

Clinic TV

Monopoly Media Introduces "Clinic TV" with Scala InfoChannel

Bucharest, Romania - Monopoly Media, a Scala Certified Partner, has enhanced its Digital Signage Network, based on Scala InfoChannel, to forty (40) private medical clinics in Bucharest.

The Digital Signage network has been named Clinic TV and was implemented to entertain and inform patients who are waiting for their medical appointment. The objective of Clinic TV was not only to achieve a more modern image and improve customer service, but to also generate revenue by allowing third-party advertising on the network.



Finding themselves in the clinic's lobby and having an average waiting period of 15-20 minutes, patients are more than willing to be informed and entertained. The clinics have an average between ten (10) and hundred fifty (150) patients a day. They represent a target audience for direct campaigns and brand advertisements.

Throughout all high traffic area's in the forty clinics, 40 plasma screens (42") and 32 LCD screens (19") broadcast via a high-speed Internet connection.

"Since Clinic TV is a specific targeted Channel, the nature of most content is medical and includes information on different diseases and their cures, medical tips, medical curiosities, answers to frequently asked questions, symptoms for diseases and so on", says Gabriel Faflei, Monopoly Media General Manager.

"Also, the Digital Signage Network is the perfect medium for third-parties promoting different medical seminars, symposiums, conferences and also advertising for medical products that do not

require medical prescription", he adds.

Additionally, the clinic has the unique opportunity to distribute its own messages to their patients. Therefore, the network can broadcast information concerning the clinic's floor plans, doctors on duty and also promoting services offered by the clinic or special promotions. Monopoly Media plans to enhance the "Clinic TV" network in Bucharest and across the country.

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About Monopoly Media.

Monopoly Media is one of the largest advertising agencies in Romania, being involved in a myriad of projects. Monopoly Media develops In-Store Advertising systems in large commercial centers throughout Bucharest and across the Romanian territory. The advertising concept is based upon broadcasting audio-video commercials into the environments that are visited frequently by customers, using digital displays. The advertising systems cover the following areas and locations:

- advertising in the shelves areas in Real, Kaufland, Billa, Cora, Carrefour and Metro networks
- advertising at the cashiers in Carrefour, Billa, Cora, Sensi blu networks
- advertising in the big commercial galleries/food courts in Carrefour, Cora networks and also in Plaza Mall and City Mall

With more surprises to come in the near future, Monopoly Media is offering solutions to help businesses achieve their stated success.

About Scala, Inc.

Scala, Inc., the world’s largest provider of software for digital signage software used in retail, education, entertainment, government and other industries, is celebrating its 20th anniversary in 2007. The Company’s cutting-edge multimedia software platform powers thousands of digital signs around the world including the digital signage networks of Rabobank, IKEA, Bloomberg, Burger King, T-Mobile, Virgin MegaStore, EuroDisney, Futuramedia, McDonalds, Warner Brothers, Shell, Esso, Ericsson, The Life Channel and many more. Since InfoChannel is proven, scalable, and easy to manage, it is the platform of choice for many digital display networks ranging in size from 1 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, France, Norway, The Netherlands, China and Japan.