InfoChannel® 3

The Power to Communicate

How InfoChannel 3 works

1. Content Creation: InfoChannel Designer 3 (or optional Reporter 3) Combine text, graphics, video & sound. Integrate dynamic data. Schedule and publish to InfoChannel Network.

2. Broadcast: InfoChannel Network Manager 3 (optional Broadcast Server 3) Distribute content to players through LAN, Internet, modem or satellite.

3. Playback: InfoChannel Player 3
   View content on plasmas, TVs, video walls or kiosks. Then feed back data for ad revenue and system status.

Scala® InfoChannel® 3 is a complete production and playback system for local broadcast and closed circuit TV channels. It's a flexible and easy to learn tool to create, schedule and broadcast quality programming right from a desktop PC. Faster than newsletters and more eye-catching than email, Scala software can improve communication throughout your organization and the entire community.

The InfoChannel 3 (IC3) product suite incorporates technologically advanced features that facilitate the rapid creation, deployment and monitoring of digital information across broadband transmission networks to dynamic displays, which are ideal for use in diverse environments such as the commercial, retail, industrial or hospitality industry, as well as government and education sectors. The IC3 solution builds on Scala's 15-year history of powerful, engaging, yet easy-to-use software.

InfoChannel® 3 WORKFLOW

InfoChannel Designer 3 comes with a variety of backgrounds for cable and corporate television applications, plus a selection of textured backgrounds, photographs, animation, sound and videos. Thanks to Scala's ability to map pixel-per-pixel to cutting edge plasma screens, designers can design well. Simply introduce your artists to the concepts of timing and screen transitions.

Authoring

InfoChannel Designer 3 gives you complete control over entire messages or parts of messages that are displayed. Choose by time, day of the week or date to start and end (daily in and out time) or set messages to appear at specific times and repeat at specific intervals.

Scheduling

InfoChannel Network Manager 3 allows for both central and regional control of content. It can be deployed on a variety of networks (LAN, dialup, FTP) and can be scaled to handle unlimited Designers and Players. Use with Broadcast Server to transmit via satellite.

NETWORKING

Broadcast Server

Video Or MPEG files

Realtime Time & Date

RUNNING TEXT

WAV, MIDI,
CD Audio, MP3
AVI, MPEG 1 & 2, QT,
Anim GIF, BMP, GIF, JPG,
WMF, PNG, TGA, TIFF, etc.

MAINTENANCE

InfoChannel Network Manager 3 is a simple point-and-click interface that lets you decide what content is played where and how it gets there. You can even do player system maintenance remotely. The Health Monitoring system in InfoChannel Network Manager 3 gives you an easy way to keep track of the status of all the Players in your InfoChannel Network.

TEXT FEED, QUEUE SYSTEM & LOGGING

InfoChannel Player 3 can receive continuously updated text files during run-time. News, weather, schedules, sales numbers and other data can be dynamically displayed. Players can record log files, report event times, and label user-specified screens. Logs can then be remotely collected from a central location to measure kiosk usage or advertisement run times. Some ideas include … News, Weather & Sports, Stocks, Sales Numbers,

SCALA INFOCHANNEL 3 ILLUSTRATED

SAMPLES

Corporate Channel

Hospital Channel

Shopping Channel

Hotel Channel

InfoChannel® Designer 3

Authoring and Scheduling

Seamlessly combine text, graphic, sound and video into broadcast-quality multimedia on the computer. InfoChannel Designer 3 allows users to author and schedule professional media in an attention-grabbing environment for virtually any type of display application. From retail dynamic signage to government and education to business communications, InfoChannel Designer gives users more creative control with the files they already have produced with other industry-standard applications. Be confident of the work being sent out thanks to unlimited levels of undo and multi-lingual spell check. When complete, content is then distributed to cable headends, kiosks, or remote screens using InfoChannel Network Manager 3.

InfoChannel® Network Manager 3

Scalable Distribution and Administration

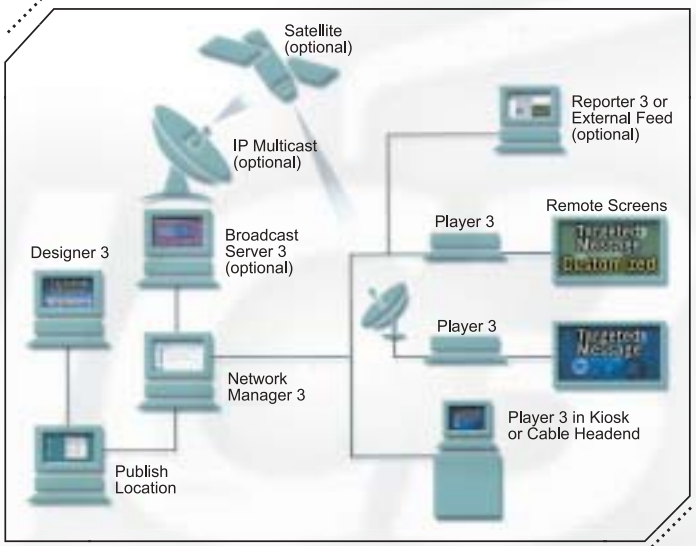
InfoChannel Network Manager 3 is a server-based application that schedules the transmissions of multimedia content to hundreds, even thousands of display monitors (plasmas, TVs, kiosks) from a single desktop. Advertising, news, training or virtually any other visual communication can be easily distributed to InfoChannel Players via any standard Windows-based network. Content created using InfoChannel Designer 3 or InfoChannel Reporter 3 can either be automatically or be scheduled to be routed to the intended players.

InfoChannel® Player 3

Dedicated 24/7 Playback with Confirmation

InfoChannel Player 3 provides stable reliable multimedia playback for virtually any environment including retail Dynamic Signage,corporate communications, cable TV, government, or transportation. Users can create content using InfoChannel Designer 3 or Reporter 3, and broadcast using Network Manager 3 (and Broadcast Server 3 for satellite/multicast). The player will continuously run and update the content on Dynamic Signage displays including plasma, TV or kiosks. Text, graphics, sound and video can be dynamically scheduled and customized at each location.

NETWORK ARCHITECTURE



SYSTEM REQUIREMENTS

- Pentium® III or Celeron® 633+
- 256+ MB of RAM
- 1+ GB of free hard disk space
- Windows® 2000 Service Pack 2 or XP
- Internet Explorer® 5.5+ Service Pack 2
- DirectX® 8.0a or better
- PC SVGA card with 16+ MB of video memory and DirectX support with WHQL® certified drivers
- DirectSound® supported sound card with WHQL® certified drivers

MEDIA SUPPORT

- BMP, IFF, PCX, TGA, TIFF, WMF
- GIF, JPEG, 32-bit transparent PNG
- MPEG 1 & 2, AVI, QuickTime® 3
- AnimGIF, FLC, FLI
- WAV, MP3, MIDI, CD Audio
- TrueType® and ScalaType
- Windows Script Host support

InfoChannel® Player 3

Add thousands of remote screens, kiosks, or cable channels.

Playback Highlights

- Stable and reliable playback 24 hours a day, 7 days a week.
- Ability to update on-air without interruption.
- Smooth full-screen playback with hundreds of transitions.
- Most on-screen effects controllable by direction and speed.
- Versatile layering of text with standard video and graphics.
- Unlimited mixing of digital audio tracks.
- Seamless playback of digital video or live feeds.
- Optional add-ons to control VCRs, switchers, other devices.
- Interactivity perfect to drive kiosks with touchscreens.
- Real-time data insertion for news, weather, etc.
- Newswire services also available.
- Play at virtually any resolution or aspect ratio, even portrait.
- Should a problem ever arise, Players will reload upon reboot.
- Pulls content intelligently from InfoChannel Network Manager.
- Sends back confirmation for centralized health monitoring.

InfoChannel® Designer 3

Create professional broadcast multimedia for any display system.

Authoring Highlights

- Easy to use interface that takes just minutes to learn.
- Scheduling of events for time, day, month and year.
- Drawing tools and texture tiling.
- Real-time image processing, opacity and alpha channel control.
- Data-driven text crawls with controllable direction and speed.
- Text anti-aliasing, formatting, and rotation.
- Interactive buttons, variables and branching without programming.
- Logging of events for ad billing and error tracking.
- Multiple level undo and spell check.
- Windows Script Host ties in databases (XML, JavaScript, VBScript).
- Schedule control of devices remotely via serial port.

Publishing Highlights

- InfoChannel Network, CD-ROM, Stand-alone file, HTML, Video, etc.
- Print in a variety of layouts with configurable title and page settings.

InfoChannel® Network Manager 3

Schedule and broadcast content to your own network.

Distribution Highlights

- Easy to use distribution software utilizing FTP or UNC.
- Content can be stored on multiple independent sites.
- Players can be instructed to send or receive content.
- Schedule or trigger transmissions by updates in content.
- Remotely administer files, clock, reboot, etc.
- Network monitoring shows status of remote Players.
- Set up email notifications for when a problem arises.
- Install updates remotely for active subscribers.

Enterprise Edition Features

- Administer the network via the web from any PC.
- Group Players by geography, demographics, etc.
- User accounts have passwords and access levels.
- Both manager and observer can log on simultaneously.
- Expand to satellite with InfoChannel Broadcast Server.

InfoChannel® Reporter 3 (optional)

Make local updates in minutes within a simplified interface.

Localization Highlights

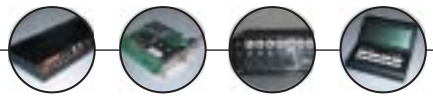
- Provides familiar text-field interface for less creative users.
- Use dozens of pre-defined templates or create your own.
- Import sound and photos and schedule messages.
- Longer messages automatically expand into additional pages.

InfoChannel® Broadcast Server 3 (optional)

Send content instantly worldwide in a single transmission.

Broadcasting Highlights

- Transmit cost effectively to single or groups of Players.
- Supports multiple networks such as satellite and IP multicast.
- Confirmed delivery of content and error checking.
- Send data via redundant transmissions or back-channel.



InfoChannel® 3 Extensions

Extend your system with plugins to control other hardware.

- RS-232 control of genlocks, switchers, weather antennas, and more.
- Broadcast live video feeds in a window with dedicated TV Tuners.
- Custom serial port protocols are programmable or built to order.

SCALA® broadcast multimedia

InfoChannel® 3

The Power to Communicate

Third Party Products Complement the Scala Solution

Ars Media

To help speed your creative workflow, Ars Media has developed a new plugin for Adobe® Photoshop® that allows graphic artists to export editable PSD files directly into Scala script. Also be sure to peruse their website for custom transitions and backgrounds to help you get the most out of Scala InfoChannel.

For more information, contact:
Ars Media
www.arsmedia.tv

DialAlert®

DialAlert lets school and cable administrators call into their InfoChannel system at the office and update the local station – by phone! Select from up to 99 preset messages to display. An advanced version is also available to squeeze existing content vertically in order to fit a message at the bottom just like the pros.

For more information, contact:
Satellite Tracking Systems
www.dialalert.com

EdgeCastNET™

EdgeCastNET takes the power of InfoChannel to the Internet. Update scripts remotely from any location by filling out a few simple template entries. Even upload pictures from the field. Then render your station's content to a website for all to see, either on TV or the web. EdgeCastNET is the best way to get everyone onboard.

For more information, contact:
Alpha Video
www.alphavideo.com

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