

Nova Ljubljanska Banka

InfoChannel Renovates Leading European Bank

LJUBLJANA, SLOVENIA – For countries in Eastern Europe, the potential of joining the European Union comes with a great deal of promise. Still largely an economic institution, banks are especially interested in this source of prosperity and authority. Therefore both Nova Ljubljanska Banka (NLB) and Slovenia, the nation it leads financially, hope to gain passage to the international organization for their mutual benefit.

It was with that in mind that the bank chose Scala's InfoChannel visual communication software suite to drive the signage at their corporate headquarters to show Europe, and indeed, the world.

The bank wanted a product that would portray the same qualities it hopes to impress upon its customers and fellow Europeans: incomparable quality, unbeatable reliability, and sophistication. Within days of installation, NLB knew they had found that in Scala InfoChannel, the culmination of over a dozen years pioneering the industry.

Five computers power multiple screens all around the bank headquarters via Scala's InfoChannel Player software, and in a variety of venues including waiting lines, lobbies, offices, and the art gallery. The displays therein range from 18" monitors to 50" plasmas to 72" televisions, and are all designed

for and controlled by the same Scala software.

From start to finish, the playback is a seamless broadcast of easily updateable video, text, and graphics providing clients and employees alike with information on the latest NLB news, consumer offers, and philanthropic efforts.

Users manage the deployment through a single PC running the InfoChannel suite dedicated to both authoring (content creation) and networking (file distribution).

For NLB, the best part of InfoChannel has been its remote update functionality. This allows their production house, RAP-ing Studio, to create all the content and make changes from afar without ever having to go back on-site.

Further simplifying the workflow, the studio enjoys automating a large part of the scheduling through a Crestron system that works in tandem with Scala's InfoChannel software suite. The RS-232 serial port communication between the two products also assists producers with even more ability to preview contents and timetables before going on-air at the bank.



About Scala Computer Television BV

Founded in 1987, Scala pioneered the cable TV industry with software and services to allow users to create localized channels inexpensively. Today, Scala has grown to lead the corporate communications, retail dynamic signage, and interactive kiosk industries as well. With an unrivaled software suite to handle authoring, networking, monitoring, and logged playback, Scala has been the choice of tens of thousands of customers worldwide. Built on reliable and flexible network architecture, Scala software can support nearly any existing infrastructure from dial-up to LAN to Wi-Fi to satellite and terrestrial-based multicast networks. Scala's powerful and efficient store-and-forward design allows the control of unique content on a single cable headend or thousands of remote displays or kiosks from a single desktop PC without the constraints of streaming video.