

# Pharmacy TV

## T-Systems and Power Media Launch the First Pharmacy TV Channel in Poland

Warsaw, Poland -- T-Systems Polska, a Scala Certified Partner, launched the first dynamic advertising network for PowerMedia. PowerMedia is a target-oriented media company involved in developing branded commercials that broadcast to sales outlets. The company's activities are focused on the pharmaceutical market. The PowerMedia Network, composed of over 220 -- 42- inch LG plasma displays driven by Fujitsu-Siemens



time a customer spent shopping in the pharmacy optimized the length of the ad loop. The contents of the broadcasts follow the pattern of a standard TV program, containing news, weather forecast, events' calendar, advice of the day, medical messages, and branded commercials advertising OTC drugs, cosmetics, sanitary articles, dressing materials, and medical services. Power Media creates and maintains



the content of the network. Manager over the Internet via isolated VPN tunnels, and are connected to the network using DSL and UMTS types of links. The system's security, administration and maintenance is the responsibility of T-Systems Polska.

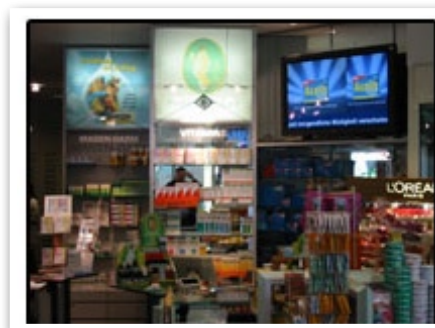


computers, have been placed in 1/3 of all the pharmacies in Warsaw with the next 120 players being deployed in other regions of Poland. Over the coming 12 months, the total of 1,000 displays are to be deployed.

The Power Media Network is based on Scala InfoChannel® drugs, cosmetics, sanitary articles, dressing materials, and medical services. Power Media creates and maintains

As the overall objective of the network is to sell ad space, the Power Media Network is a "Pharmacy TV Channel", where the duration of ad loops, composed of 15 second ads, is typically 4-5 minutes in length. Evaluating the average

the content of the network.



To further improve the ROI of the network, product training for pharmacists is broadcast outside the business hours of the pharmacies. The contents are updated with frequency dependent on their type: from a few times a week up to every hour.

The Power Media Network is designed to significantly increase

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sales uplift by providing customers the brand information necessary to make buying decisions at the point of sale.

### About Scala, Inc.

Scala, Inc. ([www.scala.com](http://www.scala.com)) pioneered the industry of digital signage in 1987, and is today headquartered near Philadelphia, Pennsylvania, with operations in California, the UK, Norway, The Netherlands, China 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, 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.

### About T-Systems Polska

T-Systems is one of Europe's leading providers of information and communications technology (ICT). Within the Deutsche Telekom Group, T-Systems has been responsible since January 1, 2005 for supporting the business customer segment, ranging from medium-sized and large companies all the way up to multinational corporations and public institutions. The Company has 51,000 employees in over 20 countries worldwide, also in Poland. The Company posted revenues of nearly €13 billion in 2004. The company optimizes processes and cuts costs for its customers, thus providing them additional flexibility for their core business. It does this by making targeted use of industry expertise and cutting-edge technology. TSystems' services encompass all levels of the information and communications technology value chain, spanning from ICT infrastructure and ICT solutions up to, and including, business process management.

In Poland T-Systems have two locations: Wroclaw (Head office) and Warsaw (Sales office). Portfolio of T-Systems Poland ranges from: Systems Integration (e.g. SAP products), through Network Services

to ICT Outsourcing. So far TSystems worked not only for the biggest Polish companies but also for Polish branches of international companies: Alstom, BAT, Cadbury, Carlsberg, DaimlerChrysler, Deutsche Bank, Siemens, WABCO, Volkswagen, and many others.