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Ullevaal Business Class Launches UBC-TV

EXTON, PA. May 4, 2008 - Scala, the leading provider of end-to-end digital signage software, today announced that UBC, a wholly-owned subsidiary of the Norwegian Football Association, has deployed UBC-TV, a digital information network that raises the profile and image of Ullevaal Stadium and delivers dynamic messaging to visiting guests.

UBC's business incorporates a number of specialties including; VIP-Concept for business excursions and meetings at Ullevaal Stadium, convention center management, private events for companies and organizations, and management of the Football Museum.

To deliver the best quality experience to their guests, UBC chose to develop and implement UBC-TV, a digital information network that raises the profile and image of Ullevaal Stadium and delivers dynamic messaging to visiting guests. To implement the network, UBC turned to YIT Building Systems, a Scala Certified Partner in Norway.

Because Ullevall Stadium is Norway's national arena many football clubs visit the stadium during the season. These football matches draw a multitude of fans from the local area and more importantly, local businesses. To position them as the premiere football stadium in the country UBC wanted to implement the latest technology, digital signage. As a result, 85 screens have been deployed throughout the stadium complex. The screens are located in different areas of the stadium including: reception areas, restaurants, meeting rooms, coffee bars and other public areas; each requiring unique content and messaging.

"When we decided to implement UBC-TV, it was important for us to find a software solution that could manage the multiple channels that made up our vision," says Hallvard Bragge, CEO in UBC. "We were looking for a supplier with experience. We wanted an established software solution that had been thoroughly tested and developed over time. We chose Scala because of their extensive customer experience; they have proven that their digital signage solution simply works. At the same time Scala showed flexibility and the willingness to work closely with UBC to make the project a huge success".

The screens are divided into multiple zones combining relevant messaging, dynamic images and video, local and national news and live TV on the same screen. Implementing Scala gives UBC several advantages: UBC is now able to control and plan their own content through the web-based Scala Content Manager; UBC is in charge of their own network and can easily make changes to the content to respond to the dynamic requirements of their audience. "This is both resource and timesaving, which leads to lower costs", says Hallvard Bragge.

UBC has already received positive feedback on the deployment of UBC-TV. The screens are definitively attention grabbing and the guest experience is very positive.

The deployment of UBC-TV at Ullevaal Stadium started in January 2008. Further growth is planned with the establishment of a new hotel operated by Thon Hotels. A bridge will connect the hotel and Ullevaal Stadium allowing guests to walk unimpeded by rain. Thon Hotels will manage the hotel and UBC will manage the convention business. To accommodate this future business expansion UBC will erect an event hall consisting of 700 m² of space and provide rental space for large conventions, banquets, corporate events and other related business. By the end of 2009, UBC will be the largest convention center in Norway with 50 rooms.

The plan is to extend the UBC-TV network throughout the stadium, hotel spaces and the convention center as these facilities are completed. UBC is contemplating the use of touch screens in the next phase of the project, providing wayfinding and informational kiosks for their guests, therefore improving their guest's experience.

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.

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