

FOR IMMEDIATE RELEASE

## **POP AI Recognizes Excellence at Prestigious Digital Signage Awards**

*Scala Customers Win Prestigious POP AI Digital Signage Awards*

**Exton, PA May 7, 2008** - Scala, the leading provider of end-to-end solutions for the digital signage market, today announced that POP AI has awarded The Krystal Company and Lamar Outdoor Advertising excellence in digital signage applications for their respective categories.

### **Lamar – Silver Award, Transportation/Transit**

Lamar's objective was to deploy a nationwide network of full-size outdoor LED billboards targeting prime real estate and heavy traffic areas. Lamar developed a web-based ad sales and management system integrated with Scala InfoChannel<sup>®</sup>, available from PSX Corporation ([www.psx-inc.com](http://www.psx-inc.com)), a Scala Certified Partner, where a customer can dynamically view and update ads on the billboard.

Lamar digital displays are the future of out-of-home advertising and the technology allows for billboard advertising that was never before possible. Lamar's digital displays are outdoors' most flexible type of advertising. Lamar's digital displays are best used to advertise special promotions, one-day sales, breaking news, price points, etc. With no production charges, no installation schedule and the freedom to change your message as often as you would like, the options to Lamar customers are limitless. For more information visit [www.lamar.com](http://www.lamar.com).

### **The Krystal Restaurant -- Bronze Award, Hospitality/Entertainment**

The Krystal Restaurant, located in Chattanooga, TN wanted to design their restaurant with their 50's traditional theme of drive-in eating with customers selecting meal choices from a menu available at the car location. The meal would then be delivered to the car by "car hops" and the customer would typically relax in their car to eat their meal or take it out.

While Krystal wanted to maintain this "retro" look and feel they also wanted to enhance the customer experience and introduce the efficiencies of modern fast food restaurants. Krystal contacted the Hammond Communications Group ([www.hammondcg.com](http://www.hammondcg.com)), a Scala Certified Partner, who designed a menuboard system for interior and exterior meal offerings.

If the customer chooses to eat his/her meal in their car the digital signage menuboard provides and live TV entertainment feed for the local Chattanooga area. Audio is piped through a specific station on their car's FM radio. For more information visit [www.krystal.com](http://www.krystal.com).

"Scala is proud of the innovation and creativity exemplified in our customer's award presentations," says Gerard Bucas, CEO, Scala Inc. "While deployments of digital signage networks are pervasive around the world, only a few deployments actually redefine the next generation of technology for a given market segment."

### **About Krystal**

Founded in 1932, The Krystal Company is the oldest quick service restaurant chain in the Southeast and the second oldest chain in the United States. Employed by three generations of Americans, Krystal is a cultural icon. By delivering great food, quality service and fair value for 70 years, the Krystal brand has assumed a prominent place in the Southeast's cultural landscape.

### **About Lamar**

Lamar Advertising Company is a leading outdoor advertising company currently operating over 150 outdoor advertising companies in 44 states and Puerto Rico, logo businesses in 19 states and the province of Ontario, Canada and approximately 69 transit advertising franchises in the United States, Canada and Puerto Rico.

### **About Scala**

Founded in 1987, Scala pioneered the Digital Signage industry and today remains the world's largest provider of software for creating digital signage networks, driving more screens than all competitors combined. The company's InfoChannel product line is used for dynamic digital media networks in retail, education, entertainment, government and other industries for diverse applications such as Retail Advertising networks (Retail TV), Corporate Communications (Employee TV), Digital Billboards, Digital Menu Boards, Digital Posters, Community Access channels (Cable TV), Hotel lobby signage and information channels, Gas Pump "toppers", Convention Center Signage, Interactive touch-screens and Kiosks, etc. The Company's cutting-edge InfoChannel software platform powers thousands of digital signs around the world including the digital signage networks of Rabobank, IKEA, Bloomberg, Burger King, T-Mobile, Virgin MegaStore, EuroDisney, Kiwi, McDonalds, Warner Brothers, Santiago Airport, Ericsson, The Life Channel, Rikstoto, FuelCast, Repsol, Shell, NorgesGruppen, The Wall Street Journal Office Network and many more. Scala is today headquartered near Philadelphia, PA and has wholly-owned subsidiaries in The Netherlands, France, Norway, and Japan with a direct presence in a number of other locations and countries. Scala's products are primarily sold through an international network of Scala Certified Partners. More information is available at [www.scala.com](http://www.scala.com).

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