

## GM Links Offices and Factories With InfoChannel

*Leading Auto Manufacturer Communicates Visual Corporate Message Across the Country*

DETROIT, MI – With over 100 manufacturing plants and offices in the United States, General Motors ("GM") knows the difficulties of communicating between facilities and divisions. Yet, the ability to share information quickly has become critical in the highly competitive automotive industry. Enter Scala. With a push of a button, important company information can be sent to GM sites that are online already to receive critical manufacturing and corporate data courtesy of Scala's InfoChannel software and the Hughes Network System.

Currently, GM uses DirecPC, part of the Hughes Network System, to bridge the miles between its United States-based operations and plans to go global in the future. DirecPC is a high-speed, satellite-delivered information service that allows businesses to retrieve or deliver high bandwidth information at fast speeds. Any type of information, from real-time video and audio to software packages, can be delivered directly to a standard PC or network server using DirecPC's satellite technology.

The Scala InfoChannel software is a television-based multimedia communication and advertising solution. It enables users to combine text, graphics, animation and video into multimedia messages that can be broadcast over local network or the Internet to TV or computer-based displays. InfoChannel is commonly used for dynamic signage in stores and hotels, as well as TV channels for cable and corporate networks. Content can be broadcast from single or multiple locations to TV channels, digital signage and kiosks via local or large-scale networks including satellite and multicast-IP networks.

"Our products are uniquely suited to reaching larger networks, like GM," said Jeff Porter, Scala's President and CEO. "Satellite Tracking Systems, the VAR, was the one to put Scala and Hughes together. It is a natural," Porter added.

The technology GM is using is a television-based network that allows GM to communicate to employees who do not have fax or e-mail capabilities. The Scala-Hughes partnership enables information to be targeted to employees at any time within any location. Currently, Scala is hooked up to closed circuit televisions in the break rooms, cafeterias, and other common areas. At the Renaissance Center in Detroit, Mich., GM's corporate headquarters, 85 televisions broadcast the corporate information authored on InfoChannel. This allows GM to communicate to all employees, even those who do not have fax or e-mail capabilities.

"The reason why Scala and Hughes technology works for GM is that Scala supports the point-to-multipoint distribution that is essential for GM," Don Cargo of Satellite Tracking Systems said.

The GM corporate media department uses the InfoChannel Reporter to author daily news that is sent to a Scala InfoChannel Broadcast Server connected to the Hughes Satellite Network. Information is then sent simultaneously to the GM sites that are up and running with the Scala



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software. Local editors can use the InfoChannel Reporter to take the content provided by the corporate media department and add locally pertinent information to it.

"GM is committed to providing significant information to our employees. Scala and Hughes let us do that," Marsico said. "Our next step is to have the information routed directly to the desktop PC," Marsico said. GM's plans include utilizing the Scala-Hughes system in over 100 manufacturing plants and corporate offices and looking at expanding the distribution of its corporate information to its international plants and offices. "We really have only explored the tip of the iceberg when it comes to the possibilities with Scala. We have a lot more to do," he added.

### ***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.

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