

Novartis Pharmaceuticals

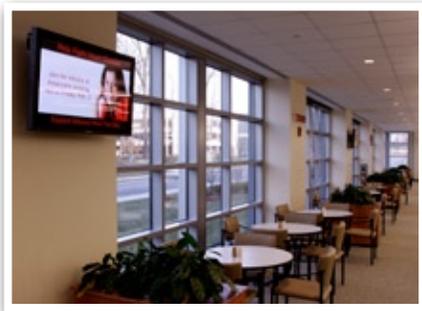
Novartis Pharmaceuticals Corp. Communicates with Employees Using a Digital Sign Network

Exton, PA -- Novartis Pharmaceuticals Corporation ("NPC" or "Novartis") in conjunction with Scala Certified Partner Advanced AV of West Chester, PA implemented a digital sign network to connect the 15 buildings

Digital signage network connects 15 buildings of the Novartis campus in East Hanover, NJ

of the 200 acre Novartis campus in East Hanover, NJ. The network, running over the Novartis local IP infrastructure, informs employees of company news, employee events, and benefits.

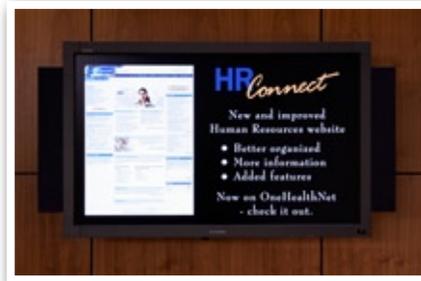
Prior to implementing the digital communication network the Internal Communications team employed foam core posters distributing them throughout the corporate campus.



Changing messages became

difficult and expensive. After a while, employees ignored the signage because they weren't relevant to the issues of the day.

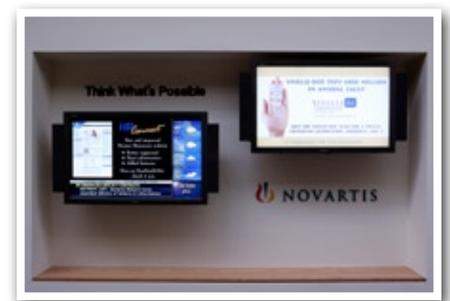
Novartis needed a better solution! The solution was a Digital Sign Network conceived through collaboration between Jim Morgenland, Associate Director, NPC Communications and Kris Vollrath, CTS, Director of Convergence Technologies of Advanced AV, a long-time supplier



to NPC. The goal was to develop a corporate network that provided real-time communications between the company and their employees while increasing employee awareness throughout the company. Also, Novartis needed to find a more cost effective solution over their current system.

The Novartis Digital Sign Network is currently composed of 18 -- 40" Mitsubishi LCD screens located in building lobbies, cafeterias

and break rooms. The network



took approximately 6 months to implement, including developing relevant content consisting of 1 to 1.5-minute message loop cycles, implementing IT protocols and installing screens. Advanced AV performed the initial implementation work for Novartis.

Upon implementation the cost of designing and printing signs was reduced by 90%

While evaluating the effectiveness of the network the Communications team concluded the messages must be relevant to the employee community. Corporate news and business issues were not enough to catch the interest of their employees, the messages had to be focused at the daily interests of their employees.

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“The implementation of our network represented a significant cost reduction and provided Novartis with the ability to communicate with our employee community on a real-time basis”, says Jim Morgenland of Novartis. “Upon implementation of the network, the cost of designing and printing signs was reduced by 90%. Additionally the cost of distributing and disposing of posters was eliminated.”

The network was conceived and managed using Scala’s InfoChannel® software suite. InfoChannel® provides a platform to develop customized message content relevant for a specific location and a specific audience, integrate corporate news and business issues and provide a real-time employee message board over the network.

Feedback from employees and corporate management alike is overwhelmingly positive. At first employees were somewhat apprehensive about the effectiveness of the network, considering past history with the foam core posters. Now, employees look forward to receiving the “news of the day” throughout the company.

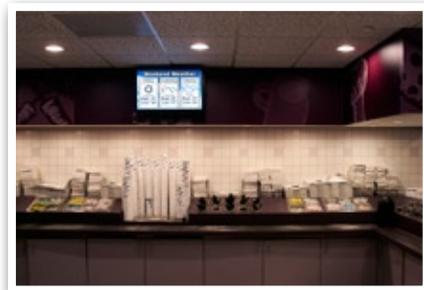
To further grow the network, Novartis has plans to connect its Suffern, NY manufacturing facility to the Digital Sign Network. Linking the Suffern



facility to the corporate network will provide Novartis the opportunity to provide real-time messages to all employees no matter where they are located connecting associates throughout the organization to the corporate culture.

Further growth of the network includes incorporation of an additional 10 buildings throughout the Novartis campus.

The Digital Sign Network has instilled itself into the fabric of life throughout Novartis. Corporate management is satisfied the network has met the goals set out at the onset of the project; better communication with their employees and reduction of corporate communications cost. Employees are happy because they are informed about the issues of the day and can use the system to create an employee community.



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About Scala, Inc.

Scala, Inc. (www.scala.com) pioneered the industry of digital signage in 1987, and is today headquartered near Philadelphia, Pennsylvania, with operations in California, the UK, Norway, The Netherlands, China 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.

About Novartis

Novartis Pharmaceuticals Corporation researches, develops, manufactures and markets leading innovative prescription drugs used to treat a number of diseases and conditions, including those in the cardiovascular, metabolic, cancer, organ transplantation, central nervous system, dermatological, gastrointestinal and respiratory areas. The company's mission is to improve people's lives by pioneering novel healthcare solutions.

Located in East Hanover, New Jersey, Novartis Pharmaceuticals Corporation is an affiliate of Novartis AG (NYSE: NVS) – a world leader in offering medicines to protect health, treat disease and improve wellbeing. Our goal is to discover, develop and successfully market innovative products to treat patients, ease suffering and enhance the quality of life. Novartis is the only company with leadership positions in both patented and generic pharmaceuticals. We are strengthening our medicine-based portfolio, which is focused on strategic growth platforms in innovation-driven pharmaceuticals, high-quality and low-cost generics and leading self-medication OTC brands. In 2005, the Group's businesses achieved net sales of USD 32.2 billion and net income

of USD 6.1 billion. Approximately USD 4.8 billion was invested in R&D. Headquartered in Basel, Switzerland, Novartis Group companies employ approximately 91,000 people and operates in over 140 countries around the world. For more information, please visit <http://www.novartis.com>.

About Advanced AV

Advanced AV is an industry-certified integrator of professional AV systems for business, education, government, and worship. Since 1991, they have set the standard for engineering-led AV systems integration and have remained on the cutting edge of emerging technologies, such as, rich media, digital signage, and streaming video. Their corporate headquarters is located in West Chester, Pa., with regional offices strategically located in Harrisburg, Pa. and Washington, D.C. More information about the company can be found on their website at www.advancedav.com.