

## ARCHI-TECH Magazine Awards Scala with its 2005 AV Award for VisTaTech – Schoolcraft College

Exton, PA. (PRWEB) July 13, 2005—Scala, Inc. ([www.scala.com](http://www.scala.com)), recognized as the world's leading software platform for digital signage, today announced that ARCHI-TECH magazine has awarded Scala with its 2005 AV Award for the VisTaTech – Schoolcraft College.

Scala's InfoChannel<sup>®</sup> plays an integral part in Schoolcraft's overall communications strategy to communicate with students and staff alike. Campus monitors in every hallway provide students and staff with constant information about daily events, seminars and upcoming activities. A local cable connection broadcasts the same information to constituent communities.

The newest landmark on Schoolcraft College's campus, VisTaTech is a technology-rich venue for training, business meetings, corporate events, innovative learning, and culinary arts education. VisTaTech is the result of a \$27 million addition to, and renovation of, the Waterman Campus Center, which for years has served as a gathering place for the college community.

VisTaTech is home to Schoolcraft College's award-winning Business Development Center and its acclaimed Culinary Arts Department. The facility includes meeting spaces for large and small groups; advanced telecommunications technology throughout; flexible furniture configurations; on-site catering services; and some of the nation's most advanced instructional kitchens.

"As an integral part of the advanced telecommunications system in our VisTaTech Center," says Kathleen Hulik, communications coordinator, "a special video wall greets visitors just inside the building's entrance with information about the day's events. The video wall consists of four 40" by 30" monitors. Because of Scala's InfoChannel<sup>®</sup> versatility, event specific content containing company logos and welcome messages are routinely included in messages on the video wall."

"Scala's InfoChannel<sup>®</sup> system allows control over messages distributed to network TV and Plasma displays across the hall or across the campus," says Paul Tyson, technical specialist for Tel Systems, a Scala certified Value-Added-Reseller. "Scala allows us to design info-messages complete with photos, graphics, stylized text, audio and video, then transmit those messages using existing network infrastructures".

"It's really rewarding to the entire Scala team to see our platform be chosen as the campus communication standard by Schoolcraft College," said Gerard Bucas, Scala President and CEO. "It is rewarding to know Scala is contributing the success of the leaders of tomorrow."



VisTaTech Center



Waterman Campus Center



VisTaTech Dedication

In partnership with ICIA/InfoComm, ARCHI-TECH magazine will present the 3rd Annual AV Award winners with full-length, in-depth feature stories of the winning projects in the July/August issue of ARCHI-TECH magazine.

### About Scala, Inc.

Scala, Inc. ([www.scala.com](http://www.scala.com)) pioneered the industry of digital signage in 1987, and is today headquartered near Philadelphia, Pennsylvania, with operations in California, the UK, The Netherlands and Japan. As flat panel and networking technologies catch up with Scala's vision, Scala finds itself with over a 15-year head start, helping it to win some of the largest digital signage engagements and most respectable partners in the industry. Companies that are implementing their digital signage equipment on the Scala InfoChannel 3 platform include Tesco, Best Buy, T-Mobile, ShopRite, Virgin MegaStore, Bloomberg, Kiwi, Azizia-Panda Supermarket, McKee Foods, Burger King, Muvico, Warner Brothers Movie World, RaboBank, Nedbank, Santiago Airport, Dubai Airport. A network of over 250 Value Added Resellers across the globe offer Scala InfoChannel® solutions, and constitute our sales and support force that extends to every continent but Antarctica.

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