SCALA

Corporate Background

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Introduction

Scala is in the business of developing software for *computer television* - software that people use to deliver information via television.

What information is used? Scala users combine information contained in video, sound, computer drawings, photos and animations, and data from sources such as news wires and corporate databases.

How is the information delivered? The information is normally delivered on TV screens, either as a presentation that people watch or as an interactive program controlled by the viewer. The information can also be projected or displayed on video walls.

What is Scala software used for? The Scala products are used for everything from authoring desktop presentations and video editing tasks to the creation of complex productions that combine sound, animation, and live-feed text with video. Scala's tools take care of scheduling and broadcasting the program on a network or interacting with people via a mouse, a keypad or a touch-sensitive screen.

What is Scala? Scala was founded in Norway in 1987, by Jon Bøhmer. The company was incorporated in the U.S. in 1992, with headquarters outside Washington D.C.

Scala has over 45,000 users in over 40 countries around the world and is already a recognized leader in its field. Scala has enjoyed a compound growth rate of approximately 200 per cent. Scala has captured a significant share of its market in Europe and is now repeating that success in the U.S.

Scala's mission

Scala is an international company that develops and markets computer based television information solutions. Scala's products are designed to achieve professional results with simplicity and speed. Our aim is to be the world's leading supplier of software for desktop video, multimedia and TV information systems.

Functionality of the Scala products

Scala products provide individuals and organizations the means of producing and playing back their own multimedia applications. Play-back of these applications can be either on-site or electronically distributed to remote sites.

Scala administrative and sales offices:

- Oslo, Norway
- Herndon, Virginia, U.S.A.
- Kenilworth, Illinois, U.S.A.
- Beaverton, Oregon, U.S.A.
- Copenhagen, Denmark
- London, U.K.
- Maastricht and Amsterdam, the Netherlands
- Brussels, Belgium
- Stockholm, Sweden

Scala Research and Development facilities

- Oslo, Norway
- Exton, Pennsylvania, U.S.A.

Strategic alliances

Today, television and communication companies such as TCI and Bell Atlantic in the U.S. are joining forces to create "information highways" that will link corporate information workers and will put the consumer "on line". The existence of these communication channels will make corporate networks and new consumer services possible. That, in turn, will create additional demand for the tools used to create programming - tools like Scala's.

In Europe Scala operates in close cooperation with *Thorn EMI Rentals* in 16 countries. In the United States Scala has formed an alliance with *Ameritech*, the regional Bell operating company covering Illinois, Indiana, Ohio, Michigan, and Wisconsin. Ameritech markets Scala InfoChannel as a means for their customers to run their own multimedia information networks.

Scala product line

Scala products provide a range of capabilities from basic to the most sophisticated that are available in the market. The Scala product family shares the HumanTouch interface.

Scala InfoChannel IC400

InfoChannel is Scala's primary information distribution product. InfoChannel makes it easy to update, schedule, and transmit information to an unlimited number of TV screens. It provides all of the authoring capabilities in MM300, to which it adds many advanced capabilities.

- *Scheduling*. Multimedia presentations or various parts of a presentation can be scheduled to appear according to time, day or date. This can include starting and stopping video players and other input devices. The scheduling function is useful when advertising special events and prevents information from getting outdated.
- *Master/Player architecture*. Master Stations are used to originate material, creating "scripts" of presentations. Scripts are then transmitted to Player Stations that plays the scripts for the local audience. This capability is essential for applications such as corporate information networks.

- *Information Feed.* InfoChannel can accept continuously updated text and picture information from other platforms such as mainframes. This is necessary for applications that require frequent, automaticf updating of information from sources including corporate databases and outside services such as news wires.

Scala MultiMedia MM100

An integrated, professional multimedia program, for presentations, interactive applications, and desktop video production. Starting with specially designed backgrounds, fonts, and symbols, the user can put together pictures, animations, text, and sound and add professional captions and scrolling titles. MM100 features unparallelled functionality and ease of use. *(For the PC platform. Available late summer 1994.)*

Scala MultiMedia MM300

This is a comprehensive multimedia authoring package for the Amiga, similar to the MM100 for the PC. Scala MM300 has been described by the computer press as the standard by which all other multimedia packages are judged. Some examples of key features:

- Hundreds of fast and smooth "wipes" (transitions)
- Fonts designed specially for the screen
- The Shuffler which allows the user to view the presentation as a grid of miniature pages that can be "shuffled" around
- Buttons allow the creation of interactive presentations with no programming involved.
- Snapload gets pictures and animations on the screen faster than any other product.

Scala MultiMedia MM210

A highly advanced and easy-to-use program for presentations, video titling, and interactive use. Some of the functions in MM300 have been left out, making this an extremely affordable product.

Scala Video Editor VE500

This package combines the software and hardware necessary to provide a professional video editing environment. VE500 can be used to control several professional VCRs from one computer. Users perform traditional video editing techniques through the HumanTouch interface. The full functionality of Scala MultiMedia MM300 is built-in.
(Available May 1994)

Scala Echo EE100

This add-on product makes Scala MM300 a desktop video system for family, school and entry level use. With the two products, a video camera and a VCR, the user has a complete desktop video system for editing and titling. OnePass operation eliminates a second pass to add graphics and text, retaining much more of the video quality.

Scala BackBone

Scala BackBone is the underlying technology that forms the basis of all Scala products. The term covers the multimedia operating system as well as Scala Lingua, Scala Snapload, the EXes, etc. Scala BackBone is independent of hardware platform.

Scala HumanTouch

All Scala products feature *uncompromised* ease of use. The Scala HumanTouch interface is fast, simple and intuitive, yet allows the user to access the full power of the most advanced Scala applications. HumanTouch proves that there is more to a modern, visually appealing graphical interface than buttons, menus and mouse-clicks. In addition to a modern, visually appealing graphical interface, HumanTouch provides logical, efficient ways of accomplishing even complex tasks.

The Scala technology

A Scala EX is a distinct but integrated program module which extends the capabilities of a Scala program. The user can configure his own multimedia system with sound cards, CD- ROMs, video cards, laserdisks, VCRs and other internal and external equipment. EX modules are strategically important to Scala because they give the company the ability to respond to changing markets, new products, and special user requirements without making a new release of base software. They are important to users because they make Scala products flexible - users are not locked into specific hardware environments.

The hardware platform

Scala products are available for Intel based PCs (late summer 1994) and for the Commodore range of video computers.

Some main markets

The broad market for Scala's products lies in the intersection of television, computers and communications. While the size of the market is not easily determined, there is no doubt that it is large and growing quickly. Scala's markets are segmented both vertically and horizontally.

Horizontal markets

Home users and hobbyists. This is currently the least significant market for Scala, although that may change as homes and hobbyists gain access to high-speed communications via cable television, ISDN or the new ADSL technology.

Presentation authors. These are people who create multimedia scripts for presentations, including interactive presentations. They may wish to deliver the presentation by simply playing its script on the multimedia computer, or, if it is not interactive, they may wish to write it to video tape for later playback on an ordinary VCR.An example of a typical user of this class is a hospital that creates a touch-screen information system for

patients and visitors in order to reduce the size of their reception staff. These users purchase MM300 or MM100.

Authors and managers of information systems. These users have requirements that go beyond the simple creation of scripts. In particular:

- Distribution of the presentation over a wide area other than just broadcasting it, as on a corporate information network.
- Integrating varying information such as timetables or database information.
- Varying the presentation according to a preset schedule, for example displaying reminders. ("The show will start in 3 minutes!")

High-end users like these are served by InfoChannel.

Vertical markets

Hotels. In-room information displays provide up-to-the-minute schedules for movies and events taking place in the hotel as well as information on services. These presentations are an important vehicle for the hotel to market its restaurants and other services. Scala systems are used in a large proportion of European hotels that offer such services.

Cable Television. Operators create programs for marketing pay-per-view and extra-cost channels. Community Channels present information and news. Educators produce classroom videos. Scala enjoyed its first success in this market, selling to over 150 operators in one 18-month period.

Public information. A wide variety of private and public sector users produce interactive information on kiosk programs and so on. For example, the University of Michigan uses InfoChannel to reach 15,000 students in dormitories and public areas.

Point-of-sale presentations. Businesses of many types combine road conditions and weather with information on promotions and new products at the point of sale. For example Esso places monitors behind the cash registers in service stations in Norway, and the Makro wholesale stores in Belgium use it to inform customers on new offers.

Corporate information networks. Large corporations around the world distribute information to employees via InfoChannel. Some of these are Philips in the Netherlands, Amoco oil company in Norway, Avesta Sheffield steel in Sweden, and J.C.Penney's and Xerox in the U.S.

Large screen information at arenas. Video walls and large screens are used to display current information, results and advertisements at football and ice-hockey matches, other sports events, concerts and shows. InfoChannel is delivered as standard software with some of these systems.

Interactive TV. In the new market for interactive TV Scala is emerging as one of the major players. Alcatel Bell uses Scala InfoChannel as their authoring system for interactive TV. Scala has also developed prototypes for other organizations. Scala will provide both authoring systems and playback software for various interactive TV set-top boxes.

Scala users

Thousands of users put together real-life applications with Scala programs.
A few examples:

- **Xerox**
- **Frankfurt Opera**
- **Philips Innovation & Technology Center**
- **McDonald's**
- **Université de Bordeaux**
- **Renault**
- **Avesta Sheffield Steel**
- **J.C.Penney's**
- **Waldstadion Frankfurt**
- **Stockholm Concert Hall**
- **Alcatel**
- **MGM Nordic Cinemas**
- **France Telecom**
- **Co-Op supermarkets**
- **Sydney Electricity**
- **Melbourne International Airport**
- **London Cable**
- **VSB Bank**
- **Ericsson Telecom**
- **The Norwegian Ministry of the Environment**
- **Bovis Construction**
- **All Hilton hotels in the Netherlands**
- **The Swedish Parliament**
- **Esso**
- **Scandinavian Airlines System**
- **University of Michigan**
- **Amoco oil company**

The Scala group

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