Scala partner **ISS Intelligent Service Solutions GmbH** installed more than 3000 screens at the leading provider of restaurant, hotel, retail and fuel services on the German Autobahn, **Tank & Rast**
.

For travelers on the German motorway network, the approximate 340 filling stations and 370 service area (including approximately 50 hotels) are a place to relax and recuperate. Around 500 million guests visit Autobahn Tank & Rast's service facilities each year.

To cater for the changing needs of different customers, Tank & Rast recently decided to install more than 3000 screens at several hundred of its rest stations. As a part of this modernization program, service areas have been remodeled and the range of services offered has been

extended significantly.

Scala Partner **SEEN MEDIA** now manages the network, consisting of 980 Scala Players. This digital communication solution empowers Tank & Rast to manage their communication and promotion strategy at their 300 restaurants Tank & Rast much more successful and effective.

“The management team of Tank & Rast made a crucial decision by incorporating digital communication in their remodeling plan from the start,” states Helge Haarig, Sales Manager DACH at Scala. “The companies that worked together on this project are all specialists in their field, resulting in an optimal Scala powered digital communication network that creates extra sales and advertising revenue and therefore has a great return on investment. The Scala software enables the system operators to distribute, adjust and plan top quality messaging and imagery with the utmost flexibility, creating the perfect platform for Tank & Rast to reach their target audience.”

A study of the *Association for Consumer Research* impressively demonstrated the effectiveness of the advertising messages on the screens of Tank & Rast as the customers were clearly inclined to purchase the displayed product vs. what they had in mind originally. This high association between ads and sales is exactly the desired outcome of marketing.

With more than 3000 digital screen channels, 290 city-lights, 100 travel-boards and many further possibilities for digital advertising opportunities, Tank & Rast stands out as a unique publishing partner. They represent a modern, effective way to reach both their own and other companies` target groups- around the clock, 365 days a year all across Germany.

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