

Scala Partners with Pepsi in Digital Gateway Alliance

As part of Pepsi's Digital Gateway Alliance, Scala, Inc. will provide their industry-leading InfoChannel software suite to control digital menu boards in theater lobbies and concession areas to help theaters drive concession sales.

Exton, PA (PRWEB) November 17, 2004 -- Scala, Inc., the leading provider of **digital signage** control software, today announced their partnership with Pepsi-Cola North America in the Digital Gateway Alliance.

As part of Pepsi's Digital Gateway Alliance, Scala will provide their industry-leading InfoChannel software suite to control digital menu boards in theater lobbies and concession areas. Displayed on 40-inch LCD screens, menu boards will help drive concession sales by adapting the menu content automatically at different times of the day, and featuring different menu items or pricing based on customer demographics. Content will be automatically refreshed by Pepsi, with local control over pricing via the web.

"We're excited to be Pepsi's exclusive alliance software supplier for digital menu boards", said Jeff Porter, Scala's Executive Vice President. "Pepsi customers have a unique advantage to get special pricing on their Scala digital menu boards, not available anywhere else."

The key advantages of digital menu boards include:

- State-of-the-art graphics, animations and video with dynamic pricing capabilities
- Ability to promote up-selling of bundles and new menu items
- Increased concession revenue per customer
- Content updates delivered via the Internet
- Local price changes available via the web
- Matinee/evening menus can be automatically changed based on time of day, day of week, or special event

"The Scala menu boards provide incredible amounts of information that is invaluable to our customers", said Alysia Margiloff, marketing manager for entertainment food service, Pepsi-Cola North America. "We're glad to have Scala as a partner in this program."

Theater owners interested in the Digital Gateway Alliance can request more information by contacting Frank Alvy, Frank@idsmenus.com

For additional information or to contact IDS Menu, please visit our website at <http://www.idsmenus.com>

IDS Menu is a Certified Scala Partner