



IMMEDIATE RELEASE

Scala Release 4 Integrates Ad Manager with Scala Content Manager

Exton, PA October 6, 2008 – Scala, the leading provider of end-to-end solutions for the connected signage market, today announced Release 4 of its connected signage software. Release 4 will be available this quarter. This release represents Scala's continued commitment to cutting-edge technology for its global customer base.

The highlights of Release 4 are:

- Web Services for Content Manager
- Ad Manager Tie In to Content Manager via Web Services
- Media Playback Controls, Time Triggers, and Playback Audit Reports
- Multi-Network Content Manager Support
- Improved Playback
- Interface Improvements

Release 4 adds extensive new functionality to the entire spectrum of the Scala platform. Web Services APIs have been added to the Scala Content Manager to allow third-party applications to interface with the Scala Content Manager functionality. This addition further enhances Scala's already extensible platform.

Paramount in Release 4 is the first phase of integration of Scala Ad Manager with Scala Content Manager. Ad Manager (formerly Charting Pro) provides extensive advertising management for digital and traditional signage deployments. Included in the integration are: the ability to assign media items to contracts; channel and schedule management; automatic playlist building for Scala Content Manager based on contracted ads; generating proof-of-playback reports against contracts; integrating event triggers and time triggers with ads. Release 4 will also support indoor maps, rate cards, overlapping day parts, measurement, and media sets.

Scala Content Manager supports a reporting module that produces detailed reports on what media played where. Time triggers have been added to trigger a playlist at specific times or regular intervals. New media playback controls have been addressed to provide network managers with the flexibility to control the sequence and appearance of scheduled content.

Scala Content Manager Release 4 will provide multi-network support from a single Scala Content Manager. This function provides the necessary utilities to network managers operating multiple networks for their clients.

Additional functionality has been added to Scala Designer to make it more Photoshop® friendly. A third-party utility has been added to convert Photoshop layered elements to ScalaScript while maintaining the layered characteristics of the design. Other features have been added including: zoom in and zoom out; fit to screen; and mouse wheel support to further facilitate the creation of compelling content. Flash® support has been greatly enhanced to provide smoother, faster, high-quality playback including interactive support.

“Customer feedback and industry trends are key components of how Scala focuses our development resources. Scala continues to maintain the highest level of quality possible so our customers around the globe achieve even more success from their digital signage deployments,” says Peter Cherna, VP Research and Development for Scala.

About Scala

Scala is a leading global provider of digital signage and advertising management solutions. By combining digital and traditional signage systems, Scala has become the world’s first connected signage company, allowing customers to create, manage and distribute both traditional and digital signage via one software platform. The company's solutions are used in retail, education, entertainment, government and other industries for diverse applications such as retail advertising networks, corporate communications (employee TV), traditional and digital billboards, digital menu boards, digital posters, cable TV, hotel lobby signage, gas pump toppers, outdoor advertising, interactive touch-screens and kiosks, etc. Scala pioneered the digital signage industry and today drives over 70,000 screens worldwide; more screens than all competitors combined. The company's digital signage platform customers include Rabobank, IKEA, Burger King, T-Mobile, Virgin MegaStore, EuroDisney, McDonalds, Warner Brothers, Ericsson, The Life Channel, Rikstoto, FuelCast, Repsol, Shell, NorgesGruppen and thousands more. The company's advertising management customers include CBS Outdoor, Clear Channel Outdoor, Magic Media, Reagan, Adams Outdoor Advertising, and many more. Scala is headquartered near Philadelphia, USA and has subsidiaries in Canada, The Netherlands,

France, Norway, Japan and also over 450 partners in more than 60 countries. More information is available at www.scala.com.

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