

McDonalds

McDonalds Introduces a Digital Flavor at its Outlets in the Philippines

Philippines – Patrons of McDonalds in Philippines are enjoying a new taste at its outlets; the taste of dynamic

McDonalds embraced the power of Scala's Digital Signage platform

digital signage. McDonalds joins the booming multimedia savvy corporations all over the world who have embraced the power of Scala's visual communications in the current era of technology.

Implemented and managed by Globaltronics Inc.; a pioneering provider of Digital Media Management Services and Systems, the concept behind the McDonalds digital signage



network was to enhance the store experience and strengthen McDonald's branding exercise

by keeping customers informed, entertained and educated with visually rich content. The signage network was also aimed to enhance the customer shopping experience in addition to ensuring a focused message is delivered to its intended audience.

Powered by Scala InfoChannel®, McDonalds' digital signage network runs in most of its outlets spanning across the Philippines archipelago from Metro-Manila to Cebu and Davao City. Geographically, Globaltronics also covers outlets from Central Luzon down to the Visayas and Mindanao islands.

Most of the fast food outlets are equipped with a 42" plasma screen (several locations have two screens installed) positioned mainly at or near the counters in the store and driven by one Scala InfoChannel Player. Currently Scala Infochannel is deployed in 32 locations with another 118 locations to be deployed by the first quarter of 2007.

The digital content for all locations is developed and managed by Globaltronics, and remotely controlled from the Globaltronics



Network Operations Center (NOC). The content is updated on an average of twice a week or as frequent as necessary for the entire network, selected outlets or sometimes specific individual outlets.

The visually arresting and media rich content includes McDonalds' marketing and product collaterals, product promotions, video commercials and special announcements. Further revenue is generated from the sales of

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advertising space to McDonald's business partners as well as 3rd party advertisers.

The management and control of the digital signage network is supported by an infrastructure

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comprising a proxy server installed at McDonalds' main server that is used to distribute the content on McDonalds' WAN system. A 256Kbps VPN connection links the Globaltronics NOC with the proxy server at McDonalds' headquarters.

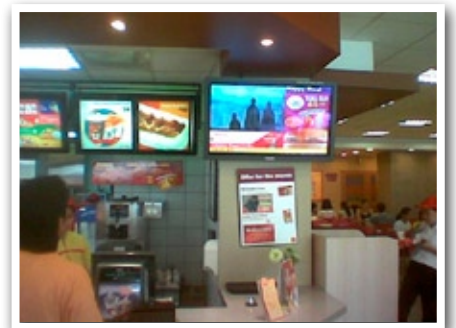
Globaltronics selected Scala InfoChannel as the preferred tool-of-choice for the digital signage network mainly because of its network management capabilities and the versatility of the display output in addition to its ease of implementation and operations.

Said Mr. Val Munoz, the General Manager of Globaltronics, "We benefited a lot from the capabilities of Scala InfoChannel Designer and the Network Manager features. We are looking forward indeed to the feature upgrades and capabilities of the next version of InfoChannel." Globaltronics' success with the McDonalds digital signage network represents a fresh new era of visual communications in the Philippines that will likely break the norm of conventional

advertising media.

The McDonalds project in Philippines was undertaken by Globaltronics with technical and professional consultancy support provided by Click Grafix Sdn Bhd, the Scala Certified distributor and system integrator in the region.

Mr. Val Munoz ends with this statement, "A great product that is perfectly complemented by a great dealer. Globaltronics was faced with a tight conversion schedule, as we had to shift from the proprietary software to InfoChannel for all the McDonald's installations, literally overnight. InfoChannel's outstanding features, combined with excellent support from Click Grafix, made the transition seamless. The after-sales support has also always been prompt and reliable. It is also a very reassuring thought that we have direct access to Click's director/founder. We are very pleased with our relationship with Click Grafix".



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About Globaltronics Inc.,

www.globaltronics.com.ph GLOBALTRONICS Inc. is a pioneering provider of Digital Media Management services and systems. Its objective is to endow clients with an effective marketing and communications online medium that makes use of digital display systems installed in their network of branches and offices, sans investments in a network server and full-time staff.

GLOBALTRONICS operates a state-of-the-art Digital Operations Center (DOC) in the Philippines. The DOC is the nerve center where the content is processed, converted and uploaded in a digital format according to the clients' specifications and programming schedules. The DOC team is composed of talented digital graphics arts specialists, animators and programmers that will ensure the rendition of visually attractive and highly effective display content.

The company offers a wide variety of digital media network solutions for Retail, Corporate, Government, Health, Education, Supermarket, Hospitality, Gaming,

Entertainment and Transportation channels. Networks can be managed for country, regional and global applications. GLOBALTRONICS positions itself as the leading provider of digital media solutions for the Philippines, as well as the rest of the region. Its affiliate, Digital Media Vision Pte Ltd, handles Marketing operations for the Asia-Pacific, Middle East and international markets, working out of the Singapore regional headquarters.

About Click Grafix Sdn Bhd

www.clickgrafix.com

Established in 1995, Click Grafix has firmly established itself in the South East Asia and Middle Eastern market and industry as a premiere provider and system integrator for digital video, animation and multimedia hardware, software, solutions and services. The company is the appointed regional distributor for NewTek Inc. and also holds the distributorship for Scala multimedia and visual communication products, as well as Realviz, Anark, Curious Labs Inc. Bauhaus Software and Qarbon products in Malaysia. Currently, Click Grafix is represented in Singapore, Thai-

land, Philippines and India.

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.