

# Bonalba Golf

## Golf TV at the Bonalba Golf Course in Alicante Spain

**Spain** – The Bonalba Golf Course, with 18 holes, was created as a part of an enterprising Real Estate

**The Bonalba Golf Channel Informs and entertains its 60,000 visitors**

Project. The Golf Course is located close to the Mediterranean in the Municipality of Mutxamel, in Alicante (Spain).

Each year more than 60,000 golfers visit the course. The golf



course implemented this new and powerful communications system based on the Scala InfoChannel® platform, with the central purpose to facilitate the communications with its visitors and gain benefits from the

advertising channel. ASVideo, a Scala® Certified Partner, has been contracted by DIM, Digital Inform Mediterraneo; the investor of the Golf Channel. ASVideo, in a network manager



role, provides a turnkey solution, creating content, controlling scheduling, maintaining hardware and software and administering the system for the golf course.

The Bonalba Golf Channel is composed of 42" NEC plasma screens and a projector in the Club House. The screens are placed at the high traffic areas of the Golf facility including the main entrance, the bar, the restaurant and at the Pro Shop.

To maintain the attention of the

visitors to the screens, ASVideo developed a script that keeps

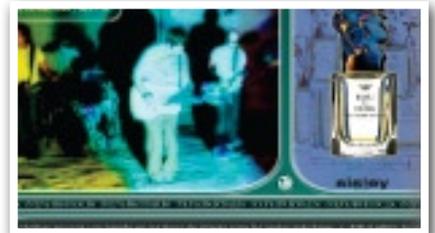
**In the future more Digital Gold Channels will be deployed through Alicante**

playing the Golf Canal Plus Satellite Channel.

"The Golf Course visitors will be able to view their favorite sport on the screens", says Javier Menéndez, ASVideo General Manager. "In addition, the screens show advertising, Bonalba Golf Information and news through a RSS feed".

"Special content has been added as linked content to an external data base about the golfer's tee times through a RSS feed."

Bonalba Golf TV is the first Golf



Course Digital Signage Channel

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in Spain. DIM in cooperation with ASVideo will develop another 2 or 3 more Golf Channels in 2006 and in the future a Digital



Signage Channel in all of the most important Levante Cost Area Golf Courses.

### About ASVideo

ASVideo founded in 1989 as a Video production company is involved in video production, editing and content creation for corporations throughout Spain, including pharmacological companies and hospitals.

In 2003, ASVideo created a new division specifically dedicated to content creation for interactive applications for the Digital Signage marketplace.

ASVideo's point of view is that in a near future, when screens will not be commonplace you will need a reason to keep attention on the screen,

interactivity is that reason.

In 2004 ASVideo choose Scala InfoChannel® as the Digital Signage application, because it was the only solution that satisfied ASVideo's requirement for quality content creation.

### About Scala Inc.

Scala, Inc. ([www.scala.com](http://www.scala.com)) is the world's leading provider of software for digital signage software used in retail, education, entertainment, government and other industries. The company's cutting-edge multimedia software platform powers thousands of digital signs around the world including the digital signage networks of Tesco, Best Buy, T-Mobile, ShopRite, Virgin MegaS-



tore, Bloomberg, Burger King, Kiwi, Azizia-Panda Supermarket, McKee Foods, Muvico, Santiago Airport, RaboBank and Warner Brothers Movie World. Since InfoChannel is proven,

scalable, and easy to manage, it is the platform of choice for many digital display networks ranging in size from one screen to thousands of screens with uses including ad-



vertising displays, touch screens, retail TV, LED billboards, lobby signage, digital menu boards, interactive kiosks, and more. Scala, Inc. pioneered the industry of digital signage in 1987, and is today headquartered near Philadelphia, PA with operations in California, the UK, Norway, The Netherlands, China and Japan.