SCALA CONTENT MANAGER

Scala Content Manager is a powerful, server-based application for digital signage content distribution, scheduling and management that lets you control from one to hundreds, even thousands, of digital signage displays from a single browser interface. Template support, plan-based content distribution, timetables and playlists keep you in control of your network wherever you are in the world, from any internet-connected computer.

Easy-to-Use Interface – Navigate quickly with an intuitive and friendly web-based user interface

Templates – User-driven content templates make it easy to rapidly create engaging displays by simply adding your own pictures and text. Your design team can create templates using variable data fields that authorized users can later populate and preview through the Content Manager interface

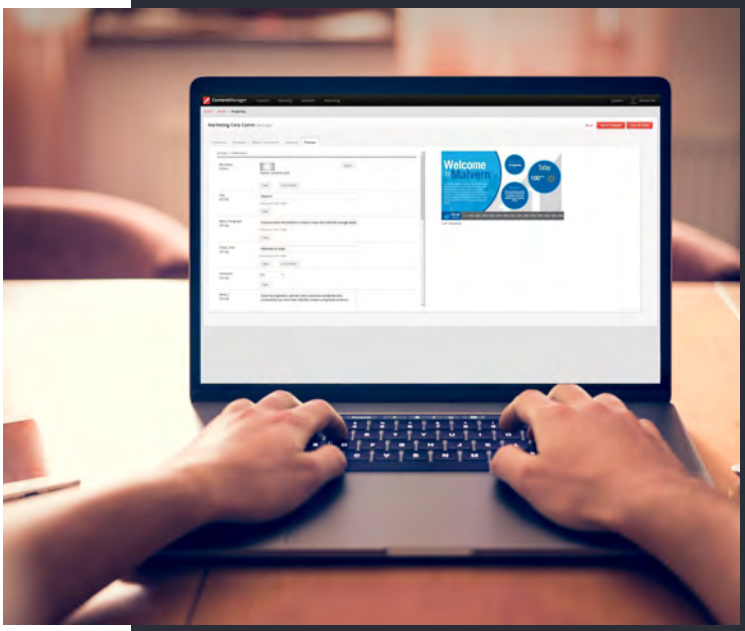
Media Management – Organize your content by file type, categories and metadata so everything is easy to find

Playlists – Create playlists using Scala scripts, messages, videos, HTML or static images

Sub-Playlists – Create several smaller playlists which can function independently, or grouped together inside a larger master playlist

Schedules – Define and edit playlist time slots with a simple graphical view. Variable recurrence patterns and start and end dates streamline content scheduling

Emergency Messages – Messages can be set to override the display at specific times or whenexternal events, such as emergencies, occur



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Smart Playlists – Setup rules to auto-generate customized playlists

Approvals – Approve content before media can be played. Selected users will receive an email when an approval is required

Smart Content Distribution – Content is delivered automatically with each player intelligently picking only the files that are new or have changed

Multiple Independent Frames – Easily create multiple frames within a display with each frame playing independent content

Multi-channel Support – Run up to four entirely separate channels from a single player, immediately reducing your hardware, OS licensing and administration costs

Audio Control – Create audio-only channels or play background music that can be automatically muted when video with its own audio plays

Reliable and Scalable – From simple one-to-one systems to the complexity of thousands of displays, you can create and deploy your digital experiences with confidence

Communicate Your Way – Both Terrestrial & Satellite (multicast) IP-based communication carriers are supported

Better Compatibility – Compatible with proxies and ACNS, and can deliver content over HTTP/HTTPS via IPv4 or IPv6 to meet most IT security requirements

Database / Backend – Supports Microsoft SQL Server and PostgreSQL databases

Player Options – Scala Media Players are engineered for performance, stability and capability to suit every need

Player Management – Group Players by criteria (e.g. geography, demographics, etc.) set playback options and select content to play

Network Monitoring – Check the status of your network with Player Health Monitoring

Maintenance Scheduling – Conduct remote maintenance tasks such as reboot, send and retrieve files or install Scala updates. Tasks can be scheduled to execute at specific times with minimal disruption to your digital signage network

Workgroups – Manage access to content for different departments so each group only sees the messages they are supposed to

Permission-based User Roles – Users can be assigned different access rights for improved security and workflow

Publish Location – Automatically retrieve media content from external FTP or Network Shared Folder

Conditional Playback – Create complex scheduling by setting specific conditions for each media item in a Master Playlist. (For instance, Media Item “Video A” to play only on Monday, or Media Item “Image B” to play only if Player.Location Sydney

Player Metadata – Specify metadata to your Players. (for instance Player “Store A” has Location = Sydney, and Player “Store B” has Location=Melbourne)

Time Trigger – Ask the Player to play specific content at a specific time, with specific repeat period, in its own Frame or Full Screen

Event Trigger – Ask the Player to play specific content based on external event. For instance, based on weather conditions or gender looking at the screen.

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