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### **M-Cube and SCALA at the Promotion Expo 2008**

**Scala, Milan, Italy March 12<sup>th</sup> 2008--** Scala, the leading provider of end-to-end solutions for the digital signage market, today announced its participation jointly with Scala partner M-Cube at the prestigious Promotion Expo, being held at the Fieramilanocity in Milan, between March 12<sup>th</sup> and the 14<sup>th</sup> 2008, where the latest alternatives for in-store promotion for the modern commercial enterprise will be showcased.

M-Cube and Scala will be present at Promotion Expo 2008 with the latest advances for dynamic advertising at the point of sale, in-store marketing and in-store radio.

“M-Cube has been a pioneer in the Italian digital signage market with its ‘*digital ambience*’ solutions” says Leonardo Comelli, M-Cube’s CEO; adding “the many projects we have underway confirm our intuition during the past few years, so we have brought to Promotion Expo the most innovative technologies for our Digital In-Store offerings for retail clients”.

“We were privileged to collaborate once more with M-Cube at Milan’s 2008 Promotion Expo” states Oscar L. Elizaga, Scala’s Vice President for EMEA, adding “Promotion Expo is clearly a prime occasion to showcase our leading technology for dynamic signage for in-store merchandising and to highlight our clients’ success stories and projects in over 60 countries around the world which continue to sustain Scala as the leading digital signage software company on a global scale”.

Among the innovative technologies and tools featured in M-Cube's Digital In-Store solutions are LCD and projectors by NEC Italia and an "interactive window" powered by Scala's InfoChannel 5 software, thus extending the customer experience to full touch-screen interactivity with high definition content.

### **About M-Cube**

In order to meet the ever growing expectations of POS communication, M-CUBE is focused on the delivery of hardware, software and services. Established in the year 2000, M-cube is dedicated to the broadcast of multimedia contents and specifically tailored for large commercial organizations, such as in-store audio-video communication systems, displays, interactive kiosks, and multimedia totems. The company's clients include many famous brands and recognized names in the Italian market, such as Bernardi, Bricofer, Calzedonia, Banca Lombarda, AceGas, Comune di Trieste, De Longhi, Disano Lighting System, Eurobrico, Go-Kids, Intimissimi, Jacuzzi, Kenwood Italia, Obi, Puntobrico, Quadriga Italia, and many others. M-CUBE has received many awards for its creativity in in-store marketing, winning the POPAI ITALIA 2004 and POPAI EUROPE 2005 awards with the introduction of the Totem Trisensor, a revolutionary advertising and communications medium capable of integrating sounds, images, colours and scents. This year M-CUBE won the POPAI AWARD 2007 with an innovative exhibition display that reveals a 360-degree vision of the inside of a store. M-CUBE is a subsidiary of Media Technologies, a company specialized in web-based applications for both the public and private markets. More information is available at [www.mcube.it](http://www.mcube.it).

### **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, Pennsylvania, USA 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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