

## **Direction gains Scala Certification and enters burgeoning digital signage market**

*First Certified Scala Partner covering southwest England*

**Bournemouth, November 30th** - Direction Marketing & Communications is the first company in southwest England to gain Certified Partner status with Scala Broadcast Multimedia, the world's leading solution provider of end-to-end digital signage software. Integrating digital signage into Direction's portfolio provides the agency with a new channel on which to deliver its creative skills, bringing this rapidly growing information communication medium to existing and new clients.

*"As our first Certified Partner in the southwest, Direction significantly strengthens our content design and delivery capabilities in the UK's fast-emerging digital signage market,"* notes Darren Turrell, Scala Director, UK and Ireland. *"Scala has more than 300 partners in over 60 countries worldwide, strength-in-depth Direction can add to its own creative skills to build media-rich information and advertising display networks for corporate, commercial and education clients."*



At Scala's 20th Anniversary celebrations in Amsterdam, Darren Turrell, Director of UK and Ireland operations (c), congratulates Robin Seccombe (r) and Wayne Parsons (l) on Direction's Certified Scala Partner accreditation.

*"Direction's objective is to fulfil its clients' requirements for effective digital signage solutions by focusing on providing high quality content that maximizes the ROI on their screens and networks,"* explains Robin Seccombe, Direction's Managing Director.

Robin added, *"We chose Scala as our exclusive digital signage software partner after months of product research. Only Scala offers the high quality, flexibility, scalability and reliability that Direction demands for creating, managing, distributing and playing truly effective content for its clients and includes efficient network performance monitoring and reporting."*

With more player licenses than all the rest added together, Scala is the largest global supplier of digital signage networks. Scala's InfoChannel5 software is proven, scalable, and easy to manage, making it the platform of choice for networks ranging in size from one to thousands of screens in applications such as point-of-purchase displays, lobby signage, advertising billboards, digital menu boards, interactive kiosks, and more.

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#### **About Scala, Inc.**

Scala, Inc., the world's leading provider of software for digital signage used in retail, education, entertainment, government and other industries, is celebrating its 20th anniversary in 2007. The company's cutting-edge multimedia software platform powers thousands of digital signs around the world including the digital signage networks of Tesco, IKEA, Bloomberg, Burger King, Virgin MegaStore, EuroDisney, McDonalds, Warner Brothers, Shell, Esso, Ericsson and many more. Scala InfoChannel is proven, scalable, and easy to manage, making it the platform of choice for digital display networks ranging in size from one screen to thousands of screens. Scala, Inc. pioneered the industry of digital signage in 1987, and is today headquartered near Philadelphia, PA with operations in California, the UK, France, Norway, The Netherlands, China and Japan. More information is available at <http://www.scala.com>.

#### **About Direction**

Founded in 1989, Direction Marketing & Communications has established a distinctive reputation for honesty and integrity much appreciated by its UK-wide client base. The agency is unique in offering world-class 3D animation and illustration in addition to a complete portfolio of marketing communications services.

More information is available at <http://www.direction123.com>

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