Theme Park in Madrid Shows Off Scala's True Interactive Digital Signage power

Madrid, Spain -- Warner Bros. Movieworld, the worldwide-known Theme Park chain adopts the power of interactive digital signage to deliver a first of its kind In-Location Interactive Channel in Madrid.

To answer the needs of Warner Bros. Movieworld Theme Park to provide quality information to

its visitors, six 42-inches tactile plasma screens, encased in custom designed protection stands and strategically placed in every themed zone of the park were commissioned from and installed by Scala specialist ASVideo. At any time, and with a finger press, they instantly deliver information about Rides Queue Times, Restaurants Availability, Shows Timetables, Shopping Items and Interactive Advertising, as well as directions for any and every item inside the park.

Thanks to the data integration abilities of Infochannel 3, a custom data input program was developed to enable the park staff to enter locally relevant information that is instantly displayed on all the players. The content draws on Scala's state of the art multimedia power, enabling a simple and clear yet effective design. Only Scala could deliver to the customers a very fast access to dynamic information in a cartoony Hollywood style so easily.

Thanks to this new Digital Signage network, visitors flux in the Theme Park has been dramatically regulated allowing customers to decide what and where to see from distant places: This means less queues along the rides which means a higher satisfaction rate for the visitors and higher profits for the park operator.

"Digital Signage networks increases satisfaction rates and this translates into higher profits."

A typical journey in the park would be like this... So you've just finished your ride in Wild Wild West Coaster and want to know where to go next: Ok. One simple touch into the advertising loop of the Old West Terminal and there you are:

only 5 minutes queue in Acme Tours, in front of 25 minutes queue in The Riddler's Revenge. So let's head to Cartoon Village (We'll see when we're done if there's less people in SuperHeroes World). By the way: We have to go left. Once we are near, we'll ask the Cartoon Village terminal for more directions.

But you're hungry then. (Wow, that was a mile!) Let's see. We'd like a hamburger. Ok. Porky Pig's Diner is half-empty and right in front of us. Besides, we can use this opportunity to have a look at The Lethal Weapon Show Timetable so that we won't miss it.

Distributed along 5 theme worlds

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(Hollywood Boulevard, Cartoon Village, Old West, SuperHeroes World, Movieworld Studios) one can ask for any item you might want to look for inside the park and receive detailed directions.

The content itself was totally developed by ASVideo using the invaluable Scala Infochannel tool, proving again to be the only capable and versatile tool needed to deliver the very high quality standards required for this system. But that is not the end of the story. ASVideo also designed, built and customized the stand for each displays to fit its external appearance according to the zone they were installed into while making sure they resist changing weather conditions and a stampede of visitors.

More than 1,000 touches on each plasma screen in an average day, sustained over a daily 12-hour continuous operation

schedule show the robustness of the platform, also allowing for the complete automation of the

scheduled power switching of the whole system on a daily basis.

As far as billing is concern, the simple but efficient logging facility offered by Scala makes it possible to efficiently control with a playback proof what information was shown and when its was accessed. Ad insertion happens while the consumer is using any of the various services provided through the plasma display, therefore capturing her attention and producing a powerful impact, reinforcing the message of advertisements shown during the idle loop.

ASVideo monitors, operates and controls the IC3 network from its offices, in Madrid. Editing and designing is done on demand and delivered smoothly thanks to the smart and efficient InfoChannel Network architecture. Thanks to the remote administration capabilities

of InfoChannel, for the Movieworld people and their customers, everything is just as transparent as it should be.

About ASVideo
Established in 1989 as the reference in Spanish Medical Audiovisual content producer, ASVideo evolved into an Interactive Multimedia Digital Signage Company in 2002.

About Scala Inc.
Founded in 1987, Scala pioneered the cable TV industry with software and services to allow users to create localized channels inexpensively. Today, Scala has grown to lead the corporate communications, retail dynamic signage, and interactive kiosk industries as well. With an unrivaled software suite to handle authoring, networking, monitoring, and logged playback, Scala has been the choice of tens of thousands of customers worldwide. Built on reliable and flexible network architecture, Scala software can support nearly any existing infrastructure from dial-up to LAN to Wi-Fi to satellite and terrestrial-based multicast networks. Scala's powerful and efficient storeand- forward design allows the control of unique content on a single cable head end or thousands of remote displays or kiosks from a single desktop PC without the constraints of streaming video.