



McDonalds Introduces a Digital Flavour at its Outlets in Philippines.



Patrons of McDonalds in Philippines are enjoying a new taste at its outlets; the taste of dynamic digital signage. McDonalds joins the booming multimedia savvy corporations all over the world who have embraced the power of Scala's visual communications in the current era of technology.

Implemented and managed by Globaltronics Inc.; a pioneering provider of Digital Media Management Services and Systems, the concept behind the McDonalds digital signage network was to enhance the store experience and strengthen McDonald's branding exercise by keeping customers informed, entertained and educated with visually rich content. The signage network was also aimed to enhance the customer shopping experience in addition to ensuring a focused message is delivered to its intended audience.

Powered by the Scala Infochannel solution suite, McDonalds' digital signage network runs in most of its outlets spanning across the Philippines archipelago from Metro-Manila to Cebu and Davao City. Geographically, Globaltronics also covers outlets from Central Luzon down to the Visayas and Mindanao islands.

Most of the fast food outlets are equipped with a 42" plasma screen (several locations have two screens installed) positioned mainly at or near the counters in the store and driven by one Scala InfoChannel Player. Currently the Scala Infochannel solution is deployed in 32 locations with another 118 locations to be deployed by the first quarter of 2007.



The digital content for all locations is developed and managed by Globaltronics, and remotely controlled from the Globaltronics Network Operations Center (NOC). The content is updated on an average of twice a week or as frequent as necessary for the entire network, selected outlets or sometimes specific individual outlets.

The visually arresting and media rich content includes McDonald's marketing and product collaterals, product promotions, video commercials and special announcements. Further revenue is generated from the sales of advertising space to McDonald's business partners as well as 3rd party advertisers.

The management and control of the digital signage network is supported by an infrastructure comprising a proxy server installed at McDonald's main server that is used to distribute the content on McDonald's WAN system. A 256Kbps VPN connection links the Globaltronics NOC with the proxy server at McDonald's headquarters.

Globaltronics selected the Scala Infochannel suite as the preferred tool-of-choice for the digital signage network mainly because of its network management capabilities and the versatility of the display output in addition to its ease of implementation and operations.

Said Mr. Val Munoz, the General Manager of Globaltronics, "We benefited a lot from the capabilities of Scala Infochannel Designer and the Network Manager features. We are looking forward indeed to the feature upgrades and capabilities of the next version of Infochannel." Globaltronics' success with the McDonald's digital signage network represents a fresh new era of visual communications in Philippines that will likely break the norm of conventional advertising media.

The McDonald's project in Philippines was undertaken by Globaltronics with technical and professional consultancy support provided by Click Grafix Sdn Bhd, the authorized distributor and system integrator for Scala in the region.

Mr. Val Munoz ends with this statement, "A great product that is perfectly complemented by a great dealer. Globaltronics was faced with a tight conversion schedule, as we had to shift from the proprietary software to Scala for all the McDonald's installations, literally overnight. Scala's outstanding features, combined with excellent support from Click Grafix, made the transition seamless. The after-sales support has also always been prompt and reliable. It is also a very reassuring thought that we have direct access to Click's director/founder. We are very pleased with our relationship with Click Grafix".



Beverages

Coke 19.00	Iced Tea 26.00
Orange Juice 26.00	COFFEE 26.00
Iced Milo 23.00	Hot Chocolate 26.00

Mapapakamay ka sa sarap!

CHICKEN
McDo

1-piece w/ rice P55
2-pieces w/ rice P99



About Globaltronics Inc. | www.globaltronics.com.ph

GLOBALTRONICS Inc. is a pioneering provider of Digital Media Management services and systems. Its objective is to endow clients with an effective marketing and communications online medium that makes use of digital display systems installed in their network of branches and offices, sans investments in a network server and full-time staff.

GLOBALTRONICS operates a state-of-the-art Digital Operations Center (DOC) in the Philippines. The DOC is the nerve center where the content is processed, converted and uploaded in a digital format according to the clients' specifications and programming schedules. The DOC team is composed of talented digital graphics arts specialists, animators and programmers that will ensure the rendition of visually attractive and highly effective display content. The company offers a wide variety of digital media network solutions for Retail, Corporate, Government, Health, Education, Supermarket, Hospitality, Gaming, Entertainment and Transportation channels. Networks can be managed for country, regional and global applications. GLOBALTRONICS positions itself as the leading provider of digital media solutions for the Philippines, as well as the rest of the region. Its affiliate, Digital Media Vision Pte Ltd, handles Marketing operations for the Asia-Pacific, Middle East and international markets, working out of the Singapore regional headquarters.

About Click Grafix Sdn Bhd | www.clickgrafix.com

Established in 1995, Click Grafix has firmly established itself in the South East Asia and Middle Eastern market and industry as a premiere provider and system integrator for digital video, animation and multimedia hardware, software, solutions and services. The company is the appointed regional distributor for NewTek Inc. and also holds the distributorship for Scala multimedia and visual communication products, as well as Realviz, Anark, e frontier, Bauhaus Software and Qarbon products in Malaysia. Currently, Click Grafix is represented in Singapore, Thailand, Philippines and India.

About Scala, Inc. | www.scala.com

Scala, Inc. pioneered the industry of digital signage in 1987, and is today headquartered near Philadelphia, Pennsylvania, with operations in California, the UK, The Netherlands 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, Rabo-Bank, 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 Antarctic.