



National Datacast and Scala Introduce New Network Connectivity Option

Datacasting Offers Cost-efficient and Flexible Alternatives for Digital Signage Networks

ARLINGTON, Va., May 13, 2010 – National Datacast Inc., the national provider of point-to-multipoint digital media connectivity, and Scala, the world’s leading software platform for digital signage, have announced that National Datacast’s nationwide datacasting capabilities are now compatible with Scala.

Datacasting offers operators of digital signage networks rapid, low-cost connectivity installation and ongoing operating efficiencies and flexibility through a national digital Internet protocol-based network. Now digital signage operators will benefit from the reliability and scalability of pairing datacasting technology with Scala software. Low-cost connectivity equipment used in the datacast of real-time and scheduled content using Scala illustrates the throughput, backchannel and overall viability of datacasting.

“National Datacast capabilities are extremely well-suited for digital signage and digital out-of-home networks, which require greater economies and flexibility as they grow,” said Jacqueline Weiss, CEO, National Datacast Inc. “The ability to use the same connectivity platform for fixed location and mobile display devices also enables network operators to enhance their services”.

“We’re happy to support this amazing new way to connect up a Scala digital signage network,” said Jeff Porter, Executive Vice President, Scala. “National Datacast provides a very compelling alternative to traditional networking costs, and best of all, it’s completely wireless and has impressive multicast download capability.”

Scala and National Datacast engineers worked closely together to ensure a seamless connection to “over the air” bandwidth available from each of National Datacast’s PBS partner stations.

About Datacasting Technology

Datacasting offers the economy of multicasting (typical of satellite services) with the flexibility of uni-casting (typical of internet service) and the low cost and flexibility of a digital antenna/receiver (like cellular) on a highly secure, multi-platform network to meet connectivity needs.

About National Datacast

National Datacast has been at the forefront of datacasting technology since 1988, when

the company was formed as a for-profit subsidiary of the Public Broadcasting Service. National Datacast continues to be the leader in nationwide terrestrial wireless data broadcasting, providing customized solutions for managing and delivering entertainment, information, and other digital content to consumers at home and on the go, businesses and government across the U.S. National Datacast's network integrates the broadcast facilities and capacity of PBS member television stations with options for wired or wireless broadband as a return channel enabling clients to reach their customers locally, regionally and/or nationally, in real time or on a scheduled basis. See www.NationalDatacast.com.

About Scala

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. More information is available at www.scala.com.

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