

Ramstore

New Media is Born for In-store Advertising at Russian Ramstore Retail Network

Moscow — Located in approximately 40 store locations in major cities throughout the Russian Federation, the Ramstore Retail Network deployment of state-of-the-art Digital Signage Networks represents a new era for in-store advertising.

Ramstore Retail Network is a retail chain comprised of shopping centers, hypermarkets and supermarkets. After 2 years of investigation and evaluation,



Ramstore management settled on a contractor able to implement this new professional in-store TV platform.

Indoor Media TV (IMTV), a Scala InfoChannel® Certified Partner in Russia, is the integrator and investor in the Ramstore project. To introduce this new media to the Russian market, IMTV produced the Interactive MediaTV for Ramstore's across the Russian Federation.



To initiate the deployment of the digital signage network, Ramstore stores with high sales volumes and large customer volumes were identified. Ramstore's were deployed in Moscow and major regional centers including: Saint Petersburg, Krasnoyarsk, Kazan, N. Novgorod, Rostov, Podolsk, Zelenograd.

Interactive MediaTV Network was deployed in high-traffic zones throughout hypermarkets, supermarkets, and shopping centers.

Content was designed to provide product information, video clips, and



incorporate promotional messages. In addition, local content, including: news, sports and weather, is included at each POS location. To maintain relevancy, content changes weekly and varies over the channel.

"The project represents a unique advertising opportunity for the Russian marketplace, providing store managers with a new vehicle to influence their target consumer audience", says Tony Yamine, IMTV's



European Chairman of the board. "We know that 75% of purchases are made at the point-of-sale, and we are expecting a sales uplift of 30%."

The IMTV System combined with Panasonic LCD Screens and the Scala InfoChannel® platform provides the complete solution.

All media is simultaneously transmitted to all screens using a

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Satellite or an Internet connection. "We are proud to announce that in the 2nd quarter of 2006 the total number of displays for the first phase of the project will reach a 1000", says Tony Yammine.

About IMTV

Indoor MediaTV is a privately owned company that addresses the Russian market by communicating promotional and advertising messages to consumers in the 'Out of Home' marketplace. By employing state-of-the-art digital signage technology (sometimes called Narrowcasting or Captive Audience TV) IMTV, founded by professionals in the communications industry, address the communication needs of the entire industry spectrum.

Specifically, IMTV develops networks that distribute integrated video, voice, images and text information through a broadband network to large-scale Plasma, projectors, LCD displays, and/or TV monitors located at multiple remote sites. The goal of IMTV, in collaboration with Panasonic, is to reach 10,000 displays throughout the marketplace.

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 3 platform include Tesco, Best Buy, T-Mobile, ShopRite, Virgin MegaStore, Bloomberg, Kiwi, Azizia-Panda Supermarket, Ramstore, 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.

