

FOR IMMEDIATE RELEASE

Scala and SEEN Media to Exhibit at Digital Signage Expo Germany

Maastricht, The Netherlands, May 1, 2008 - Scala, the leading provider of end-to-end solutions for the digital signage market, today announced it will be exhibiting, in cooperation with Scala Certified Partner SEEN Media, at Digital Signage Expo, in Essen, Germany -- May 6 - 8, 2008. *Visit Scala at stand 11E.02 in Hall 1.*

Digital Signage Expo is a truly pan-European digital signage trade show, and as such is set to be the essential meeting point for professionals from across the entire spectrum of industry sectors where customer communication matters.

Scala will be highlighting its next generation digital signage software platform, Scala InfoChannel 5. *The highlight of the show will be the release of Scala InfoChannel 5 Version 3.0.* Version 3.0 represents Scala's ongoing commitment to excellence and our customers. Scala continues to exceed customer expectations by providing leading-edge software solutions for both small and large digital signage projects around the world through its global network of over 450 partners.

Also highlighted at the stand is the "Solutions Gallery." The "Solutions Gallery" highlights the successful implementation of digital signage throughout the Scala Universe. Included in the Solutions Gallery are:

- Spinning screen by SPINNX
- Digital Menu board content from Burger King
- Interactive Oil terminal from ARAL
- Gas pump implementation at ARAL
- Supermarket content from Galleria Kaufhof

- Restaurant content from Nordsee
- Showroom unit from Audi

“Digital Signage Expo in Essen, Germany represents the best of the European Digital Signage Industry,” says Oscar Elizaga, Vice President EMEA for Scala. “Scala is proud to team up with Seen Media and contribute to this important gathering of the industry.”

About Seen Media

SEEN MEDIA is a full service provider of digital signage solutions. In our ten years experience in this market we have already realized more than 1800 installations with about 5000 PC units for POS/POI installations. Selected and nameable references regarding our projects are: AUDI AG, Burger King, BP (British Petrol).

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.

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