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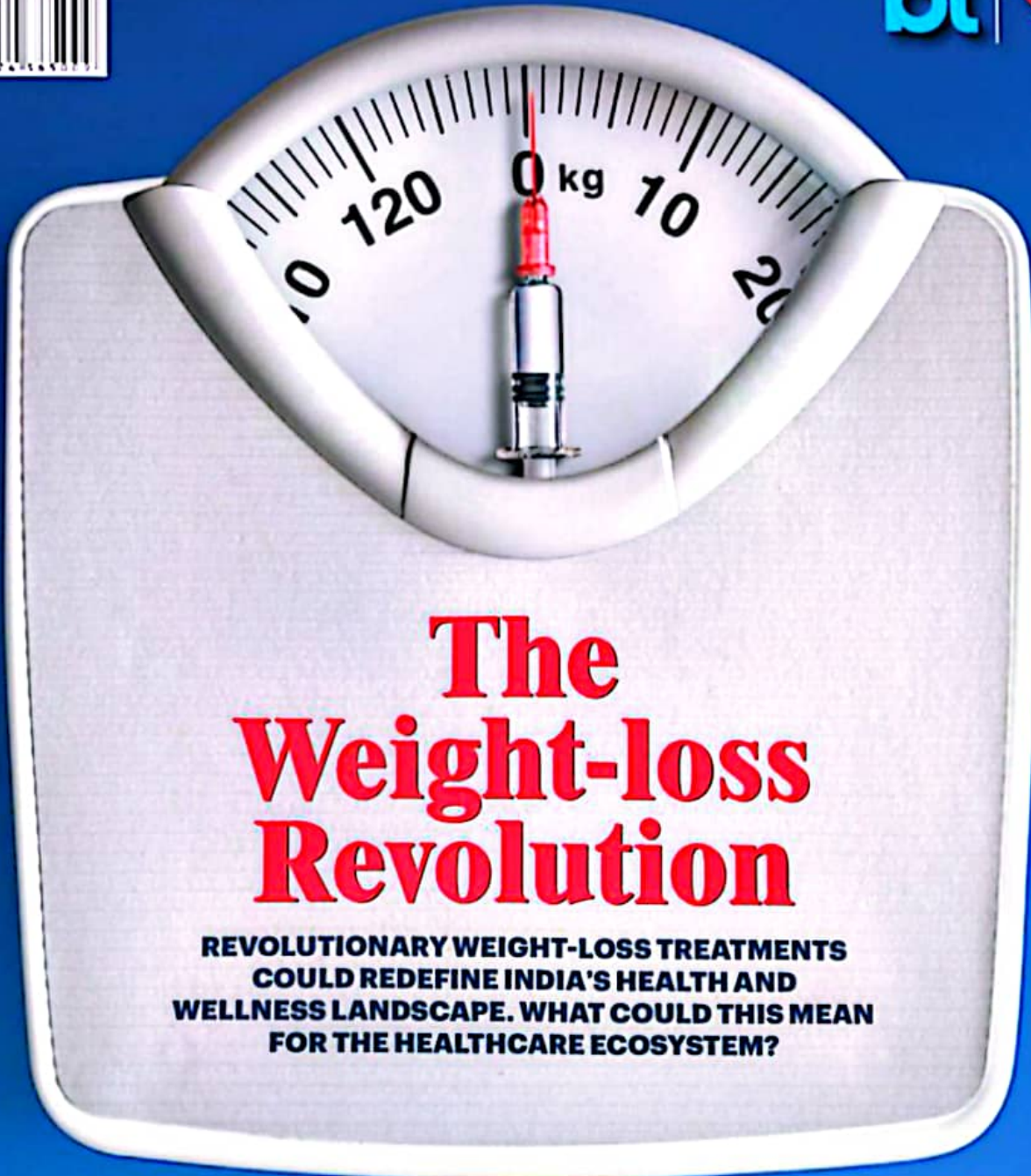


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FOR THE HEALTHCARE ECOSYSTEM?**

**OUTLOOK FOR INDIA IN 2025 AND BEYOND**

Q&A WITH NEELKANTH MISHRA, AND COLUMNS BY... ● TARUN KHANNA  
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● S. SOMANATH ● NILESH SHAH ... and more

# Redefining Industry Standards: SCALA's Impact on MarTech & Digital Signage

*SCALA stands out as the preferred partner for global brands and large-scale deployments, building its reputation on a solid foundation of reliability. Their digital solutions not only ensure a stable and secure network deployment at scale, but also represent a significant evolution from traditional hardware, offering comprehensive end-to-end solutions. The future of digital signage is already unfolding, and SCALA is at the helm of these transformative advancements. SCALA is reshaping industries around the world with their focus on innovative digital solutions, expert technical consultancy, content creation, and UI/UX design services, which empowers businesses to elevate customer experiences and remain competitive in a rapidly changing market. Let's delve into how SCALA is embracing this change and contributing to the digital landscape of tomorrow in a discussion with Manish Kumar, Managing Director of SCALA and STRATACACHE APAC.*

**MANISH KUMAR**  
Managing Director - APAC  
SCALA & STRATACACHE



**Can you tell us about what SCALA offers and how its helping businesses elevate their customer experience?**

SCALA has achieved remarkable growth, now operating in over 100 countries, particularly strengthening our presence in the Asia-Pacific region. Our regional headquarters in Singapore and new offices in Bengaluru and Delhi/NCR, India, reflect our commitment to expanding our reach and impact. As a versatile provider of digital solutions, hardware, and software, SCALA specializes in content management systems (CMS) and offers a diverse array of products and solutions designed to elevate customer engagement and enhance operational efficiency across various sectors.

One notable advancement is the evolution of SCALA's interactive kiosks, which have transformed

from single-function units to multi-featured devices capable of addressing a wide range of business needs. This innovation enables our clients to fully realize the value of their investments, providing a seamless and integrated experience across multiple touchpoints.

Our proactive approach has driven the development of key solutions: the Flight Information Display System (FIDS) for airports, the Passenger Information Display System for metros, ferries, and railways, Self-Ordering Kiosks for restaurants and Self-Checkout Solutions for retail. Additionally, our Wayfinder Solutions cater to malls, theme parks, resorts, airports, and other large venues with intricate layouts and attractions. These solutions enhance customer experiences and streamline operations, positioning our clients for success in a competitive

landscape.

**How is SCALA adapting its digital solutions to meet specific demands in the APAC region?**

The APAC market is a constantly evolving landscape, shaped by emerging trends and diverse consumer behaviors. To effectively navigate these changes, SCALA is dedicated to customizing its digital solutions for the unique needs of fast-growing Southeast Asian countries like Vietnam, Indonesia, and the Philippines. By emphasizing centralized management, screen content, and scheduling, we enable businesses to harness these tools for greater efficiency.

In markets such as Japan and India, our strong understanding of local cultures and business practices allows us to deliver innovative and reliable solutions. We recognize the importance of staying at

the forefront of industry developments and prioritize key areas such as personalization, UI/UX design, security, and seamless integration with existing systems. By blending technological advancements with cultural awareness, SCALA is empowering businesses throughout the APAC region to reach their objectives and excel in the digital era.

**As the world adapts to a new way of living, how is SCALA revolutionizing industries with fast, agile solutions?**

The SCALA team actively embraces the evolving changes in today's business landscape, recognizing the importance of agility. Our innovative digital solutions are thoughtfully designed with the customer's needs in mind, ensuring flexibility and responsiveness to adapt to the dynamic demands of their unique customers. Digital signage has transformed from a mere aesthetic tool into a vital component of business workflows, enhancing efficiency & enriching customer experiences. Furthermore, SCALA provides expert consultation and design to guarantee that each solution is implemented effectively.

**As a solutions-focused company, how does SCALA leverage technology to address the needs of various industries, such as retail, hospitality, and corporate environments?**

SCALA is committed to empowering businesses with digital solutions that elevate customer experiences and transform operations. With a technology-driven and solution-oriented mindset, we tackle a diverse array of industry-specific challenges.

In aviation and transportation hubs, SCALA's Flight Information Display Systems (FIDS), Passenger Information Display Systems (PIDS), and Virtual Information Kiosks enhance passenger experiences. Offering real-time updates and live video assistance, these solutions streamline wayfinding, reduce stress, and ensure a seamless journey across airports, train stations, and ferry terminals.

In retail environments, our Interactive Kiosk & Self-Checkout Kiosk elevate the customer experience to new heights. For banking, finance, and government offices, our Queue Management Systems expertly manage wait times and set clear expectations for customers.

In corporate settings, our Meeting Room Managers and engaging corporate communication solutions enhance productivity and foster collaboration.

Through our comprehensive suite of solutions, SCALA is committed to guiding businesses toward their goals and helping them exceed customer expectations.

According to our studies, SCALA's Media Players

**are considered the best in the APAC region; what makes them stand out?**

We take great pride in our media players, which are thoughtfully engineered to deliver reliable performance & functionality. SCALA Media Players are optimized to ensure stable playback of multimedia content, providing a solid foundation for effective remote monitoring. Their rising popularity in the APAC region reflects their capability to enhance digital displays across various sectors, including retail, fast food, hospitality, education, transportation, and banking.

Our newest addition, the AP series, includes five versatile models: SMP-L-AP, SMP-S-AP, SM-SP-AP, SMP-DX-AP, and SMP-Q-AP. Each model has been specifically designed to meet the unique demands of the APAC market, offering enhanced performance along with a variety of specialized features that make them adaptable to diverse environments.

For instance, the DX-AP line is particularly noteworthy, providing enterprise-level capabilities such as dual output functionality and seamless UHD 4K content playback which can display high-quality content simultaneously across multiple platforms. By combining advanced technology & a thorough understanding of the APAC market, SCALA's Media Players equip organizations to create impactful digital experiences that engage & inform their target audiences.

**How can SCALA's CMS streamline content management for businesses with multiple locations, such as retail chains or global corporations?**

SCALA's CMS offers a powerful, centralised platform to efficiently manage digital signage networks across multiple locations. Businesses can schedule, update & personalize content remotely and in real time, to implement targeted campaigns. For example, retail stores that have several locations can promote offers & display products in real-time. SCALA has mastered

simplifying content management which empowers businesses to deliver consistent, impactful messaging across their entire network.

Security is a top priority and role-based access controls and detailed activity logs, give businesses full control to assigned users. With SCALA's CMS, businesses can seamlessly execute digital signage campaigns while ensuring that their networks remain secure and protected.

**What upcoming innovations can we expect from SCALA in digital signage and any plans for expansion?**

As a trusted leader in digital signage solutions, we are dedicated to pushing the boundaries of technology. We are excited to unveil our latest innovations, featuring advanced enhancements for our Flight Information Display Systems (FIDS) and Passenger Information Display Systems (PIDS). By integrating interactive elements and artificial intelligence capabilities, we aim to elevate passenger experiences in airports to new heights.

We are also passionate about expanding our presence in the hospitality sector with transformative solutions, including self-check-in, self-checkout, and in-room dining systems for hotels and resorts. These innovations are set to streamline operations, enrich guest experiences, and ensure a competitive edge.

To support our global journey, we have established a new R&D and Support Center in the New Delhi region. This strategic move enables us to provide tailored solutions that meet the diverse needs of the Asia-Pacific market.

Looking ahead, we are inspired to pursue strategic partnerships that will enhance our global presence and solidify SCALA's leadership in the digital signage industry. Together, we can drive innovation and create extraordinary experiences across various sectors. For more information, please visit [www.scala.com/in](http://www.scala.com/in)

