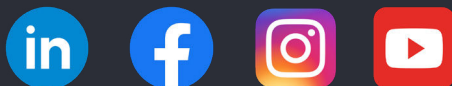SCALA **DIGITAL SIGNAGE SOFTWARE**

RELIABLE, SIMPLE, FLEXIBLE

Scala provides the platform to easily create and manage digital experiences. The Scala platform is user-friendly, scalable and reliable. Scala's digital signage solutions drive powerful user experiences. They can be used in multiple industries such as retail, QSRs, transportation, education, healthcare and more.

The Scala platform, Scala Enterprise, comprises of three key elements: Scala Designer, Scala Content Manager and Scala Player.

Once connected over the internet, these elements work together. They provide user-friendly capabilities for marketing teams. Scala provides the platform to easily create and manage digital experiences. The Scala platform is user-friendly, scalable and reliable.

www.scala.com

HOW IT
WORKS

The Scala digital signage software platform allows retailers, employers and marketers to tailor communications focused for a specific audience, location and time.

1 Contents are created with Scala Designer

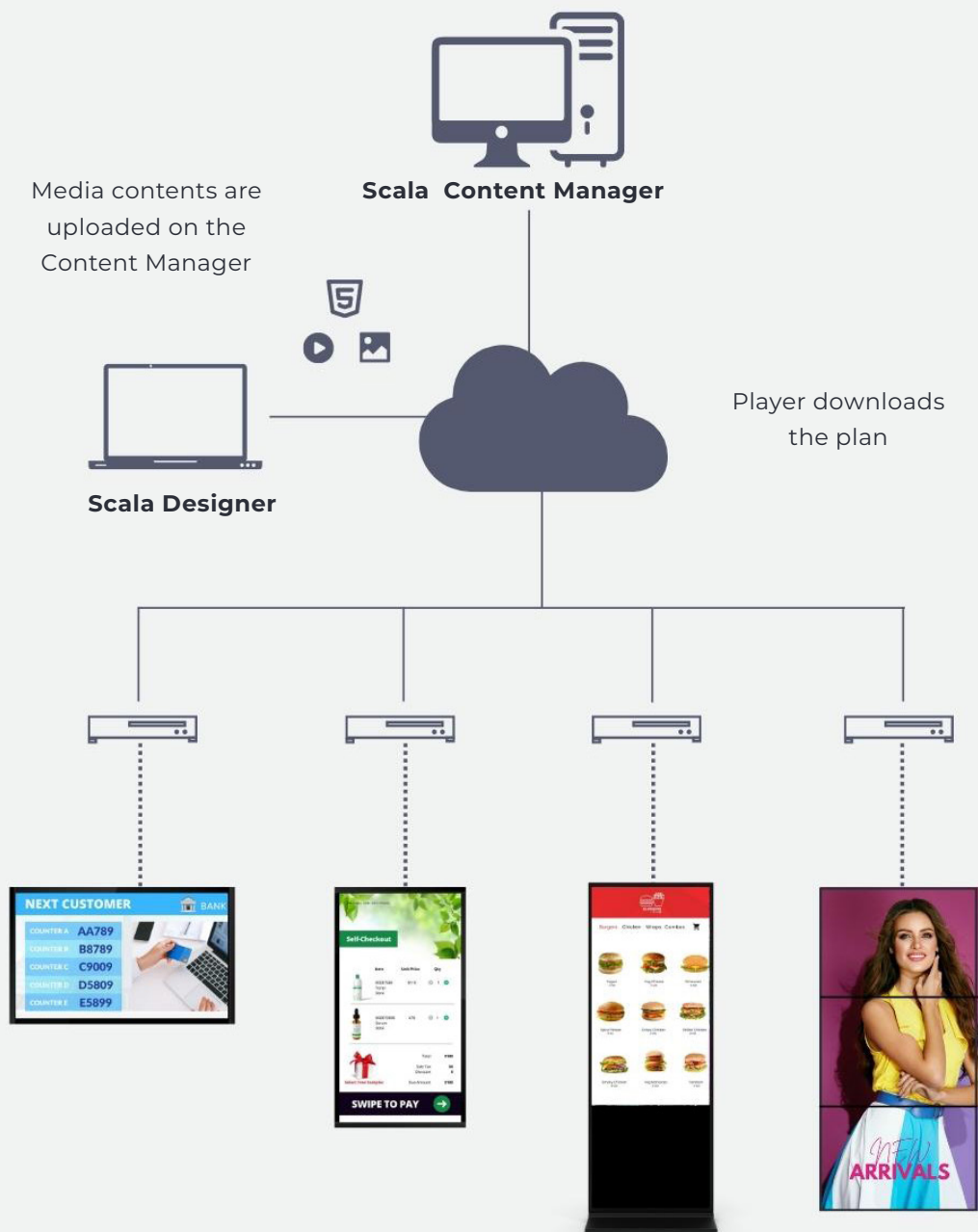**2** Media contents are uploaded on the Content Manager

3 Contents are arranged into a playlist and scheduled for playback

4 Player downloads the content plan

A centrally managed and locally updatable content management system allows for message refinement that creates a unique, personal way of communicating to audiences, including customers, personnel, visitors and students.

Media contents are uploaded on the Content Manager

Scala Content Manager

Scala Designer

Player downloads the plan

SCALA
CONTENT MANAGER

Scala Content Manager is a web-based central server for content distribution, player network management and administration. Easily manage your network by using Scala's flexible scheduling and planning options, consent-based user roles and network control options.

Scalable

Scalable system supports unlimited number of players

Flexible

Works well with windows, android and linux players

Easy-to-use

Easy-to-use player management system

Smart scheduling
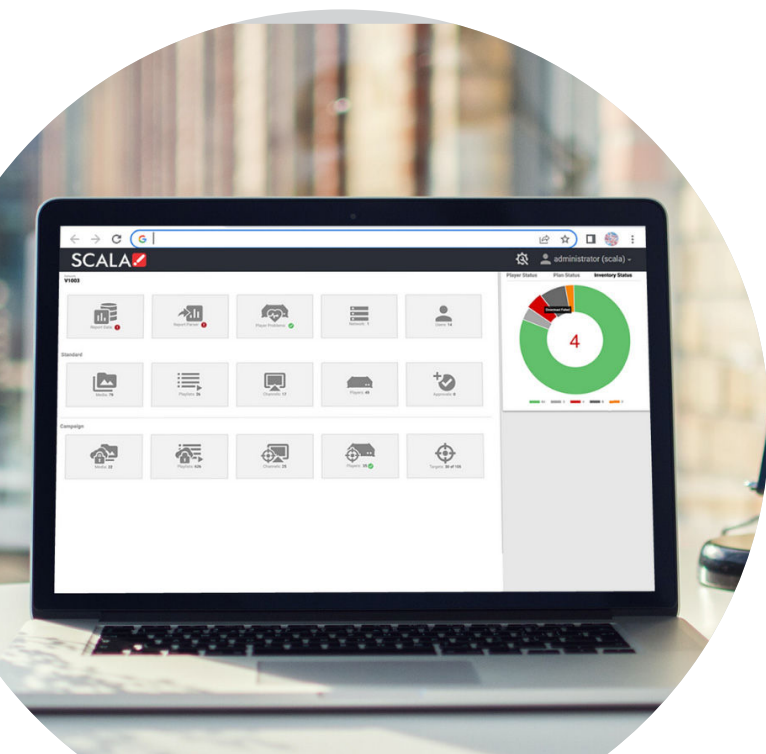
Smart scheduling system allows scheduled content push
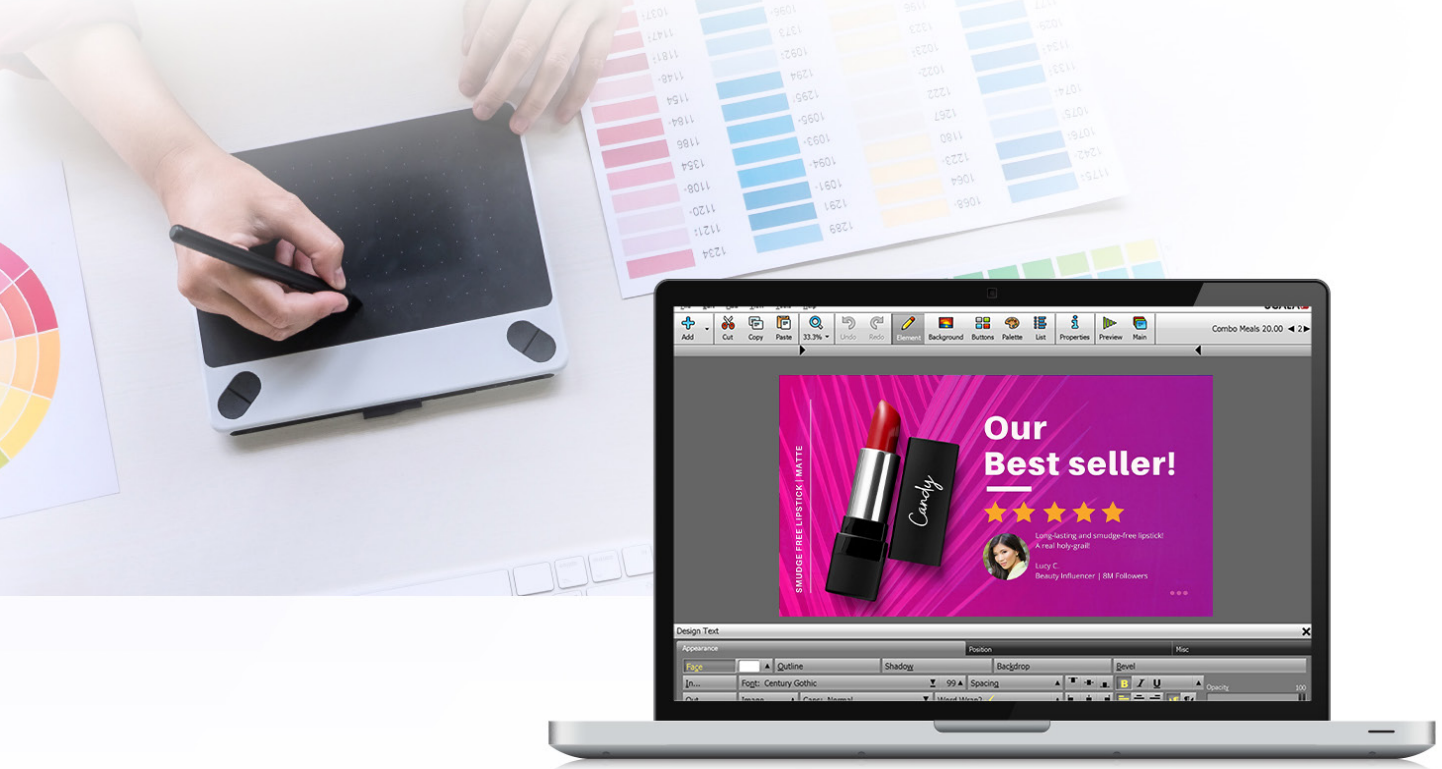
Organized

Create unlimited playlists and channels

Proof of Playback

Content playback reporting tool

SCALA
DESIGNER

Scala Designer is a standalone application for creating designs with multiple layers, interactivity and data-driven information. Scala Designer allows you to create stunning and imaginative multimedia productions – utilizing motion, color, graphics, text animation, video, sound design, and special effects – while creatively highlighting the message you want to emphasize. Designer is the fastest, most cost-effective solution for creating truly dynamic content for digital signage.

Intuitive
Intuitive interface with touchscreen content creator

Integrable
Integrates well with external devices (e.g. sensor, scanner & databases)

Built-in Editor
Built-in video and image editor

Multi-lingual
Supports different languages

Live Data
Supports HTML 5, Javascript, VB and Python

Customizable
Design customization and crawl capabilities

SCALA
DESIGNER CLOUD

Digital signage content creation made easy. Empower anyone in your organisation to create compelling digital signage content with Scala's powerful web-based digital signage design tool. Easy-to-use, convenient and reliable, Scala Designer Cloud is the perfect solution for novice to intermediate content creators. Design from anywhere, anytime.

Easy-to-use
Fast and simple layout creation

Web-based
Drag and drop elements, fully web-based

Ready Templates
Use designs from template library

Design Assets
Reusable widgets and vectors

Preview Available
Shareable design preview to other team members

Easy Publishing
Seamless content publishing

SCALA PLAYER

Scala Player delivers stable multimedia content playback and sends regular status updates to the Scala Content Manager to enable efficient remote monitoring.

Scalable

Continuous playback even without an internet connection

Flexible

Secure system, blocks OS or third party notifications

Reliable

Superior playback quality

Smart Download

Maximize storage with smart download feature

Interactive contents

Supports interactive content playback

Proof of Playback

Sends billing and diagnostic logs to Content Manager

SCALA

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