

Scala Company Overview

Who Are We?

Scala is a **leading global provider** of digital signage and advertising management solutions. By combining digital and traditional signage systems, Scala has become the world's first connected signage company, offering 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.

Connected signage is a network of displays (digital or traditional) that are centrally managed and addressable for targeted information, merchandising, and advertising. Connected signage networks are comprised of many types of signage including digital signage, billboards, transit signage, street furniture, truckside signage, place-based signage, and more. Advertising management of all of these types of signage is centrally monitored and administrated in a connected signage network. The content distribution and scheduling is also managed centrally in digital signage environments.

Scala pioneered the digital signage industry and today drives over 200,000 screens worldwide; more screens than all competitors combined. Scala solutions are used in retail, education, entertainment, government and other industries for diverse applications such as retail advertising networks, corporate communications (employee TV), traditional and digital billboards, digital menu boards, digital posters, cable TV, hotel lobby signage, gas pump toppers, outdoor advertising, interactive kiosks, etc.

Scala has digital signage customers in more than 100 countries including **Rabobank, IKEA, Burger King, T-Mobile, Virgin MegaStore, EuroDisney, McDonalds, Warner Brothers, The Life Channel, Rikstoto, FuelCast, Repsol, Shell, NorgesGruppen, Johns Hopkins, Hard Rock, Sprint, and thousands more.** Scala's advertising management solution manages hundreds of thousands of advertising sites for customers including **CBS Outdoor, Clear Channel Outdoor, Magic Media, Reagan, Adams Outdoor Advertising, among others.**



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Scala is a truly global company headquartered near Philadelphia, USA with offices in Canada, Netherlands, France, Norway, Japan, India, Sweden, Denmark, UK. And as if Scala's reach weren't broad enough on its own we have over 450 partners in more than 65 countries.

Scala's complete solution for connected signage networks:

