



## SCALA INFOCHANNEL TAKES OFF AT SANTIAGO INTERNATIONAL AIRPORT

*Scala Celebrating 20 Years of Innovation and Leadership in the Digital Signage Industry*

**EXTON, PA. May 02, 2007-** Scala, Inc., the world's leading provider of end-to-end digital signage software, today announced that Santiago International Airport has deployed a large digital signage network using Scala InfoChannel offering those passing through the airport critical flight information combined with advertising via multiple channels and a video wall.



**S**even million passengers see Santiago International's digital signage network yearly.

Scala Certified Partner, ViewMax based in Chile, designed, installed and operates this large network for the Santiago International Airport. ViewMax was founded in 2004 as the technological digital media developer of Massiva, the leading advertising specialist in retail and airports in Chile.

Santiago International Airport, the main airport in Chile, has more than seven million passengers passing through each year, 60% of which are international. The airport has 115 service counters in its 90,000 square meter facility, chosen by passengers as the best regional airport by Asociación Internacional de Transporte Aéreo Latinoamericano (AITAL).

The airport decided that digital signage was what they needed to improve the service experience of the passengers, to modernize the infrastructure of the Airport, and to obtain advertising income. The airport chose to leverage the combined expertise of Scala and ViewMax, and the sales and marketing expertise of Massiva to make the project successful. "Combining the development platform provided by Scala with our integration capabilities we could offer the airport passengers 24x7 real-time flight information, and airport operations a reliable technological platform with a high

degree of scalability to grow the network in the future," said Douglas Murray, Operations Manager of ViewMax

A total of 281 42" Samsung plasma screens were deployed throughout the airport (domestic and international) in six channels: counters assignment, counters, boarding, baggage claim,

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arrivals and departure information, and pure advertising. In addition, a video wall of two 4x4 plasmas faces

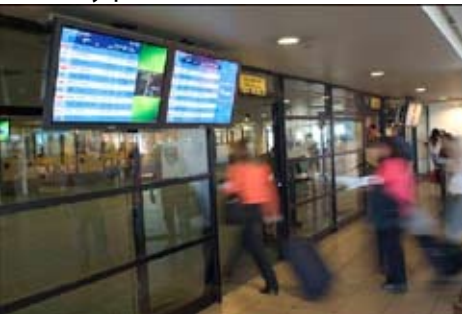


### SANTIAGO INTERNATIONAL AIRPORT

was installed in a strategic location of the airport for advertising and public announcements.

The project has demonstrated to fulfill the Airport operators' initial expectations: "The main challenge of the project was to improve the quality, visibility and design of the information provided to passengers, and to generate revenue for the concessionary. After two years, our evaluation as well as that of the passengers, has been very positive. We are very satisfied with the project," said Antonio Smith de Aguirre, Commercial Manager for Santiago International Airport.

Furthermore, there is definitively space for enhancing the current capabilities of the network to the benefit of the airport passengers in the future: "We are very pleased with the evolution of



this complex digital signage project. Our client is quite satisfied. The technology has proven to be robust and flexible, and we are experiencing a sustained growth in advertising revenues showing the maturity of the new media. We are quite confident that at the bottom of all this, working closely with our partners at the Santiago Airport, we have developed a strong business model that really

improves the customer experience of passengers, who were the focus of the project" said Mauricio Carrasco, General Manager of ViewMax.

"The scope of this project only exemplifies the global reach Scala enjoys in the marketplace today," says Gerard Bucas, President and CEO of Scala Inc. "Managing large digital signage networks that manage advertising networks and integrate into on-site applications, like Flight Information Systems, is the unique universe of Scala InfoChannel."

#### About ViewMax

ViewMax is the main digital media developer in Chile, with a unique practical experience in contents production and design, implementation, and 24x7 operation of digital signage solutions in retail and airport environments. More information can be found at [www.viewmax.cl](http://www.viewmax.cl).

#### About Scala, Inc.

Scala, Inc., the world's largest provider of software for digital signage software used in retail, education, entertainment, government and other industries, is celebrating its 20th anniversary in 2007. The Company's cutting-edge multimedia software platform powers thousands of digital signs around the world including the digital signage networks of Rabobank, IKEA, Bloomberg, Burger King, T-Mobile, Virgin MegaStore, EuroDisney, Futuramedia, McDonalds, Warner Brothers, Shell, Esso, Ericsson,



The Life Channel and many more. Since InfoChannel is proven, scalable, and easy to manage, it is the platform of choice for many digital display networks ranging in size from 1 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, France, Norway, The Netherlands, China and Japan. More information is available at [www.scala.com](http://www.scala.com).

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