

Oman's Largest Digital Signage Network for Omantel

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Anzyma, the leading digital solutions expert in the Sultanate of Oman, deploys the country's largest digital signage network across all 70 Omantel retail outlets. This nationwide rollout across 80 screens employs state-of-the-art digital solutions and has provided a holistic digital experience to customers arriving at these stores.

Scala was chosen as the software platform for this digital signage solution. With its new "connected signage" concept in place, Omantel will be able to update all marketing and promotional content in just a couple of minutes. The flexibility of the solution also allows Omantel to centrally monitor the health status of the screens from a central IT data center.

Anzyma has installed the digital signage network across all the Omantel outlets in all governorates across the Sultanate. The screens are currently used for running Omantel promotions, advertisements and new videos.

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