

SCALA

A **STRATACACHE** COMPANY

ELEVATED AUTOMOTIVE RETAIL EXPERIENCES

Solutions that Unify the Commerce Experience

CONFIDENTIAL

Redefine the Car Buying Experience

The modern car buying experience needs to meet the expectations of today's well-informed, tech savvy shoppers. Traditional signage misses the opportunity to truly capture attention and customize the experience. Scala's technology — a powerful combination of digital signs, AI and sensors — elevates with actionable insights and advanced intelligence. Give your customers a memorable showroom visit and create a deeper brand connection.

Higher-impact visuals and points of interaction tap into the excitement of the buying journey. Taken further, integrate new sensor-based insights with data you're already collecting and deliver a deeply personal shopping experience- from at-home CTV ad viewing, to the outdoor lot, to the showroom.

One-to-one Personalization with Online & In-Store Data

Bridge online data with in-store experiences.

- 6 Digital Welcome
- 9-10 Guided, Personalized Product Exploration
- 11 Endless Aisle
- 12 Assisted Selling

Add Insights on Customer Needs and Preferences Every Step of the Journey

Transform traditional signage and existing tech stack with sensor-based, real-time data.

- 3 Advanced Data Capture
- 4 Data Driven Customer Interactions
- 14 Tailored Conversations
- 15 Digital Intake
- 16 Digital Check-In

Modernize, Automate & Increase Efficiencies

Extend back of house service with digital solutions.

- 18 Advanced Data Capture
- 20-22 Immersive Collaboration

Deeper Awareness, Engagement & Higher Conversions

Reinforce brand value and deliver continuous awareness in and outside the dealership.

- 2 Large Format Outdoor Signage
- 5 Indoor Video Wall
- 17 Dynamic Digital Solutions
- 23 Unified Commerce
- 25 Hyper-Targeted Connected TV

CONFIDENTIAL

Customer Journey

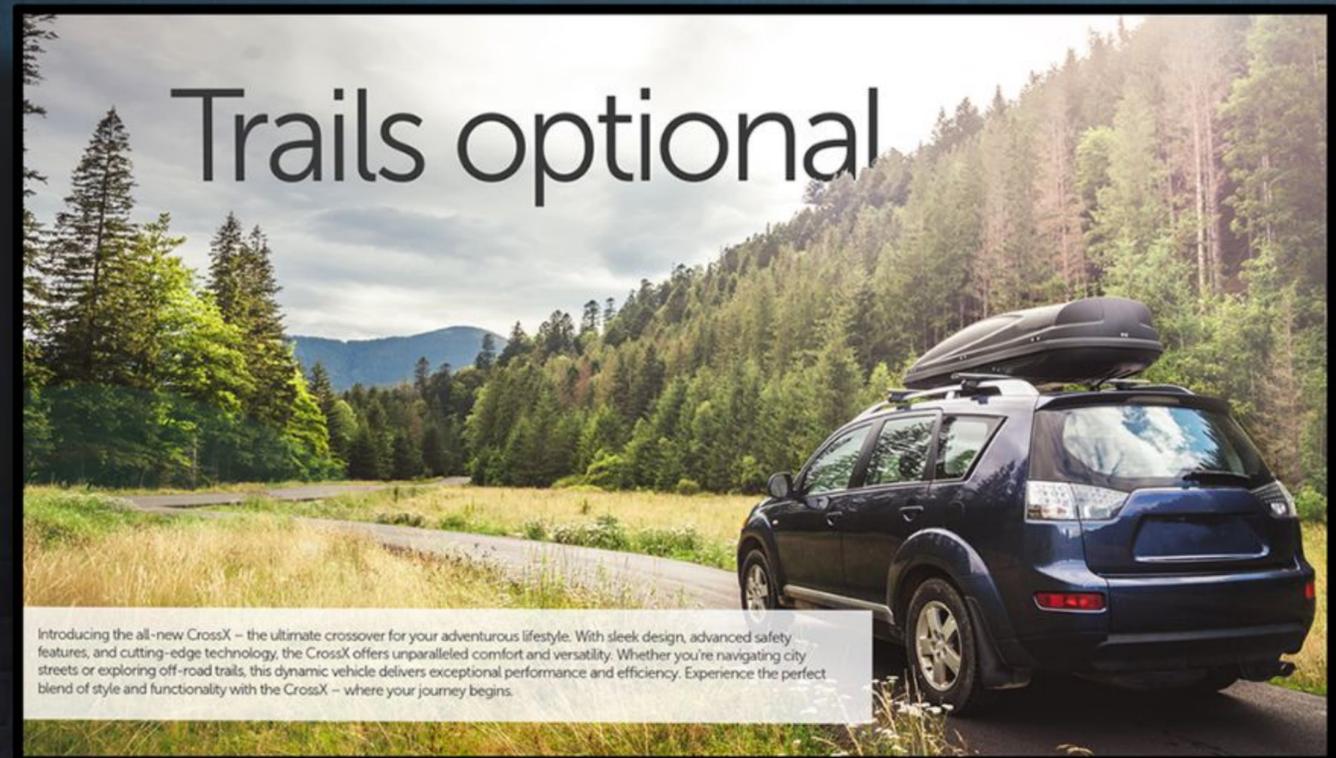
A seamless, data-driven path from at-home to in-store purchase.

Engage customers early with **personalized digital CTV advertising**, enhancing brand connection across their journey.

SCALA Solutions:

A STRATACACHE COMPANY

Scala's integrated digital solutions optimize **every touchpoint** – front CTV ads to showroom interactions.





Large Format Outdoor Signage

Attract and inform passersby with high-impact visuals.

HD outdoor displays dynamically showcase inventory, deals, and financing options, enticing dealership visits.

SCALA A STRATACACHE COMPANY Solutions:

Data-driven **content updates** ensure **local relevance** using current inventory and market data.

Advanced Data Capture

Unlock customer insights from the moment they arrive.

Sensor-based **real-time data collection** tailors experiences to individual shoppers.

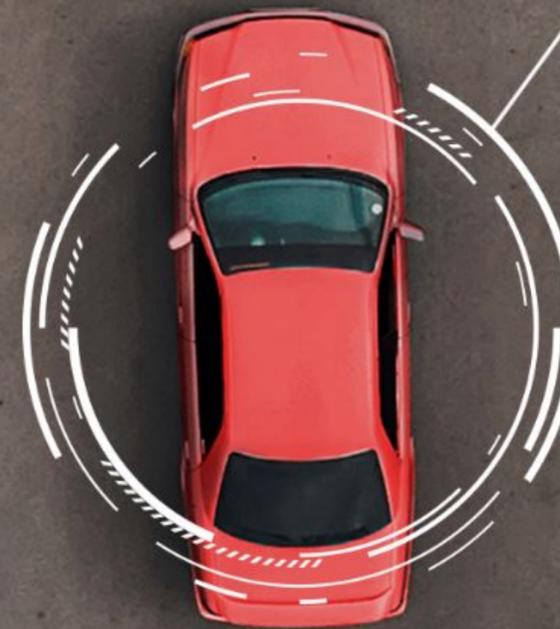
SCALA  **Solutions:**
A STRATACACHE COMPANY

Geofencing, cameras, and sensors provide actionable insights for sales and service teams.

- Year: 2019
- Make: Dodge
- Model: Challenger

Available Service:

- Brake Replacement
- Transmission Flush





Data-Driven Customer Interactions

Attract and inform passersby with high-impact visuals.

Data and AI-powered dashboards equip sales teams with **customer preferences and history for tailored interactions.**

SCALA  **Solutions:**
A STRATACACHE COMPANY

Integrate online and on-lot data for seamless, personalized engagements.

Indoor Video Wall

Elevate the showroom experience with immersive digital storytelling.

Large-scale **ultra-HD** displays amplify customer excitement and engagement.

SCALA Solutions:

Dynamic **content strategies** adapt messaging based on customer data and showroom conditions.





Personalized Navigation & Recognition

Make every customer feel recognized with tailored greetings and intuitive navigation.



Digital totems and overhead displays provide **personalized messaging and seamless wayfinding.**

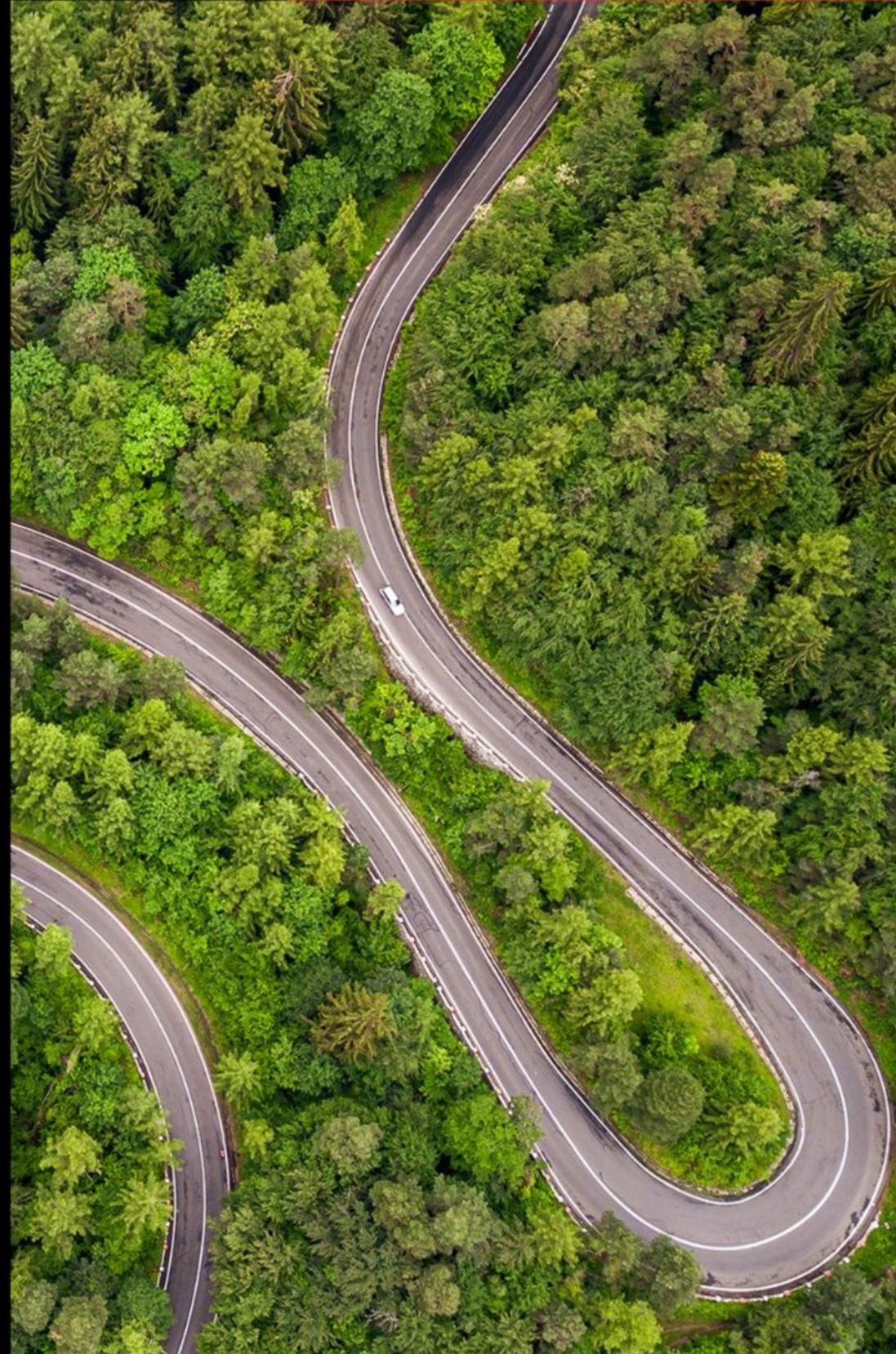
SCALA Solutions:

Intelligent CMS playlists **dynamically adjust content** to enhance the customer journey.

The Path Forward

The customer's end goal defines the next phase of the journey - ask questions, learn more about the brand and options

- **Purchase Experience**
- **Service Experience**
- **Premium Services & Support**



Purchase Experience

Guided Product Exploration

Interactive kiosks enhance product discovery.

Customers are empowered to explore inventory and customize selections before engaging sales staff.

SCALA  **Solutions:**
A STRATACACHE COMPANY

Data-informed and AI-powered kiosks pull from research history and in-lot data to suggest relevant options.

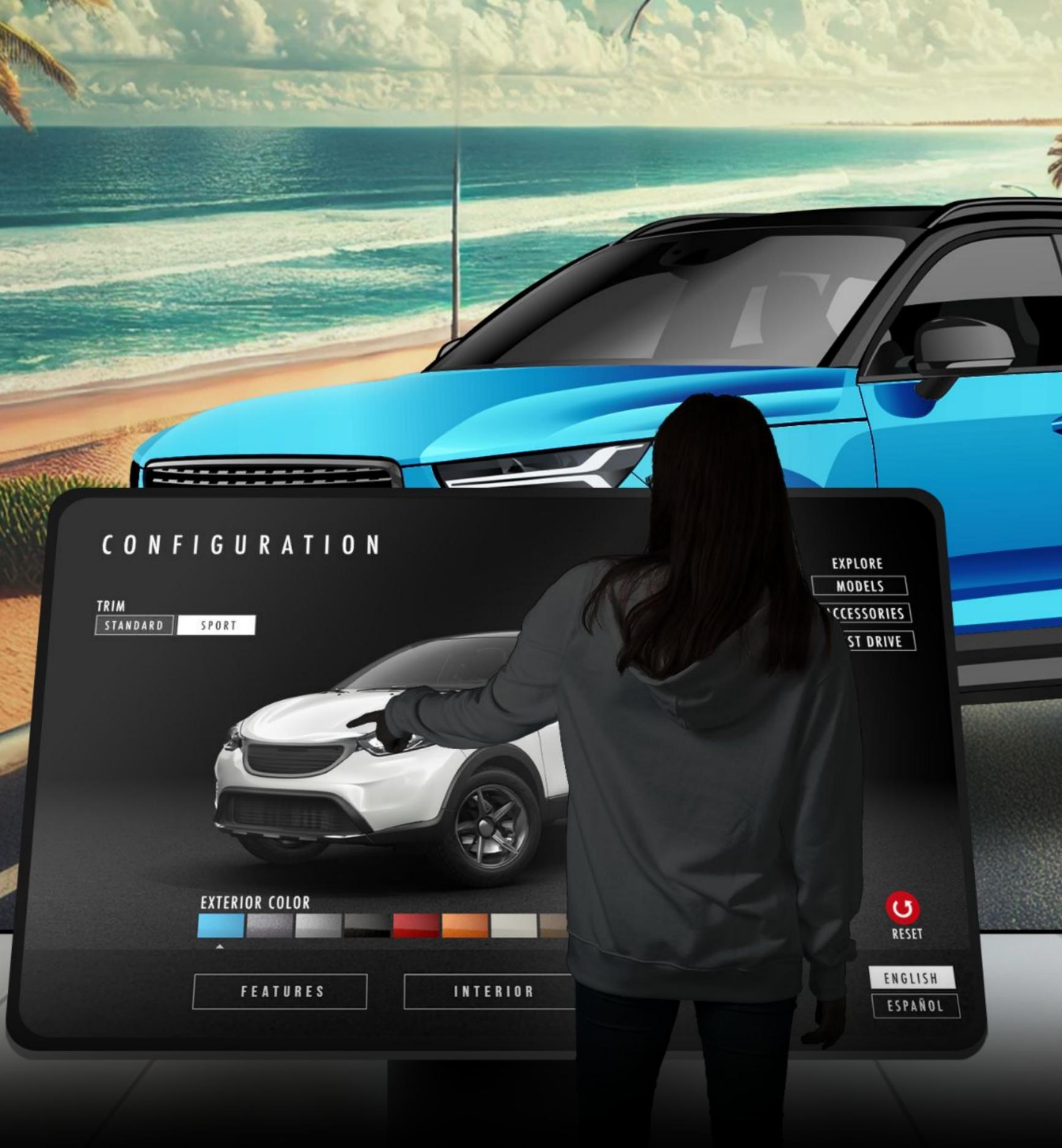
Personalized Experience

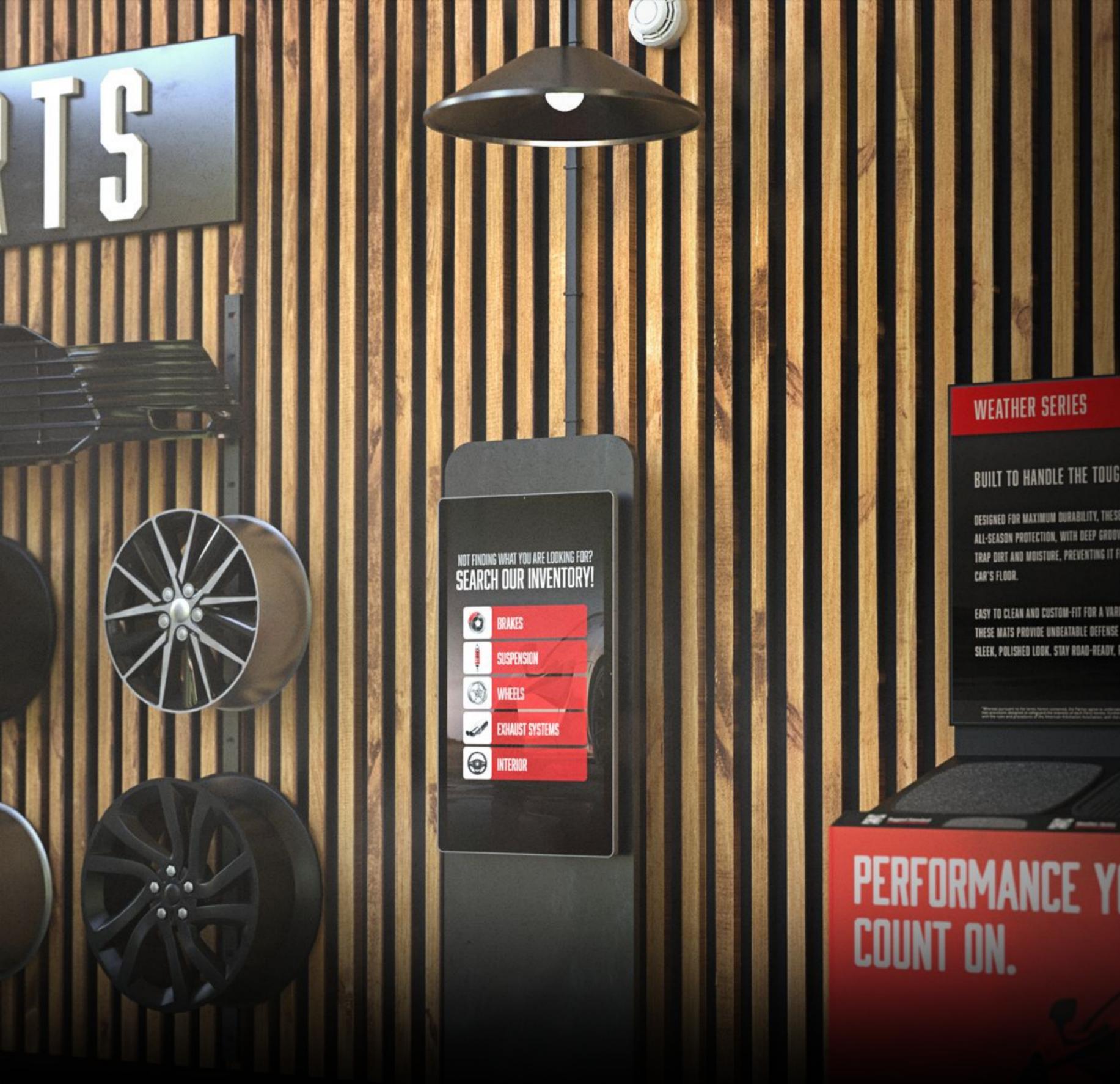
Tailor the showroom visit for a **memorable, immersive experience.**

A **customization kiosk + dynamic video wall** creates an experiential, high-impact buying process.

SCALA A STRATACACHE COMPANY Solutions:

Customer selections **trigger live updates** across digital displays and mobile integration.





Endless Aisle Experience

Seamlessly bridge online and in-person shopping.

Kiosks display full inventory, including unavailable showroom items, enhancing product discovery and upsell opportunities.

SCALA Solutions:

Real-time CMS updates allow instant purchases and personalized recommendations.

Assisted Selling Kiosk

A “lift and learn” experience for high-value items.

Customers compare products dynamically, triggering **on-screen feature insights**.

SCALA  Solutions:

“Lift and Learn” technology enables hands-on comparison with product guidance.



Tailored Conversations

Sales teams receive customer insights instantly for personalized insights and conversations.

Customer preferences sync to sales devices, optimising upsell opportunities.

SCALA  **Solutions:**
A STRATACACHE COMPANY

QR codes + cloud integrations transfer customer configurations to sales associates.



Parts & Service Experience

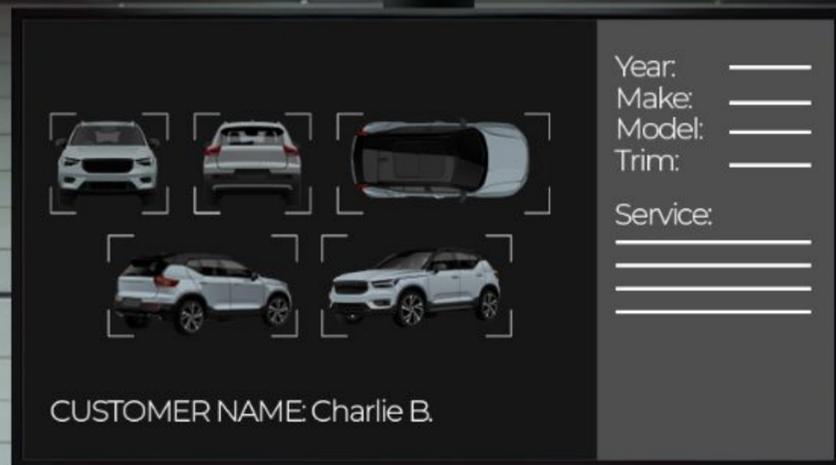
Digital Vehicle Intake

Automate check-in for a faster, more accurate services process.

Hi-res cameras + sensors log vehicles instantly.

SCALA  **Solutions:**
A STRATACACHE COMPANY

Integration with **DMS and service tools** eliminates manual intake errors.



Year: _____
Make: _____
Model: _____
Trim: _____
Service: _____

CUSTOMER NAME: Charlie B.

Digital Check-In

A seamless self-service check-in with personalized recommendations.

Speed up **vehicle drop-off** while ensuring **tailored service options**.

SCALA Solutions:

Customers **confirm pre-filled service details** via email or phone number and complete check-in process.



Heat the Heat
20% OFF
Paint air conditioning
system inspection.



| MAINTENANCE SERVICES | |
|---------------------------|---------------------------|
| Air, cabin & fuel filters | \$39.99 |
| Battery | \$29.99 + cost of battery |
| Vehicle Inspection | \$49.99 |
| Fluid Services | \$24.99 |
| Basic Oil Change | \$69.99 |
| Manufacturer Schedule | \$249.99 |



Digital Menu Boards

Enhance waiting areas with engaging, upsell-driven content.

Digital displays **personalize messaging** based on customer and vehicle data.

SCALA  **Solutions:**
A STRATACACHE COMPANY

Data integrations and intelligence triggers **hyper-relevant promotions.**



The digital menu board is divided into three sections. The left section features a car wheel and the text 'Beat the Heat 30% OFF 25-point air conditioning system inspection.' The middle section shows a sun icon and '93° Party Cloudy Heat Advisory'. The right section is a 'MAINTENANCE SERVICES' menu with a list of services and prices.

| MAINTENANCE SERVICES | |
|---------------------------|---------------------------|
| Air, cabin & fuel filters | \$39.99 |
| Battery | \$29.99 + cost of battery |
| Vehicle Inspection | \$49.99 |
| Fluid Services | \$24.99 |
| Basic Oil Change | \$69.99 |
| Manufacturer Schedule | \$249.99 |

Digital Service Tools

Equip service teams with **intelligent digital guides**.

Ruggedized tablets provide real-time repair workflows, part ordering, and video support.

SCALA  **Solutions:**
A STRATACACHE COMPANY

Data and Machine Learning-driven **process automation** reduce errors and improve efficiency.

Premium Services & Support

Immersive Collaboration

Transform consultations into interactive, hybrid experiences.

X2O OneRoom™ solutions unite in-person and remote discussions.

SCALA A STRATACACHE COMPANY **Solutions:**

Multi-camera, interactive whiteboards, and real-time analytics optimize engagement.





Immersive Collaboration

Deliver **seamless, data-driven continuity** across the customer journey.

Personalization extends from online to on-lot interactions.

SCALA A STRATACACHE COMPANY Solutions:

Smart content triggers ensure relevant messaging across every screen.

Immersive Collaboration

Seamlessly blend in-room expertise with remote expertise.

X2O OneRoom™ connects customer with specialists for high-ticket repairs, ensuring hands-on interaction with OEM-certified parts while reinforcing trust and brand value.

SCALA  **Solutions:**
A STRATACACHE COMPANY

Multi-camera views, in-room tracking, and real-time analytics create an interactive, data-driven hybrid consultation experience.



Unified Commerce

Keep customers engaged with personalized at-home promotions

Hyper-targeted ads reflect **real-time customer interests** post-showroom visit.

SCALA  Solutions:

Machine Learning and data-powered audience targeting delivers tailored CTV campaigns.





Scan to
Schedule
Today

FREE
Tire Rotation
with any scheduled service



*Hypertargeted
Ad Content*

Did You Know?

Tires have an average life
of 50,000-60,000 miles.

**Save
up to 30%**

on sets of 4 select tires



Scan to learn more



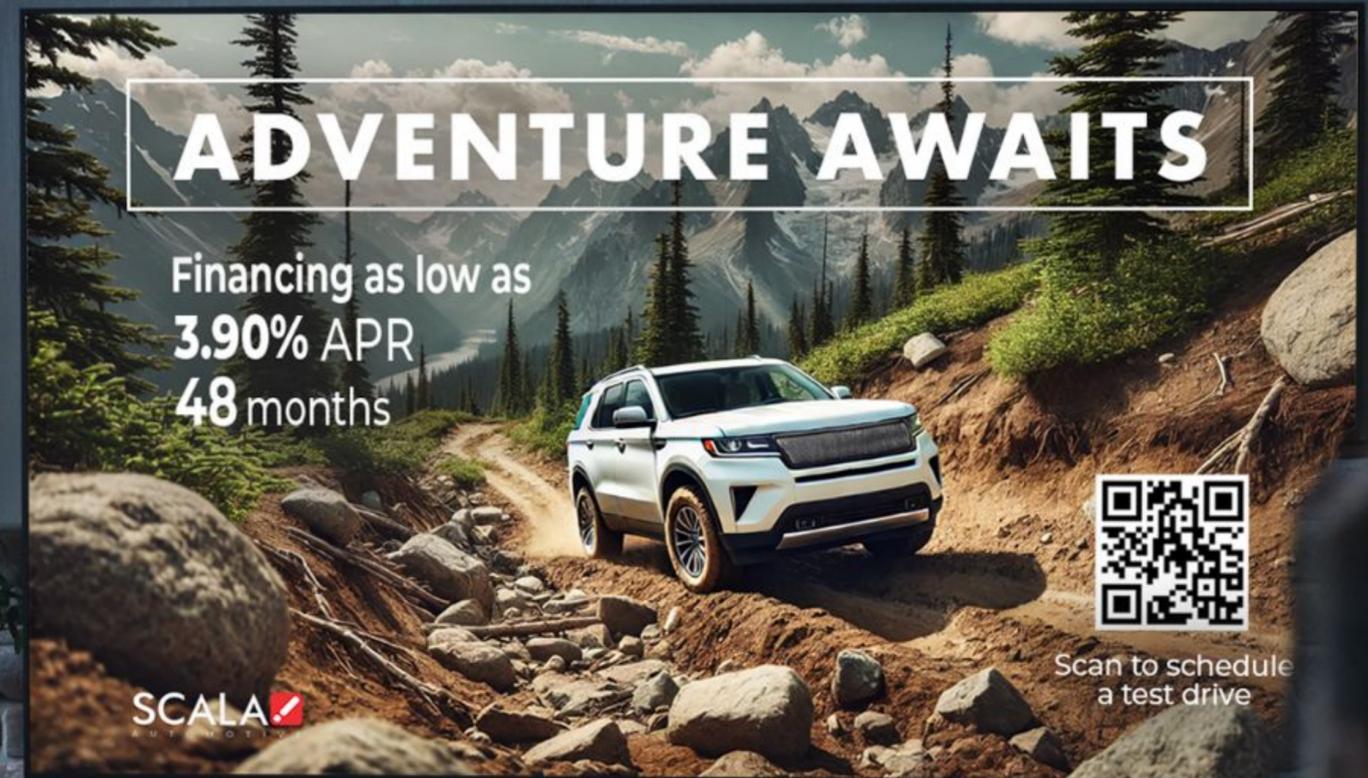
Hyper Targeted Connected TV

Keep buyers engaged with personalized promotions at home.

Data-driven **hyper-relevant ads** reinforce interest by tailoring streaming promotions to customer preferences.

SCALA Solutions:

Machine learning analyzes purchase behavior data to **deliver personalized CTV advertising**, seamlessly continuing the buying journey.



THANK YOU



Scan to learn more



Copyright © 2025 Scala All rights reserved.

CONFIDENTIAL