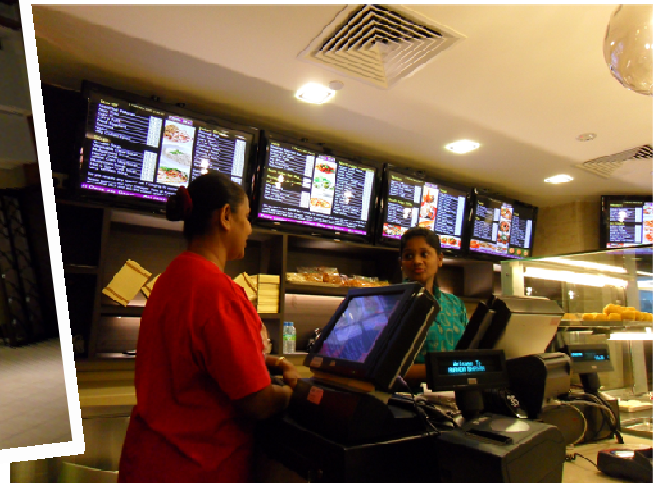


DIGITAL SIGNAGE GOES VEGETARIAN



Singapore, November 2010 – The oldest Indian vegetarian restaurant in Singapore takes the lead as the first dining outlet to deploy a digital menu board using Scala in the Lion City. Patrons who step into the Ananda Bhavan Restaurant are instantly greeted by an eye-catching panel of digital menu board positioned behind the counter.

Housed in Terminal Two at the Changi Airport, this local and tourist favourite offers a splendid selection of authentic North and South Indian, and Indian Chinese cuisines in a pleasant clean and cosy setting for patrons to enjoy the gastronomy fare. A panel of seven Panasonic 42" Plasma screens spread across the wall behind the counter compliments the ambience of the outlet further with its dynamic and attention-grabbing menu.

Providing more than just an aesthetic presence in the restaurant, the menu board serves a crucial function to communicate essential point-of-sales information that drives patrons to immediate action at the restaurant. For patrons, the menu board provides a mouth watering visual informative display that helps them with the process of placing orders at the counter. For the restaurant operator, the menu board provides an effective and efficient process of updating or revising crucial information to its patrons without additional costs.

Scala's powerful authoring, management and distribution features provided the ease and flexibility for the management to update content dynamically resulting in a better sales drive through timely scheduled promotions to the right demographics.

Managed by the restaurant's IT team, the menu board runs 24/7 on three Scala Players. The management of the restaurant is pleased with the digital signage network and have noted an increase in sales since the deployment of the menu board. "Click Grafix gives us good support", said Mr. Benno Francis, the Senior Solutions Architect for Ananda Bhavan Restaurant.

The Scala software solution and the deployment of the digital menu board were provided by Click Grafix Pte Ltd.

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About Click Grafix | www.clickgrafix.com

Founded in 1995, Click Grafix began primarily as a Digital Content Provider offering Broadcast Multimedia, 3D Animation and Non-linear Video Production. With a strong background in the field of digital content development, the company has swiftly risen to the forefront of the digital signage industry, positioning itself as a leading Solutions and Services Provider, Trainer and Consultant particularly for Dynamic Digital Signage today.

An award winning company, Click Grafix has been involved in many deployments of digital signage solutions in South East Asia and the Middle East for various market portals, both directly and in partnership with other players such as system integrators and media owners.

Click Grafix currently holds the distributorship for SCALA, NewTek, Luxology, 12Inch Design and TVPaint in South East Asia. Based in Malaysia, the company is currently represented in Singapore, Thailand, Philippines and India.

About Scala, Inc. | www.scala.com

Driving more than 500,000 screens worldwide, Scala is a leading global provider of digital signage and advertising management solutions. Scala is the world's first connected signage company, offering the leading platform for content creation, management and distribution in digital signage networks and the first unified platform for advertising management of both traditional and digital signage networks.

The company's digital signage customers include Rabobank, IKEA, Burger King, T-Mobile, Virgin MegaStore, Warner Brothers, The Life Channel, Rikstoto, Repsol, NorgesGruppen, Audi, ECE Flatmedia, Kaufhof (Metro Group) and thousands more.

Advertising management customers include CBS Outdoor, Clear Channel Outdoor and Magic Media, among others. Scala is headquartered near Philadelphia, USA, and has subsidiaries in Canada, The Netherlands, France, Norway, Germany and Japan, as well as more than 450 partners in more than 60 countries.