

Scala Supports TDK's LED Screens at Piccadilly

Piccadilly Circus is a bustling centerpiece of London that connects numerous famous streets and areas in London's busy West End. Among other things, Piccadilly Circus is known for its big, spectacular advertising signs on the northwestern corner between Regent Street and Shaftesbury Avenue. In the recent past, most of these boards were neon signs, but these have gradually been replaced with LED screens during the last decade.

Piccadilly Lite

Digital content management company MT² and system integrator Beaver Group were already familiar with Barco technology, as they had previously worked on another Barco LED billboard at Piccadilly Circus in 2009 — Piccadilly Lite.

The new LED billboard for TDK uses the Web-based Scala content management system to ensure seamless and reliable playback of content. Using this system, a variety of media formats can be played at this location, providing complete flexibility for the creative agencies involved.

100-Percent Reliability

At this premium location, reliability of quality playback is absolutely critical. Beaver Group uses a number of backup systems to ensure that playback on both the TDK and Piccadilly Lite screens is reliable and uninterrupted.



“ Brands want to be noticed, especially in an area like Piccadilly Circus, where there is already so much to look at. ”

Neill Macklin, MT²



TDK

In addition, the quality of the content playback is maintained by using market-leading software, as well as technology customized exclusively for the location.

Managed Content

The content that plays on the screens is easily managed via Scala. Being able to play a range of different media types means that the content producers for this site have complete flexibility, which leads to better content and more impact for the site owners. Beaver Group is proud to be the system integrator for this high-status location, providing new technologies and a variety of content for global and national brands.

About Beaver Solutions

Beaver Solutions was formed in 1998 and provides individuals, companies and public institutions with end-to-end digital signage, content design and audio visual solutions. With an experienced team using the best in display and network technology, Beaver Solutions designs, installs and supports digital media solutions for retail, menu boards, corporate TV, government, healthcare and education. Clients include Ericsson, ITV, The Home Office, BBC, Showcase Cinemas and P&O Cruises. More information: www.beaver-group.com

About MT² Limited

MT² Ltd., originally established in 1997, are specialized in the application of DOOH and specifically the installation and management of major digital screens. They offer:

- Advertiser identification, contracting and management.
- Agency and specialist liaison on behalf of advertisers.
- Location identification, planning applications, revenue models and sign installation specification.
- Project management for the specification, design and installation of digital screens.
- Content management. File creation, programming uploading and monitoring.
- Maintenance supervision. Emergencies and scheduled agreements.

MT² have worked with Land Securities for many years specifically regarding their globally famous Piccadilly Lights complex at Piccadilly Circus, London. Project Management, advertiser account liaison and



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strategic planning are provided. The TDK sign installation was the latest of these. Further developments are planned for 2011. More information: www.mtsquared.co.uk

About Barco

Barco, a global technology company, designs and develops visualization products for a variety of selected professional markets. Barco has its own facilities for Sales & Marketing, Customer Support, R&D and Manufacturing in Europe, North America and Asia Pacific. Barco (Euronext Brussels: BAR) is active in more than 90 countries with about 3,300 employees worldwide. Barco posted sales of €638 million in 2009.

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 (MetroGroup) 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 at www.scala.com.