Written by Bob Snyder
29. 02. 2016

Scala joins the **Google for Work Partner Program** and launches an enterprise player for Chromebox.

An HD playback solution made for 24/7 display, **Scala Enterprise Player for Chromebox** is set to drive one-to-one digital engagements across wide-ranging industries such as retail, quick-service restaurants, finance and more

Scala's digital signage solutions drive more than 500,000 screens worldwide, connecting networks of digital devices to deliver engaging audience experiences. To power these solutions, the new player runs on Google Chrome devices, such as Chromebox.

"We are excited to introduce a robust player that's backed by a technology leader such as Google. Beyond delivering powerful playback, the new device is fully reliable and secure with 24/7 stability, project-critical aspects of all digital solutions," says Tom Nix, Scala CEO.

Scala Enterprise Player for Chromebox, is used in conjunction with Chrome Device Management, delivers HTML5 content, advanced scheduling and screen zone division with independent playback in each zone-- and, according to Scala, stands out from other devices by simultaneously playing multiple videos.

The app powering the display runs in Google's self-contained environment, ensuring

users that their information on these devices is secure. The device connects directly to **Scala Enterprise Content Manager**, communicates over HTTP/HTTPS and offers maintenance statistics on status, heartbeats and diagnostic logging.

You should also know that for **ISE 2016,** Scala chose **Arrow OEM Computing Solutions (OCS)** as Scala's main media player sponsor. That usually means the distributor stepped up to be an ISE co-payer.

For the Scala stand, they decided to concentrate on showing retail six solutions that draw the customer into the experience, reaching across all digital touchpoints, to create a more meaningful retail experience and deeper brand awareness.

- Instore Re-Targeter
- Interactive Fitting Room
- Instassociate
- Connected Café
- Lift & Learn
- Real-time Insight Reporting

Scala will post videos of all these innovations on their YouTube channel shortly after ISE.

Go Scala Enterprise Player for Chromebox