

FOR IMMEDIATE RELEASE

## **Mennen Sports Arena Taps Pod Digital Promotions for Community Information Network**

### ***Home of NY/NJ Revolution Indoor Football Franchise***

**EXTON, PA. May 9, 2008** - Scala, the leading provider of end-to-end digital signage software, today announced Scala Certified Partner, POD Digital Promotions has deployed a community information network in the food court at The Mennen Sports Arena, Morristown, NJ -- home of NY/NJ Revolution indoor football.

The state-of-the-art digital screens are sponsored by Morris County Businesses who use the screens to advertise their local businesses and services. The screens display Mennen Arena announcements, upcoming events, community announcements, local news and weather, and the Sheriff's Crime Stopper information.

"We are proud to partner with infrastructures such as Mennen Arena, Aspen Ice, Morristown Deli, Chester Diner, Montville Diner and other locations," says Jody Torre, President of POD Digital Promotions. "These are high-profile, high-traffic locations and it is a win-win for everybody in Morris County. Our network is currently being viewed by 2.7 million viewers in Morris County and 1.1 million viewers in Sussex County and we have further expansion scheduled for later this year."

Reynold Fauci, director of recreation for Morris County Park Commission says, "There are times when the lines at the concession stand have 40 or more people and the food court tables are filled, while people are eating or waiting in line, they are constantly viewing the ads, menu information and community information that are displayed on the screens."

Mr. Fauci also said that last year, for the first time, they put the information for the Morris County Park Commissioner's "National Night Out" on the screens, and the event enjoyed its largest-ever turnout.

Mr. Fauchi said they chose the professionals at POD Digital Promotions because of their ability to deliver the entire solution: system design, deployment, advertising sales, and ongoing content management and technical support.

Marc Markowitz, owner of Morristown Deli said, "The POD System is non-invasive and people enjoy reading and watching the ads, community announcements, news and our daily specials while they are sitting in the dining area. I have been involved in many public fundraising events and we use this system for promotional purposes. It is a cost effective media to communicate to the public and we enjoy great turnout from it."

"It is impressive to see innovative digital advertising solutions being applied to local communities," says Andrea Waldin, Director of Marketing at Scala. "In addition to providing creative advertising solutions, POD Digital Promotions empowers the local business environment"

### **About POD Digital Promotions**

POD Digital Promotions, a division of 20/20 Business Solutions, Inc. is a full-service manufacturer of high-quality digital signage displays (indoor and outdoor) for the food service, and hospitality industries. Headquartered in Lafayette, NJ, POD's mission is "to produce the highest quality digital signage systems for the food service and hospitality industry." For more information about POD Digital Promotions, call (866) 475-4010 or visit [www.poddigitalpromotions.com](http://www.poddigitalpromotions.com)

### **About Scala, Inc.**

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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