

Case Study

National Commercial Bank in Saudi Arabia Implements Scala InfoChannel Digital Signage Network

Saudi Arabia, April 2007 – The National Commercial Bank (NCB) in Saudi Arabia, in collaboration with Scala Certified Partner (SCP) United Yousef Naghi Co. Ltd, has successfully deployed 40 of its branches with Scala InfoChannel Digital Signage Software.

The National Commercial Bank was the first bank established in Saudi Arabia and is today the largest bank in Saudi Arabia with 300 branches throughout the Kingdom with additional branches in Bahrain, Lebanon and the UAE. Some of its branches are dedicated exclusively to Islamic Banking services.

Communication and Corporate image were NCB's main objectives

NCB had two main objectives they wanted to accomplish: communicate more effectively to their employees and improve the corporate image of the bank.

The implementation of the digital signage system provided a platform for NCB to better communicate with its employees, educating them about the bank's products and services and enhancing the service they provide to their customers. As customer satisfaction increases the digital signage system provides branded messages aimed at providing an uplift in sales by informing customers about the varied products and services the bank has to offer.

NCB's digital signage network is centrally managed from its corporate headquarters. Twenty plasma screens distributed



around the corporate headquarters provide employees relevant corporate messaging and creates a corporate community within the corporation. Content is created, under the direction of the bank's management, by SCP United Yousef Naghi Co. Ltd using text, graphics, still images, and animations. The 42-inch screen distributed throughout the bank's branches display content about bank services, special bank promotions, relevant news headlines and more.

Integrated into the Network is NCB's existing queuing application. While the banks' clients wait to be helped their waiting time perception will be more pleasant then before because valid information will be shown on the screens.

"After the success of implementing this Dynamic System", says Rami Badran, General Manager of the PRO-AV & Multimedia Projects Division within

United Yousef Naghi Co. Ltd, "the banks objective is to grow the network in all 300 NCB branches within 3 years time".

"Because Scala's InfoChannel support of the Arabic language, we have noticed a growing demand for Scala InfoChannel in the Middle East", says Alain Bodenstedt, Scala's Regional Executive Eastern Europe, Middle East and India.

Flawless integration with existing NCB's queuing application

"Because of Scala's global business model, unique in the Digital Signage industry, Scala provides a state-of-the-art software platform that allows banking establishments around the globe to reach their customers with focused messages about banking products and services", says Gerard Bucas, President and CEO Scala Inc.

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About United Yousef Naghi

PRO-AV, is a subsidiary of United Yousef Naghi. The Yousef M. A. Naghi & Sons Group was founded back in 1911 by Mohamed Abdulwahab Naghi. He started a small distribution business in Jeddah with particular attention to innovative marketing. Today the group is jointly managed by Mr. Naghi's four sons. United Yousef Naghi has activities in the following major market sectors:

- Automotive
- Consumer Goods and Food-stuffs
- Electronic and Electrical Goods
- Operation and Maintenance
- Services
- Catering and Restaurant Operations
- Retail Outlets
- Perfumes, Cosmetics and Personal Care products
- Pharmaceuticals, Medical Technologies and Services
- Transportation
- Foodstuff Production and Packing
- Insurance & Risk Management Services

It's the policy of PRO-AV to achieve superior customer satisfaction by providing quality integration & high end solutions that exceeds customer requirements in a consistent manner in order to build a partner relationship with customer as well as with supplier. PRO-AV's mission statement is: "Supplying world's latest technology and highest quality products and integrated solutions with reasonable cost to our customers".

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About Scala Inc.

Scala, (www.scala.com) the world's leading provider of software for digital signage software used in retail, finance, education, entertainment, government and other markets, is celebrating its 20th anniversary in 2007. With its roots in the Cable TV industry, Scala has evolved to become the global leader in digital signage software. Over the years, Scala created a cutting-edge multimedia software platform that powers thousands of digital signs around the world including the digital signage networks of Tesco, the Paris Palais de Congrès, Best Buy, T-Mobile, La Grande Récré, ShopRite, Hertz, Virgin MegaStore, EuroDisney, Bloomberg, Burger King, Kiwi, Futuramedia, BT Global, Azizia-Panda Supermarket, IKEA, Norisbank, Carrefour, McKee Foods, Muvico, Santiago Airport, Sainsbury's, Repsol, RaboBank and many others. 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 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 pioneered the industry of digital signage in 1987, and is today headquartered near Philadelphia, Pennsylvania, United States of America with offices in California, the UK, France, Norway, The Netherlands, China and Japan.

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