

Dialect

Telecom Retailer Updates POP Signs Via Internet

STOCKHOLM, SWEDEN - Nowhere more than Sweden, the home of Ericsson, does the

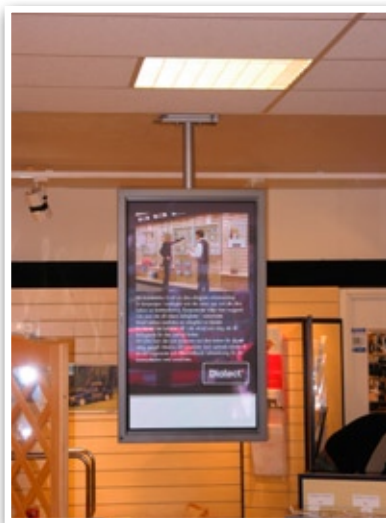


industry of mobile phones and telecommunications change faster. Traditional in-store signage simply could not keep up with new technology. It was therefore no surprise that Dialect, Sweden's largest chain in that industry, recently selected Scala InfoChannel® to drive its new dynamic sign network.

The initial rollout has already begun with 50 out of the 120 nationwide stores, each sporting a new 43" plasma display and Scala InfoChannel® Player software. These all connect via the Internet to Scala's InfoChannel® Network Manager Enterprise Edition that is hosted and maintained by their integrator, Impact Europe. This solution allows Impact Europe

to manage multiple clients from their offices in Stockholm, Gothenburg and Malmö... or even around the world thanks to InfoChannel's powerful web-based administration and distribution tools.

Dialect decided upon Scala InfoChannel® software after first seeing it presented by the integrator at Comdex. After successive meetings, it was obvious they had found the best-of-breed combination of software and services. Resellers around the world have implemented the Scala InfoChannel® platform because of its reliability, scalability, and professional presentation that defined the digital signage



industry for 15 years.

Not only does the InfoChannel®



network allow for nationwide distribution of scheduled content, increasing the entire chain's efficiency, but it also provides a conduit for each local store to make its own unique updates. Individual store managers love the ability to join in a solution that gives the double benefit of corporate branding while retaining some creative freedom if so desired.

They were also reassured by signing on to a three year Scala Service Plan, ensuring that the InfoChannel® deployment never goes out of date by receiving the latest features as soon as they are released. In fact, one of the updates they installed soon after

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their purchase allowed them to upgrade all 50 of their InfoChannel® Players straight from Impact Europe's offices without ever having to go on-site. This single feature saved countless hours of needless billable time, travel, and after-hours logistics for both the retailer and integrator.



Another important aspect of the software is network monitoring, so that every plasma screen is 'under surveillance' from an administrative point-of-view. The integrator is notified via email of any potential problems, which they may diagnose to be something as simple as someone unplugging the system by accident. The software

also sports a real-time view of network activity.

Besides staying on the cutting edge and attracting customers, Dialect is really seeing the network pay off when it comes time to update.

Using Scala's InfoChannel® Designer authoring package, Impact Europe also serves as their customer's content developer. Displays are updated on a weekly basis and thereby can actually meet the demand of a retail environment. Trying to duplicate the effort by mailing DVDs or producing constant streaming video would be cost-ineffective at best... to say nothing of being able to add in their local specials.

All in all, both the retailer and the integrator have been extremely satisfied with the InfoChannel® software platform. The new digital signage solution has been so effective that another 10-20 Dialect stores will join the network this year.

About Scala, Inc.

Scala, Inc. (www.scala.com) pioneered the industry of digital signage in 1987, and is today headquartered near Philadelphia, Pennsylvania, with operations in California, the UK, Norway, The Netherlands, China and Japan. As flat panel and networking technologies catch up with Scala's vision, Scala finds itself with over a 15-year head start, helping it to win some of the largest digital signage engagements and most respectable partners in the industry. Companies that are implementing their digital signage equipment on the Scala InfoChannel® 3 platform include Tesco, Best Buy, T-Mobile, ShopRite, Virgin MegaStore, Bloomberg, Kiwi, Azizia-Panda Supermarket, McKee Foods, Burger King, Muvico, Warner Brothers Movie World, RaboBank, Nedbank, Santiago Airport, Dubai Airport. A network of over 250 Value Added Resellers across the globe offer Scala InfoChannel® solutions, and constitute our sales and support force that extends to every continent but Antarctica.