

SESCAM

Digital Health Information Channel at SESCAM

Spain -- The Health Care Services of Castilla la Mancha (SESCAM) in Spain has deployed a Digital Signage network to inform its patients and employees about the Health Services and Health Capabilities and News from the Regional Government.

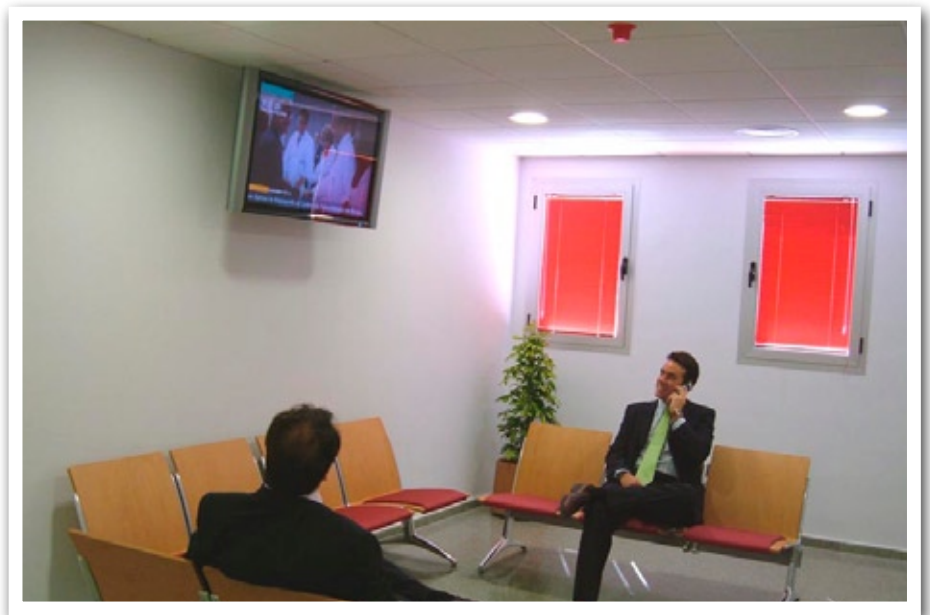
The perception of the waiting time will be reduced for SESCAMs clients

Scala Certified Partner ASVideo in Spain has installed the Digital Signage System for SESCAM and created their content.

The "SESCAM Informa" Channel is composed of a Digital Signage Network in three new Medical Speciality Centres in Illescas, Tarancon and Ocaña. To date, 9 Plasma screens have been installed in Illescas, 9 in Tarancon and 10 in Ocaña.

The content displays a main Script that is composed of multiple zones where the corporate image of SESCAM is mixed with corporate videos, health suggestions and campaigns.

To attract the attention of their audience, the screens display



news from the SESCAM website, and weather information from an external feed. Video clips are used to animate the content in the background. Overall, the content is composed of text, graphics, graphical images and video clips.

The entire Network is controlled from the central main offices of SESCAM and is linked to the ASVideo office where new up-to-date content and support is continually provided.

The "SESCAM Informa" Channel is currently installed at the three Speciality Centres mentioned above.

The plan is to expand the installations in the three existing centres and add two new Specialty centres (Azuqueca and Daimiel) and three main new Hospitals (Almansa, Villarrobledo, Tomelloso).

Content independently controlled by an external server in a remote location

"This project represents an opportunity for ASVideo and Scala to service the growing health services industry in Spain", says Oscar Elizaga, Scala Vice President, EMEA.

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About ASVideo.

ASVideo was founded in 1989 as a Video production company involved in video production, edition and content creation for corporations and companies.

The principal activity in this area was the creation and production of all kind of content for Pharmacological companies and Hospitals.

In 2003, ASVideo create a new division specific and dedicated to the content creation on the Digital Signage Market, and more specific in interactive applications.

“Our point of view is that in a really near future, when screens will not be a novelty you will need a reason to keep attention on the Screen, interactivity is that reason”

ASVideo wants to fill the hollow in the digital market centering the business in what will fill all of those Screens that are going to be installed in the world.

In 2004 ASVideo choose Scala as the Digital Signage application, because was the only one that covers all the points of view that ASVideo wants to cover in Quality Content Creation.

About Scala, Inc.

Scala, Inc. (www.scala.com) the world’s leading provider of software for digital signage software used in retail, education, entertainment, government and other industries, 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, Azizia-Panda Supermarket, Carrefour, 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, Pennsylvania with offices in California, the UK, France, Norway, The Netherlands, China and Japan.

