



**SYSTEMS**

## **Scala Infochannel 5 Fact Sheet**

### **Compelling Reasons to select Infochannel 5**

- **Over 20 Years of Developing and Delivering Digital Signage Solutions**  
Scala has been developing and delivering Digital Signage Solutions for more than 20 years and has been recognized by independent research firm Frost and Sullivan as having a whopping 35% Global Marketshare in the Digital Signage market. (See attached Scala Press Release for detailed information)
- **100,000 Players Installed** - Scala Infochannel recently hit a new milestone, with 100,000 Player licenses globally (5/09).
- **The Most Reliable Signage Solution**  
With decades of experience behind them, Scala develops & delivers the most reliable Digital Signage solution, Infochannel. Digital Signage Solutions must be reliable and must maintain that reliability 24X7X365. On this point, Scala delivers.
- **Unlimited Users** - Scala Infochannel can handle an unlimited number of users accessing the Scala Server.
- **Template Driven** - Infochannel is a Template Driven solution, making it easy for first-time users to access and use. Users are presented with a library of pre-built templates to choose from. Templates include animated graphics, multi-layered fly-ons, and easy-to-use crawl text and sidebar zones. Templates also include placeholders for digital photos, backgrounds and videos.
  - **Multi-Channel**  
Infochannel Players allow dual channel output. Each channel can display its own unique series of messages, images and videos including multi-zoned screens. Each channel features the ability to schedule messages, photos, images and videos. Dual channel output means that you can use a single player to drive two (2) independent outputs instead of using a dedicated Player for each channel. This reduces the Total Cost of Ownership dramatically.
- **Multi-Level Access** - Infochannel Server (Content Manager) provides presets for Administrative and User Accounts, making it simple to define the various levels of access to the system. This is a great way to control who has the ability to actually "publish" new messages and content to the Infochannel Players. Administrators control the level of access for User accounts and every parameter for access can be customized.
- **Multi-Zone** - Infochannel features Multi-Zone capability, allowing you to define any area of the screen for messages, text crawls, sidebars and date/time stamps and more. Zones can handle all types of media including text, graphics, video and animation. Typical setups include 3 zones, but you can change individual Player configurations to change zone layouts on-the-fly which is a great way to avoid "image burn-in" which is common to some Plasma displays.
- **Powerful Scheduling** - Infochannel offers advanced scheduling features using a simple point-and-click calendar system. Just click on that date, set the time of day and Infochannel will play your message(s) accordingly. Scheduling is available for any zone and it is also possible to schedule entire playlists or individual elements (like a JPEG photo) w/ a few mouseclicks
- **Flexible Graphics, Video and Audio Support** - Infochannel support numerous file formats:  
Image Formats include - BMP, JPEG, PCX, PNG, TGA, TIFF & WMF  
Video Formats include - AVI, Flash, MPEG-2, MPEG-4 (including H.264), \*Quicktime and Windows Media Video (WMV)  
Audio Formats include - MP3 and WAVE formats.
- **Easy-to-Use** - First time users will be able to access templates, upload photos and create finished messages on Day One.
- **Infochannel Designer** - Graphic artists will be able to import graphics from Adobe Photoshop or use the supplied Clipart library to build beautiful multi-layered graphics and templates that are easily published to the Infochannel Content Manager where they are then accessible to any of the Users who log into the Server.
- **Optional TeL Systems 1 Year On-Site Service Warranty** - Customers have the option to purchase 1 year on-site warranty for either software or hardware.

\* not all Quicktime MOV file formats are supported. Quicktime H.264 and other Quicktime formats are supported in Infochannel Designer.

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