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
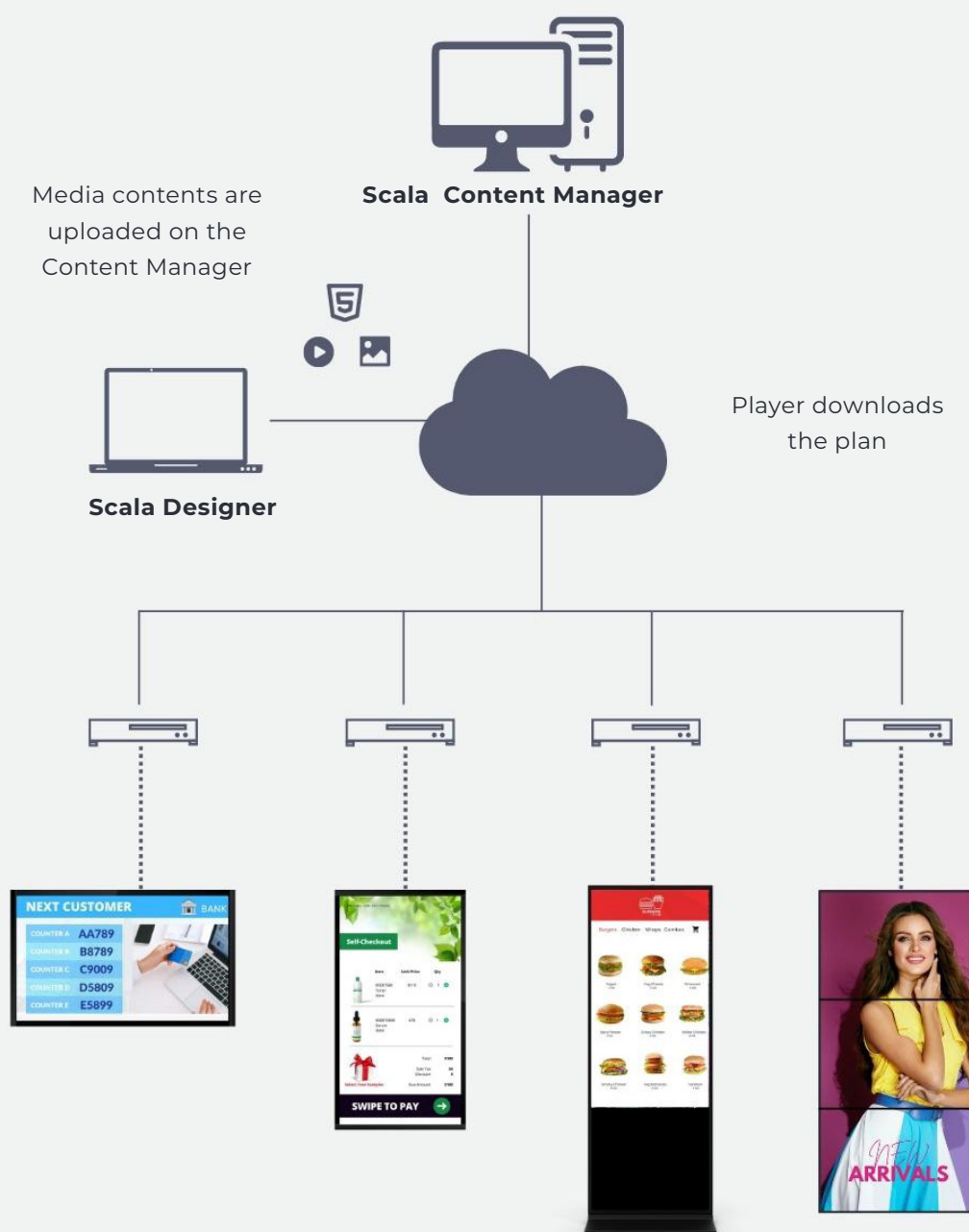on the Content Manager

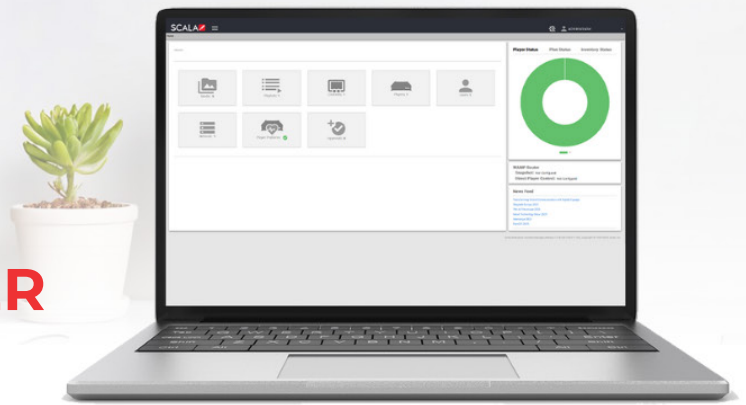**3** Contents are arranged into a playlist and
scheduled for playback

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.

Scala Content Manager

Media contents are uploaded on the Content Manager

Scala Designer

Player downloads the plan

NEXT CUSTOMER 🏦 BANK

COUNTER A	AA789
COUNTER B	B8789
COUNTER C	C9009
COUNTER D	D5809
COUNTER E	E5899

Self-Checkout

SWIPE TO PAY

Burgers Chicken Wraps Combos 🛒

NEW ARRIVALS

SCALA
CONTENT MANAGER

Scala Content Manager is a web-based central server for content distribution, player network management and administration. It is a powerful application that lets you control from one to hundreds, even thousands, of digital signage displays from a single browser interface. Easily manage your network by using Scala's flexible scheduling and planning options, consent-based user roles and network control options.

Easy-to-Use Interface
User-friendly, web-based UI for seamless content management.

Effortless Media Management
User-friendly, web-based UI for seamless content management.

Customisable Templates
Easily update video, images and text within Content Manager.

Playlists
Create playlists using Scala scripts, messages, videos, HTML or static images.

Sub-Playlists
Create smaller independent playlists that can also be combined into a master playlist.

Smart Playlists
Setup rules to auto-generate customised playlists

Conditional Playback
Set precise playback rules for each media item in a Master Playlist—e.g., play Video A only on Mondays or Image B only at the Sydney location.

Time Trigger
Set specific content to play at exact times, with custom repeat intervals, in its own frame or full-screen.

Event Trigger
Play specific content in response to weather updates, user input, or sensor triggers.

Smart Scheduling
Set content schedules with start/end dates, time slots, and recurrence patterns.

Emergency Messaging
Override displays for urgent alerts or scheduled emergency messages.

Multi-Frame Playback
Display multiple independent content frames on one screen.

Multi-Channel Support
Run up to four separate content channels from a single player.

Audio Only Contents
Create audio-only channels or play background music that can be automatically muted when video with its own audio plays

Enterprise-grade digital signage management with Scala Content Manager

Permission-based User
Users can be assigned different access rights for improved security.

Workgroups
Manage content access by department, ensuring each group sees only relevant messages.

Approval Workflow
Ensure content is reviewed before playback, with email notifications.

Smart Content Distribution
Players automatically download only new or updated files.

Player Management
Organise players by location or other criteria for targeted contents.

Player & Network Monitoring
Track player status, downloads, and view screen snapshots.

Maintenance Scheduling
Schedule remote tasks like rebooting, file transfers, and Scala updates with minimal disruption.

Scalable Deployment
Supports single screens to thousands of displays across multiple locations.

Enhanced Compatibility
Works with proxies, ACNS, and delivers content over HTTP/HTTPS (IPv4/IPv6).

Cross-Platform Support
Works well with Windows, Android and Linux players.

Communicate Your Way
Both Terrestrial & Satellite (multicast) IP-based communication carriers are supported.
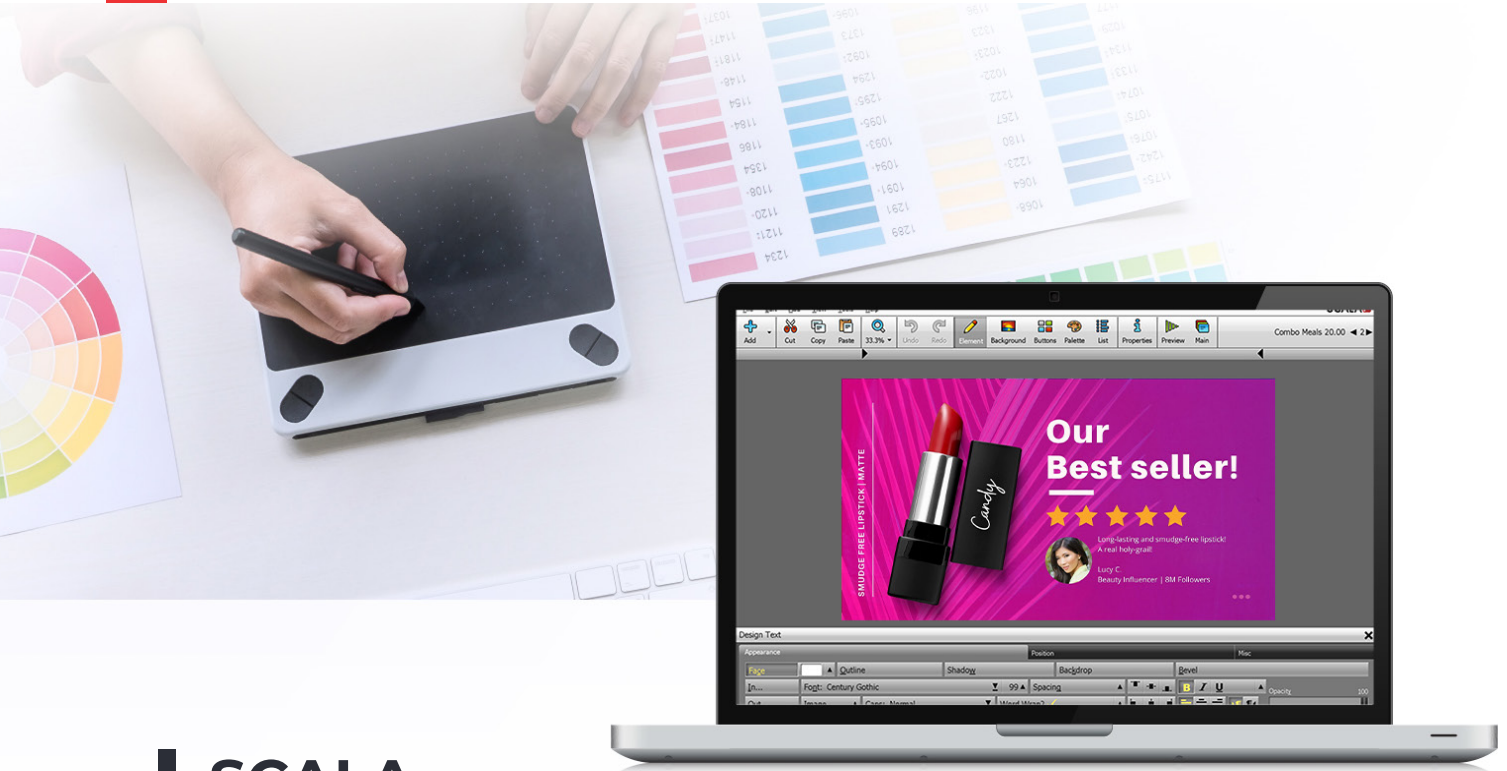
Database / Backend Support
Supports Microsoft SQL Server and PostgreSQL databases.

Player Options
Scala Media Players are engineered for performance, stability and capability to suit every need.

SCALA
DESIGNER

Scala Designer is a standalone application for creating designs with multiple layers, interactivity and data-driven information. Create stunning and imaginative multimedia productions that utilise motion, color, graphics, text animation, video, sound design, and special effects, while creatively highlighting the message you want to emphasize.

Scala Designer is the fastest, most cost-effective solution for easily creating truly dynamic content for digital signage.

Intuitive
Built-in tools and a video editor provide a smooth, user-friendly experience for effortless content creation.

Dynamic Content
Seamlessly blend text, graphics, sound, and video with full-screen previews.

Smooth Transitions
Choose from hundreds of built-in, full-screen effects and transitions.

Crawls
Add dynamic, data-driven text with adjustable speed and direction.

Flexible Layouts
Design for landscape, portrait, or video walls with auto-rotation and scaling for the perfect fit.

Template
Create professional templates that users can update in CMS while maintaining a consistent design.

Original Quality Playback
Seamlessly blend text, graphics, sound, and video with previews.

Touch content creator
Built-in tool for creating interactive content with buttons—no coding needed.

Dynamic Content and Customisation for Impactful Digital Signage with Scala Designer.

Live Contents
Stream social media feeds, RSS updates, weather info, and live video seamlessly.

Seamless Integration
Connect with external devices like sensors, scanners and databases.

Optional Scripting
Powerful scripting capabilities enables integration with external data sources.

Broad Media Support
BMP, JPEG, PNG, GIF, TIFF, WMF, MPEG-2, WMV, H.264, HEVC/H.265, Apple ProRes H.264/MPEG2 over RTP/RSTP, WMA, WAV, MP3, M4A/AAC

Multi-Language Support
Create content in European, Asian, Arabic, and Hebrew with full writing system compatibility.

Seamless Script Publishing
Publish your content to Scala Content Manager where it is scheduled and distributed to Scala Players.

Authoring Amenities
Designer comes with plenty of other useful authoring features such as undo, spell check, printing, collect files and exporting.

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

Smart Download
Maximise storage with smart download feature

Flexible
Secure system, blocks OS or third party notifications

Interactive contents
Supports interactive content playback

Reliable
Superior playback quality

Proof of Playback
Sends billing and diagnostic logs to Content Manager

SCALA

SCALA

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STRATACACHE

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