

# Pharma Channel

## Scala's InfoChannel Implemented in Moroccan Pharmacies

Casablanca– Impact Net in Morocco, has deployed a Scala InfoChannel Digital Signage Network at more than one hundred (100) Pharmacies throughout Morocco.



Scala Certified Partner Impact Net recognized a new opportunity in the Moroccan market to promote Pharmaceutical products. As a result the Pharma Channel was created to offer a new digital and interactive advertising channel for pharmaceutical companies, focused at enhancing their sales.

"The most significant challenge in this project was to convince each pharmacist to approve the implementation of all necessary equipment, including: LCD screen, computer and Internet connection on their premises", says Imane Mikou, Impact Net's General Manager. "While the equipment remains the property of "Pharma Channel" couple with the fact that pharmacies in Morocco are independent and not part of a franchise network,

implementation of "Pharma Channel" must be undertaken pharmacy by pharmacy."

"Pharma Channel" partners were able to convince about one hundred pharmacies in main locations in cities, like Casablanca and Rabat, to contract them for a three-year period, without paying anything for the deployment!

"This network is the largest InfoChannel network in Northern Africa and consists



currently of more than one hundred InfoChannel Players", says Alain Bodenstedt, Scala's Regional Executive. "With Scala's InfoChannel Suite we are able to provide highly professional, effective communications more quickly and efficiently", he added.

The heart of the equipment package is the Scala InfoChannel software suite, which manages

content from a central location and transfers the ads, or health-related information, via a Wimax connection to the points-of-sale. This most innovative solution was widely accepted by the pharmacies, and more importantly by the pharmaceutical companies. The content, which is mainly videos, is either created internally by Impact Nets' graphical team or provided by the clients. The ads are updated once a month and the plan is to increase the number of updates with the ongoing development of our client base.

"This initial deployment with more than one hundred pharmacies installed within three months is



proven successful", says Imane Mikou. "The clients showed their interest in having a wider audience through an extension of the network to a larger

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number of prime sites, not only in Casablanca and Rabat, but also in other major cities throughout Morocco. Our goal is therefore to reach the critical number of 300 pharmacies by the end of 2010", she added.

### About Impact Net

Founded in 2006 and based in Casablanca, Impact Net is specialized in integration of global digital signage solutions to meet the needs of moroccan companies and administrations for this new media.

With the creation of the first moroccan advertising control dedicated to dispensaries Pharmachannel, established in already 100 pharmacies, Impact Net offers turnkey solutions in digital signage in all business branches through LCD / LED screens and interactive kiosks.

### Our know-how

- Council / Studies Service after site location
- Conception of content
- Architecture engineering of all equipment
- Integration of all hardware and software applications
- Interfacing with external databases

- Installation, start up and maintenance
- Training

### About Scala

Scala, 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.

