology, spurring the growth of broadband networks. But these innovations are going beyond the desktop. Content can now be displayed on screens at locations and times where it can have the highest possible impact. Targeted multimedia messages



for advertising, information and education can be broadcast to out-of-home locations including hotels, stores, stadiums, theaters, and more, in addition to

the home and office. Broadcast multimedia is becoming the new mass media.

Point-of-sale advertisers need attractive, updatable signage.

Traditionally, retail signage materials are created by a central office or advertising agency and sent to regional locations. This process can take days or weeks and relies on coordination between the central office and the local stores.

Now multimedia-based advertising and information can be delivered via broadband networks to TV monitors, plasma screens, video walls or kiosks. This opens the door to fully updatable, controllable displays.

The challenge for both advertisers and venues is how to deploy a digital signage solution with attention-getting looks that can be installed and managed with minimal cost and limitations. Network-driven multimedia requires a range of expertise and components that can make deploying large scale systems difficult—and the mistakes can be costly.

Meeting the public's expectations for production quality is also a challenge. People respond more to moving video than static displays. TV screens offer the ability to deliver broadcast television style ads to public venues.

But since professional video creation and distribution is expensive, venues often run looping video tapes, updating content monthly or quarterly—not good enough for today's fast moving markets. What they need is to display relevant, dynamic messages.

Digitally encoded or broadcast video does offer the ability to update and target content. But it still sacrifices the potential for dynamic information that can be created at each location. It also assumes time and costs for encoding.

For locations that don't already have monitors, space is at a premium. These venues need a display format that is a cost effective use of in-store real estate. Effective signage needs to enhance the local environment with attractive and useful content while influencing buyer behavior. What's missing is an application that turns on-site displays into a valuable, revenue generating system.

THE SOLUTION

Scala InfoChannel is a complete end-to-end multimedia creation and broadcast solution. The InfoChannel system makes the whole process from design to management simple even for large scale deployments. This allows advertisers and venues to focus on the creative and business aspects of digital signage instead of the technical issues.

Users can create and update content that can be scheduled to appear instantly or at a specific time or date. Information and advertising can be targeted to specific regions, stores or even individual monitors or interactive kiosks within a store. InfoChannel can even be expanded to allow content to be delivered to desktops on intranets or the web.

Integrated network management tools provide centralized control of how content is

distributed. Content can be broadcast over modem, LAN or for large deployments, satellite networks. Playback systems can be managed remotely, including log retrieval to report on ad run times or user input at kiosks. Log data creates an important feedback loop that enables advertisers and venues to respond to on-site conditions and update content to be more effective.

InfoChannel dynamic signage solutions let you focus on content and revenue, not production or logistics.

Content can be created and managed centrally, but can also be updated at a local level. By adding Scala's template-based InfoChannel Reporter software, people can enter new information from a standard networked PC from any location, even on site. Stores can make their own special promotions and announcements using pre-defined templates.

InfoChannel allows creative advertising designs to be scheduled and played the way clients want.

Venues and advertisers need a system that is 24/7 reliable, flexible, and easy to maintain in order to offer a better value. InfoChannel is proven to generate more ad client renewals and higher revenue.

With InfoChannel, advertisers have creative freedom to mix a variety of media with dynamic data. Text, graphics, animation and video can be seamlessly combined with data feeds for prices, schedules, queuing status, and more. Scala's real-time multimedia playback engine reduces the need for expensive video production without reducing the overall production quality.



Dynamic Signage

InfoChannel will help you:

- Increase revenue with dynamic ads
- Bring weekly promos to the storefront
- Target and update messages by time and location
- Create dynamic, animated environments
- Influence customers and directly drive sales
- Update content locally and globally
- Measure sales effectiveness and respond instantly
- Deliver employee training programs before and after store hours
- Create interactive net-updatable kiosks

Examples of what you could be doing with InfoChannel today:

- Retail store advertising
- Bank queuing and promotional programs
- Airport, train station signage
- Hotel displays and in-room channels
- Stadium advertising
- Museum exhibits
- Restaurant menu boards
- Movie theater trailers and times

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.

How InfoChannel fits into your organization:

