



Introducing Scala Enterprise

What is Enterprise?

Scala InfoChannel 5 Release 10, known as “Scala Enterprise” is now available for download! Enterprise is the next generation of the most widely deployed digital signage software platform in the world.

With this release, Scala aims to continue to exceed your expectations with the highest level of service and state-of-the-art technology. The entire Scala team appreciates your business and we look forward to working with you.

Enterprise adds several important new features and modules, as well as performance improvements.

Four Reasons to Upgrade or Purchase

- **Improved User Experience** – Scala Enterprise Content Manager has an entirely redesigned user-interface with highly intuitive workflows. The new design is a result of employing in-depth focus groups and usability studies to guide the development of a new user experience. It leverages ‘Drag and Drop’ capabilities, easily highlights relevant information, makes tasks more efficient, and places helpful links right at users’ fingertips.
- **Supports HTML5 Content** – HTML5 is the emerging standard for dynamic content on the web. Both the new Android players and the classic Scala Players will support HTML5. It also enables users to create content using standard web-design tools.
- **Support for Android Players** – Scala Enterprise supports a new family of Android-powered media players and photo frames. These devices are lower cost, growing in flexibility and capability, and will take advantage of HTML5 for dynamic and interactive content.
- **Superior Integration and Extensibility** – Scala Enterprise Content Manager includes an all-new set of web service application programming interfaces (APIs) for integrating, controlling, and extending its functionality. The APIs support the user-access system and grants role-based access to only what a given API user or work-group is entitled to.

New Features

- All-new user-interface for Content Manager
- Drag and Drop capabilities
- New 2.0 Web Services APIs
- Support for select Android playback devices
- Support for HTML5 content in Scala Players
- Hardware-accelerated video playback
- Simpler, more powerful data binding and integration

More about Scala Enterprise

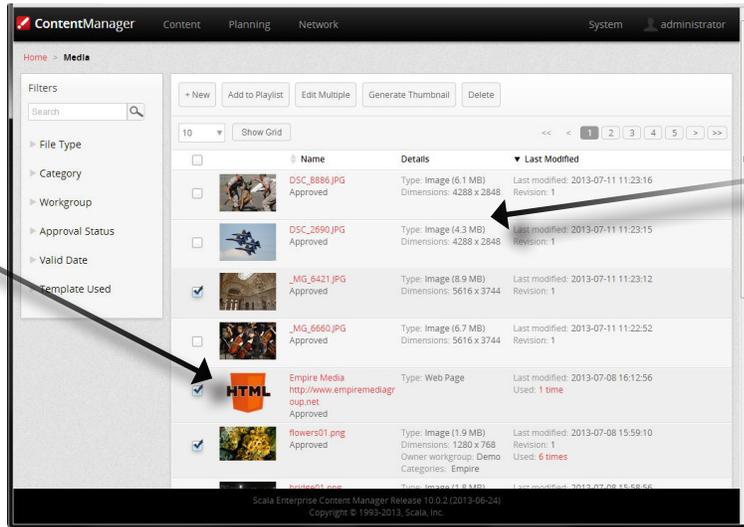
Workflow

The new intuitive, User-Friendly Interface has Shown **Productivity Increases of 35-40%**



Website URL

- Upload media or Scala Designer scripts.
- Create and organize playlists.
- Publish for playback on multiple players.



Drag and drop media here



How to get Scala Enterprise

Current InfoChannel 5 customers, only need to be up-to-date with Scala Advantage support. Simply go to www.scala.com/enterprise and click on "Download it Now!", then contact Empire Media Group for further assistance. If you are not a current InfoChannel 5 customer, or if you need to update your Scala Advantage support, contact Empire Media Group.

Empire Media Group will provide all of the assistance you need to install or upgrade to Scala Enterprise. Our services include: software and hardware installation; data migration; content development; training; and technical support.

Empire Media Group: Your Scala Partner and Content Provider

Whether you are purchasing a new digital signage system, replacing an old one, or updating your current Scala network, Empire Media Group will assist you with making a smooth transition to Scala Enterprise.

As a Certified Scala Partner and content provider, Empire Media Group is the only resource you will need to implement your Scala Enterprise Digital Signage network. From planning to installation, to content development, and operational support, Empire Media Group will guide you through every phase of your digital signage project.

With over 18 years of awarding winning media development, Empire Media can provide content that will engage your audience and maximize your investment, including the addition of HTML5 content in the Scala Enterprise software. Beyond the basics ... we can provide advanced programming and scripting services, as well as on-site training to meet your precise organizational requirements.

Contact **Robert Care** for further information or consultation.
bobc@empiremediagroup.net, 703-866-1934

