



## Spotmedia Pioneers Dynamic Digital Signage for the Banking Industry in the Middle East with the Deployment of SABB Channel using SCALA.



Saudi Arabia - Jeddah-based digital signage network company Spotmedia ([www.spotmedia.com](http://www.spotmedia.com)) continues its escalating success as the leading company in the Middle East with the addition of the esteemed Saudi British Bank (SABB) to its portfolio.

SABB required an effective tool to further enhance external communication with its customers and patrons, as well as its own employees. With this in mind, Spotmedia chose SCALA's InfoChannel visual communication software suite to drive the digital signage at the bank's corporate headquarters and in 70 other branches kingdom wide, which makes it the biggest implementation for the banking sector in the region.

Corporately branded as the SABB Channel, the channel is deployed via the bank's private network infrastructure and is managed by the Spotmedia Channel Management team who played a crucial role in the full implementation of the signage from the integration of hardware and software to the content development.

A seamless integration of easily updateable video, graphics, text and audio drives the channel which rotates at a frequency of 446 seconds for each 7.4 minutes loop daily. The SABB Channel runs during banking hours keeping customers informed on important information such as the bank's current promotions, currency exchange rates, mutual funds and stocks. After banking hours, the channel switches to a different set of information and functions as a corporate communications channel for the employees.

The content for the SABB Channel is updated daily to 123 Scala InfoChannel Players managed by the Enterprise Edition of the Network Manager, and is displayed on 135 units of 42" and 71" plasma screens positioned strategically around the banking premises.

For SABB, the best part of the SCALA solution has been its real-time revision capability which allows content to be changed quickly and easily without affecting playback of content in other locations. SABB also benefits from the scheduling features which are used for daily announcements for the timing of prayers and presentations by bank's employees.

SCALA was chosen as the tool-of-choice for the SABB Channel by Spotmedia who firmly advocates SCALA's credibility as the best content creation and management tool available in the current market.

Spotmedia has been working in collaboration with Click Graftix Sdn Bhd, the authorized distributor for Scala in the south east Asia and middle east region, for the deployment of the SABB Channel in the Middle East.



## Quotes ...

*Mr. Naief Eida Mubarek (IT Manager & Solutions Architect) affirms the satisfying experience of the partnership with Click Grafix in his comments, "Click Grafix provides us with the best support in integration and solutions for digital signage to be used for our clients. With the constant support of Click Grafix, Spotmedia has not only become the first successful integrator of Scala in the Middle East, but by far the biggest user".*

### About Spotmedia | [www.spotmedia.com](http://www.spotmedia.com)

Based in Jeddah, Spotmedia is an innovative marketing based media company that provides creative solutions to reach consumers at the point of transaction with the objective of enhancing communications, inducing product trial and enhancing product/service awareness. Spotmedia provides full consultancy services from design to implementation to full management of any digital signage network. Its range of services include Digital Signage Development and Management Services, Media and Content Development Services.

### About Click Grafix Sdn Bhd | [www.clickgrafix.com](http://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](http://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, RaboBank, 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.