

Scala vs. The Competition

The most recent report on the digital signage industry estimates that there are more than 50 competitors to Scala*. **Scala has the largest market share of any digital signage software company at 35.4%*, which is more than the next three competitors combined.** We've categorized the digital signage competition by types of companies to help illustrate the differences.

MPEG Only Networks

Typically, these are MPEG players and have no capability for dynamic content, no templates, no authoring. They just play videos, and sometimes have the capability to run Flash. However, functionality is usually quite limited. With a PC based platform, you have more flexibility to adapt to changing needs and requirements in your network. The cost to produce content is higher in MPEG only environments and, alternatively, playing the same video everywhere is not the ideal solution for digital signage.

Browser-based Flash Players

Some kiosk companies use a protected browser to display a web page on a kiosk that you can't navigate away from. Typically these are not "store forward" type systems, so if your network goes down, your screens will go black. To get around this limitation, some companies have written software to cache content locally which typically means they just play a Flash file. Creating and managing content in this environment does not lend itself to the real benefits of dynamic digital signage unlike Scala. The back end software that operates the network is fairly simplistic. To gain all of the benefits digital signage has to offer, you'll need a more sophisticated platform to meet your scheduling, delivery, maintenance, and content creation needs - and you definitely don't want black screens.

Hosted Only Solutions

This group of competitors claims that you don't want to host your own network. The truth is, their software is too complex and difficult to manage to allow anyone but the creators of the software install it in a new environment. So for a monthly payment you get a license to their player software, access to a server with some limits on bandwidth and storage. There's also typically a "setup fee" to get you started. The fine print on the EULAs (End User License Agreement) of some of these companies say they own whatever data you host with them - including your content. But as a Scala customer, you could host the network for yourself or host it with one of our more than 450 partners globally. So with Scala, you have the choice of setting up the infrastructure internally or hosting it with a Scala partner. You can easily move from one environment to the other.

Big Companies with Small DS Groups

As with any hot market, the digital signage industry has caught the eye of some big names in the technology industry. These huge multi-billion dollar conglomerates see digital signage as a way to sell more of their core products like routers, switches, LCD/plasma screens, etc. The focus of these companies is on increasing the sale of their primary product line, if digital signage can help, great; if not, the company could eliminate their digital signage business without so much as a second thought. Even if the entire digital signage market belonged to these competitors, it would still be a tiny percentage of their overall revenue stream - making them far less committed to the market than Scala whose business is 100% signage-focused.

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Digital Signage Competition

Every year, dozens of small companies try to create great digital signage software. Unfortunately, they are working to replicate something it has taken Scala over 20 years to perfect with only a year or two of experience under their belts. These companies are usually financially unstable and often make it or break it because of one single customer. **Scala has a diverse end user base and is not dependent on any one customer for a substantial portion of our business.**

	Scala	MPEG Only Networks	Browser-based Flash Solutions	Hosted Only Solutions	Big Companies with small DS groups	Small DS start ups
Financially Stable	Yes	Maybe	Unlikely	Unlikely	Yes	No
Truly Global	Yes	Unlikely	Unlikely	Unlikely	Yes	No
Solutions that grow with you	Yes	No	Maybe	No	Maybe	No
100% Commitment to the market	Yes	Maybe	Maybe	Maybe	No	Maybe
Dynamic Content	Yes	No	No	Maybe	Maybe	Maybe
Integration with local databases like a POS system	Yes	No	Maybe	Maybe	Maybe	Unlikely
Runs even if the network is down	Yes	Maybe	No	Maybe	Maybe	Maybe
Easy to install and run your own network	Yes	Yes	Yes	No	Maybe	Maybe
Easily moved from a hosted solution to owning your network	Yes	Maybe	Maybe	No	Maybe	Unlikely
Own all your content	Yes	Maybe	Maybe	Maybe	Maybe	Maybe
500+ Partner Network	Yes	No	No	No	No	No
Largest DS software provider	Yes	No	No	No	No	No
20 years of DS experience	Yes	No	No	No	No	No
Most experienced DS developers	Yes	No	No	No	No	No

*(Frost & Sullivan 2007)