



InfoChannel Reaches Half a Million Subscribers

New York Borough Controls Four Public Access Channels in one InfoChannel Network

BROOKLYN, NY – Funded only by grants by two local cable companies, Brooklyn Community Access Television (BCAT) has managed to produce four professional stations cost-effectively, assisted for over a year now by the use of Scala's InfoChannel 3 software suite for broadcast design, scheduling, and playback.

Seen by up to 450,000 subscribers, BCAT has the eighth largest public access audience in the country. The 30 full-time staff members must run a well oiled machine if it hopes to get the views of as many as 3,000 annual contributors broadcasted in a reasonable timeframe.

To do so, content is split between four different stations. Three run community programming and the fourth is a calendar of events. Both formats required a way to quickly update while on-air. Unique segments are produced for each station by Scala's InfoChannel Designer 3 and distributed via a central InfoChannel Network Manager 3 to four dedicated client PCs running InfoChannel Player 3.

The intuitive authoring interface of InfoChannel Designer 3 allows graphic designer Michael Moffatt to easily create templates for use by others at BCAT. Fellow staff members Linda Greco and Jonathan Ortiz can then simply update the text while maintaining the same look and feel.

"One of the highlights of our new Scala system is its scheduling feature, which allows us to create our 'up next' spots days in advance," says Omar Malik, operations manager. "Most of our requests come in by fax and we may get up to 20 everyday. Before, we used to have to wait until the day they were going to be broadcast to make changes, but now it can be done all at once so we can move on to other projects."

Daily edits to the community calendar were also vital; few other outlets have the capability of keeping half a million people informed of public events about everything from health seminars to council meetings to blood drives and parades. With so many changes to make, it also was not a job just for one person. Therefore the collaboration between Moffatt, Greco, and Ortiz encouraged by Scala InfoChannel's flexible software suite kept updates ahead of schedule.

What keeps viewers tuned in, though, is BCAT's professional presentation. The calendar not only shows full motion video backgrounds, but also draws its audio feed from a college radio station in the daytime and a selection of CDs at night.

And amazingly, the ongoing MPEG2 video does not require any special hardware. It is all driven 24/7 by Scala's built-in software decoding and playback – testament to the stability of the InfoChannel 3 product.

"I don't indulge on spending money on something that doesn't work," says Malik. "I chose Scala over the competition because they have been consistent over the years."

Choosing a reliable product from a name people in the public access market can trust has helped make all four BCAT stations to consistently produce top-notch spots and event calendars to complement their programming.

However, Malik remains modest despite the advances made. "I know how much we can get out of InfoChannel, and right now we're really only using about half of its potential."

Watch BCAT's live broadcasts online at <http://www.bcat-tv.org>.

About Scala, Inc.

Founded in 1987, Scala pioneered the cable TV industry with software and services to allow users to create localized channels inexpensively. Today, Scala has grown to lead the corporate communications, retail dynamic signage, and interactive kiosk industries as well. With an unrivaled software suite to handle authoring, networking, monitoring, and logged playback, Scala has been the choice of tens of thousands of customers worldwide. Built on reliable and flexible network architecture, Scala software can support nearly any existing infrastructure from dial-up to LAN to Wi-Fi to satellite and terrestrial-based multicast networks. Scala's powerful and efficient store-and-forward design allows the control of unique content on a single cable headend or thousands of remote displays or kiosks from a single desktop PC without the constraints of streaming video.

Press Contact

Scala, Inc.
1 East Uwchlan Avenue, Suite 300
Exton, PA 19341 USA
Toll-Free +1 888 SCALA 96
International +1 610 363 3350
<http://www.scala.com/contact>