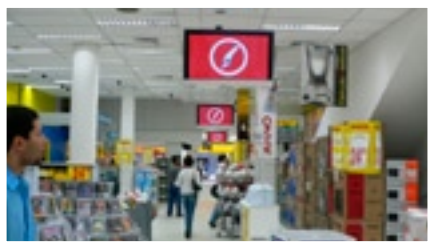


Casa & Vídeo

Ya Mogu Chosen to Manage Digital Signage Network at Brazilian Retail Chain Casa & Vídeo

Brazil August – Ya Mogu, a Brazilian based digital signage company and Scala Certified Value Added Partner, was chosen for the project development, installation management, operation and support of the first digital signage network of media company VTVComunicação Digital, installed at Brazilian retail chain Casa & Vídeo.

The retailer specializes in home



goods and electronics, ranging from blankets to LCD TVs. As one of the fastest growing retail chains in Brazil, they are currently present in 31 Brazilian cities. Rio de Janeiro alone has 29 stores. A pilot project started at their downtown Rio store in early July is configured with 42" Plasma screens managed from Ya Mogu's network operations center. Content includes videos produced internally by Casa & Video as well

as advertising messages from their suppliers. The system is based on the Scala InfoChannel® platform.



Ya Mogu has recently innovated visual communication in bars in Rio de Janeiro with the project at the Conversa Fiada Botequim

bar chain. Now, this project in downtown Rio represents a milestone in local retail signage.

"It is the first project in Brazil of its kind and potential scale to employ digital signage modern techniques from the solid and field proven software platform, InfoChannel® to performance metrics", says Yuri Berezovoy, Ya Mogu Principal.



"The next stores to be receiving this new and advantageous form of dynamic visual communication are already being negotiated." "This project exemplifies Scala's global presence in the digital signage marketplace", says Gerard Bucas, President and CEO of Scala Inc. "With significant installations in over 45 countries, this project opens Brazil to the digital signage industry."

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Several new features are being tested and scheduled to become operational in the following months. Among them, a data integration allowing for dynamic pricing updates of promotions for both internally generated content and that of suppliers. Integration with Bluetooth devices, ambient sound control and interactivity will also enter trials.



About Ya Mogu

Ya Mogu is specialized in network management, technology innovations and content development targeted to the digital signage marketplace. Its operation methodology is oriented towards Service Level Agreements and addresses commitments relative to delivery, availability, performance and support of digital signage networks.

About Scala Inc.

Scala, Inc. (www.scala.com) is the world's leading provider of software for digital signage software used in retail, education, entertainment, government and other industries. The company's cutting-edge multimedia software platform powers thousands of digital signs around the world including the digital signage networks of Tesco, Best Buy, T-Mobile, ShopRite, Virgin MegaStore, Bloomberg, Burger King, Kiwi, Azizia-Panda Supermarket, McKee Foods, Muvico, Santiago Airport, RaboBank and Warner Brothers Movie World. Since InfoChannel is proven, scalable, and easy to manage, it is the platform of choice for many digital display networks ranging in size from one screen to thousands of screens with uses including advertising displays, touch screens, retail TV, LED billboards, lobby signage, digital menu boards, interactive kiosks, and more. Scala, Inc. pioneered the industry of digital signage in 1987, and is today headquartered near Philadelphia, PA with operations in California, the UK, Norway, The Netherlands, China and Japan.