

Hopalong Animal Rescue

Hopalong Animal Rescue Finds New Homes for Katrina Homeless

When Hopalong Animal Rescue wanted a system that would allow them to broadcast the plight of homeless animals to give these animals a second chance, they needed an effective medium to reach a large number of people.

They wanted to be able to upload material remotely and to have multiple sites showing their work simultaneously. They contacted Kevin Comora of Vizicast Multimedia, a total communication system solutions

When Hurricane Katrina hit New Orleans, Americans rushed to help

provider. They wanted a way to bring these pictures and videos of the homeless animals they'd rescued to the general public. This is a new strategy for dealing with the millions of unwanted animals that crowd city shelters and animal welfare organizations



every year. The brainchild of a generous supporter, the idea is to empty the shelters of adoptable animals by telling their story in the public eye. Kevin Comora of Vizicast helped to make this dream a reality. To our knowledge, this is the first effort of its kind in animal welfare.

"The public is not fully aware of the plight of animals in our community shelters. The system will give these animals rotating exposure as well as educate the public about our cause," says Dawn Carlson of Hopalong Animal Rescue.

When Hurricane Katrina hit the New Orleans area in late 2005, Americans rushed to help in any way they could. Technology such

as the Internet made it possible for families to reunite and for others to find housing. For Hopalong Animal Rescue in California, the Internet was not nearly enough to showcase the 35 animals their team of 10 rescued in the Gulf Coast area.

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Scala InfoChannel was just what we needed said Sarah Cohen, Executive Director of Hopalong Animal Rescue. Deciding to use the Scala InfoChannel® system because of its flexibility in programming and ease of use, Hopalong Animal Rescue had incredible response from supporters during the fund-



Multimedia Presentations
Digital Signage Solutions

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raiser where they unveiled the system showing the reality of the devastation caused by Hurricane Katrina from the eyes of the animals that survived. They are currently using Scala InfoChannel® to showcase their cause-related marketing efforts in shopping malls and are encouraged by the well-received response to their presentations.

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"This is just another example of a SCALA InfoChannel® success story," says Kevin Comora, SCALA VAR and President of Vizicast Multimedia. "This platform breaks boundaries for communicating through a medium and using the system for a not-for-profit organization shows its true versatility."

About Scala Inc.

Scala Inc. pioneered the industry of digital signage in 1987, and

is today headquartered near Philadelphia, Pennsylvania, with operations in California, the UK, The Netherlands 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 platform include Tesco, Best Buy, T-Mobile, ShopRite, Virgin MegaStore, 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.

About Vizicast Multimedia

Vizicast Multimedia, Inc. (www.vizicast.com) is a graphic communications multimedia production and advertising company with a full time staff of employees. The principals collectively have over 100

years of experience in owning and managing businesses, advertising, multimedia production, sales presentations and marketing.

Based in San Rafael, California, Vizicast Multimedia, Inc. builds and installs visual communication systems for a wide variety of vertical markets including hospitality, universities, government, retail, casinos including their employees and staff, customers or the general public via internal or public networks. Vizicast has installations nationwide.

Easy-to-develop multimedia programs are scheduled and distributed to target playback devices, such as TV monitors, digital LED screens, plasma boards and LCD screens, point-of-sale and point-of-information displays.

Vizicast Multimedia, Inc. is the parent company of San Francisco Television, (SFTV) (www.sftv.com) a personally guided video tour of San Francisco and the Bay Area. SFTV is viewed in the comfort and privacy of a guest's hotel room, is free and is viewed by over 3 million San Francisco visitors annually.