



## Scala Helps Estée Lauder Put on a Good Face

*InfoChannel-Powered Interactive Kiosk Combines Makeovers with Looping Advertisements*

NEW YORK, NY – Macy's flagship store on 34th Street in New York wanted to showcase a specific product to drive traffic into the store, and Estée Lauder was the cosmetics product picked. What better way to accomplish this than by broadcasting in-store makeovers to the 4,000 passersby each hour and allowing them to interact with the makeup artist? Scala's InfoChannel software provides the platform to make this happen.

When designing for the window display, the design team of Vizicast Multimedia of California and Teleciné Multimedia of Montreal, Canada, had a few objectives in mind. First, they wanted to make it as interesting as possible to watch a makeover session. This presented a challenge since makeup application is by no means a spectator sport. With the help of Scala software, the Estée Lauder makeover was just as fascinating to watch as a great sidewalk portrait artist at work.

Second, the designers wanted to create a photographic record of before, after and various stages of the session. These images could be used in several ways: they would be of interest to potential clients outside of the window; they would certainly be interesting to the client being made up; and they could be printed or emailed as a permanent record and as a makeup guide for the client.

Teleciné chose Scala's InfoChannel software because it allows the system to control all the peripheral equipment from the same software and touch screen. Four separate liquid crystal display (LCD) screens capture and show four steps of the makeup session, allowing the makeup artist to interact with the people on the street. When a makeup session is not in progress, the screens are not dark-- Lauder plays its promotional videos on all four monitors.

"With Scala software the whole system went from concept to completed installation in a matter of a few weeks," said James Fine of Teleciné Multimedia. "Changes to any part of the software operation and installation can be made from our offices or literally anywhere. Scala is designed to receive remote software changes through any type of connection—from a phone line to a satellite dish."

The makeup artist controls the system using simple commands on a 15" touch-screen monitor. This screen allows the artist to frame each picture, grab the still photos, send them to one of the four displays, or the artist can even show the entire session live on all four screens. The unit is designed to be operated by non-technically savvy people and requires next to no training.

Besides being user-friendly and flexible, Scala also offers room-to-grow. “We felt that Scala offered us a platform beyond what we were asking it to do,” said Dirk Hettrich of Perception AV Services, which supplied and installed the hardware on-site at Macy’s. “With Scala we were able to build in future versatility for this project so we can respond to whatever the client may want to do in the future.”

Fine also said he is looking forward to Scala’s next generation of software, InfoChannel 3, which he has been using as a premier customer. “Scala has added a number of features which will greatly improve the speed and cost with which we can create and deliver content to any size of signage network. And with enhanced scheduling and network management features, it will be easy to apply changes to one, or any group of displays in a network of thousands.”

The proof of Scala’s success is in the pudding, as they say. Sam Joseph, the window director at Macy’s in New York City, has been in on the design of this window from the start. “We wanted to do something innovative with our windows,” he said. “Now we have a very fresh and exciting installation in our 34<sup>th</sup> Street windows. I guess you can say it was ‘mission accomplished.’”

### ***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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