

The Eight Pillars of Scala

Written by Bob Snyder
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Teatro alla Scala in Milan is one of Europe's famous venues for performing dramatic opera. The International Scala Conference, a digital signage lovefest, brought some theatre of its own to its annual conference in Netherlands.

In front of 300 attendees from 45 countries, Scala wasted no time in playing out its biggest scene: CEO Gerard Bucas will retire and Tom Nix becomes the man in charge of digital signage's largest software platform.

That change at Scala's helm caught many offguard and probably overshadowed the real drama, the real opera that is playing out in the digital signage market where Scala is a major actor.

The "theatre playbill" that outlines this drama is a slide from their Scala presentation at the conference: the **Eight Pillars of Scala** strategy. Where goes Scala, there goes the industry...which is what makes these eight "pillars."

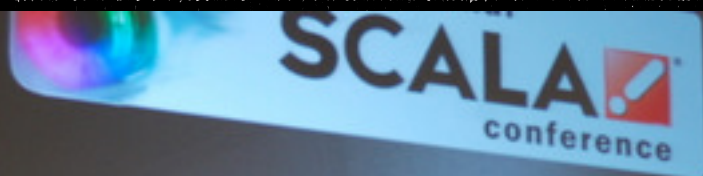
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Eight Pillars to our Strategy

- Continue to push ease of use
- Provide open APIs to allow third party integration
- Broaden offerings at high end with Ad Management
- Broaden offerings at the low end with low cost players
- Expand vertical market solutions from Scala
- Expand our services and hosting options
- Exploit technology advances for new price/performance
- Review M&A opportunities to bring the best solutions to our partners and customers worldwide

SCALA



Oscar Elizaga - Scala
Welcome & C



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