

Visitors of All Major Italian Airports Benefit From Infotainment Powered by Scala
Nationwide network connects to more than 100 million people

THE CLIENT

ICMoving was born in 2009 with the objective of creating the first Italian outdoor TV network in the airports. The company ambitious project envisioned a network that would display a high quality content-mix of news and local information, combined with entertainment and advertising.

THE CHALLENGE

These features require a reliable, stable and flexible platform that is able to maintain a high standard performance anytime and anywhere. In addition, the system would have to be capable of growing in sync with the expansion that the company’s management had in mind — becoming “THE airport outdoor TV channel in Italy.”

“When we evaluated the level of the Italian digital signage market at the start of our project, it became clear to us that we had to avoid all nonprofessional and homemade content management systems,” said Marco Musacchio, ICMoving Managing Director. “We started to look for a system that could be the basis for a network that was to be implemented nationwide in Italy and that could guarantee maximum efficiency and reliability. Plus, it needed to be possible to customize media contents according to specific local needs.”

THE SOLUTION

After a thorough research, ICMoving concluded that M-Cube could provide the winning solution, based on the Scala 5 software system. Scala is well known in the market as the most reliable digital signage software, providing a solid, reliable platform that is able to handle an unlimited number of monitors at different locations without losing quality or efficiency. It has the flexibility to broadcast “one-to-many” and “one-to-one” information simultaneously. ICMoving uses this feature to broadcast general information across the entire network, as well as to drive ad-hoc information or location-specific news to a single monitor.

Scala Certified Partner M-Cube has 10 years’ experience in digital signage and invaluable know-how in implementing and

ICMOVING

- Nationwide network covering Italy
- All major airports in Italy: Roma Fiumicino, Milano Malpensa, Milano Linate, Bergamo Orio Al Serio, Venezia Marco Polo and Treviso Canova
- 170 screens
- Combination of news, entertainment and advertising
- 100 million viewers per year



CASE STUDY: ICMoving infotainment channel

managing multimedia solutions in the retail sector. M-Cube was able to migrate ICMoving's complete communication network from the old system to the new Scala platform with minimal disruption, in less than a month. In addition, M-Cube has developed an impactful graphic design concept for the network.

NATIONWIDE COVERAGE

ICMoving Channel is the owner and publisher of the TV media network, which connects to all visitors and passengers via technologically advanced screens installed in all major Italian airports: Roma Fiumicino, Milano Malpensa, Milano Linate, Bergamo Orio Al Serio, Venezia Marco Polo and Treviso Canova airports.

ICMoving Channel consists of a network of 170 state-of-the-art LCD screens located in high-traffic areas at the airports such as waiting rooms, restaurants, lounges, check-in and arrival/departure outdoor area.

The entire network is interconnected with VPN MPLS (high-speed connection), and its programming and control is managed by ICMoving and M-Cube.

MULTIPLE CONTENT STREAMS

ICMoving Channel manages all content that is driven to the screens. Through this set-up, the company can act on carrying out its vision: interacting with a large audience



"We are very satisfied with the results reached with the ICMoving project. We have been able to develop and implement a high-quality system in a very short time frame without disrupting the crucial information flow of ICMoving, and we have provided a means for growth for ICMoving," said Leonardo Comelli of M-Cube.

"We have demonstrated that we have the expertise, know-how and level of customer service to expand our services beyond point-of-sales solutions. With this project, we have demonstrated that M-Cube is also a good partner for large networks and the outdoor digital signage market."



CASE STUDY: ICMoving infotainment channel

at various airports and enhancing the airport customer's experience by broadcasting the highest level of information and entertainment.

The displays combine general information, advertising, entertainment and services aimed to inform and entertain the airport travelers. The combination of various communication elements changes the way viewers experience the screens. They no longer see the displays as traditional TVs, but as a modern and valuable Infotainment platform.

The content on the screens consists of the following themes:

- 50 percent of the content is sourced by news from SKY TG24. SKY TG24 is an Italian 24-hour news channel owned by SKY Italia. SKY TG24 provides round-the-clock news, with updates on every hour and half-hour.
- 25 percent of the content is entertainment, with the topics of motorsport, travel, cuisine, home and gossip.
- 25 percent of the content is advertising.

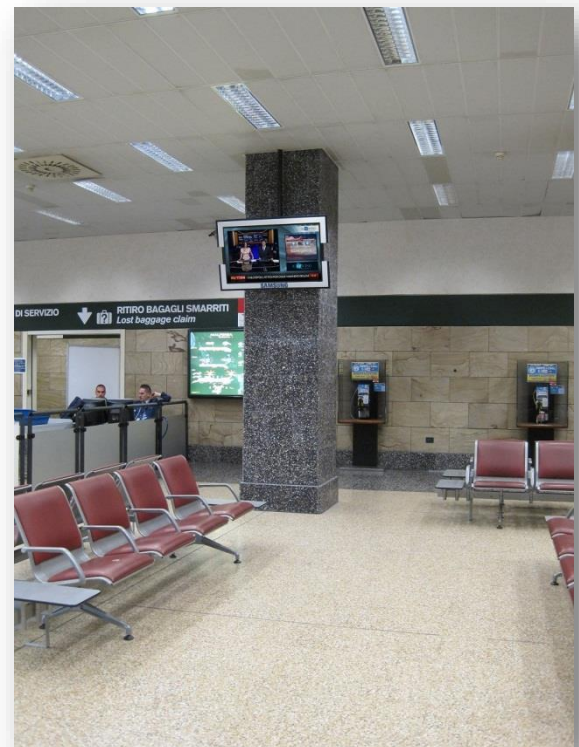
"By using Scala, the entire network infrastructure guarantees precise real-time monitoring of all screens. Plus, our investors (the airports) can implement tailor-made solutions and broadcast content on single screens or clusters of screens," Musacchio said. "They can also choose to broadcast to one or more airports, and it is possible to differentiate the broadcasts depending on the time of day."

THE BENEFIT

The main benefit of the new Scala-based system is that ICMoving Channel can now guarantee a higher stability compared to the old network.

In addition, the time needed to update content is significantly lower than before, and the system is more user friendly. The improved network showed immediate results. ICMoving's figures show a 100-percent advertising turnover increase in 2010 compared to 2009.

"Thanks to Scala and M-Cube, we reached an 80-percent reduction in malfunctions compared to the previous platform used, and it is much easier to do remote monitoring and react on problems that could occur at the various locations," Musacchio said.



THE FUTURE

All knowledge that was gathered during the implementation of the new system can and will be used for future business plans by ICMoving.

ABOUT ICMOVING



ICMoving Channel means Communication on the move, a new way to channel impressive information and advertising to the exclusive Audience present at Italian airports. Its mission is to target consumers and

their lifestyles with a series of digital advertising messages that perfectly tune into their state of mind, moving content that catches the eye and offers an opportunity to engage with all screens throughout the airport journey.

The company's clients include many worldwide brands such as SKY, ENEL, Telecom, Swisscom, Mont Blanc, Nissan, Audi, Volkswagen, Volvo, Walt Disney, Samsung, LG, Sharp and many others.

ABOUT SCALA



Driving more than 500,000 screens worldwide, Scala is a leading global provider of digital signage and advertising management solutions. Scala is the world's first connected signage company, offering the leading platform for content creation, management and distribution in digital signage networks and the first unified platform for advertising management of both traditional and digital signage networks. The company's customers include Rabobank, IKEA, Burger King, T-Mobile, Virgin MegaStore, Warner Brothers, The Life Channel, Rikstoto, Repsol, NorgesGruppen, Audi, ECE Flatmedia, Kaufhof (Metro Group) and thousands more.

Scala is headquartered near Philadelphia, USA, and has subsidiaries in Canada, The Netherlands, France, Norway, Germany and Japan, as well as more than 450 partners in more than 60 countries. www.scala.com

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M-Cube

In order to meet the ever-growing expectations of POS communication, M-Cube is focused on the delivery of hardware, software and services. Established in the year 2001, M-Cube is dedicated to the broadcast of multimedia contents specifically tailored for large commercial organizations such as in-store audio-video communication systems, displays, interactive kiosks, and multimedia totems.

M-Cube has received many awards for its creativity in in-store marketing, winning the POPAI Italia 2004 and POPAI Europe 2005 awards with the introduction of the Totem Trisensor, a revolutionary advertising and communications medium capable of integrating sounds, images, colors and scents and the POP AWARD 2007 for creativity in in-store marketing.

M-Cube customers include: Giorgio Armani, Trussardi, Benetton, Mc Donalds, Euronics, Esselunga, Despar, Obi, Stefanel, Illy, UBI Banca, IBM, Cariparma, Michelin, ATM Milano, Acqua & Sapone and many more.