



Since its launch in 2000, the **International Scala Conference** has grown to become the biggest Scala event for partners. This year's edition takes place on May 14th-15th in London (Olympic Parc)!

Speakers will include:

- Steen Mertz, Director Communications and Technology, **Jyske Bank**
- Christian Lie, Senior Advisor Digital Signage, Design Express, **DNB**
- Alex Hughes, Director, **Amigo**
- James Fine, President, **Telecine**
- Nikk Smith, Technical Director, **Pixel Inspiration**
- Adrian Exton, Director, **Blue Sight Sytems Ltd.**
- Peter Critchley, Managing Director, **Beaver Group**
- Tom Nix, Peter Cherna, Stefan Menger, Amy Wilson of **Scala**

After the last speaker, conference delegates will be heading to the **Westfield Stratford City Mall** for a tour of all the large scale Scala installation found within the mall.

Following the tour by foot, we will be picked up by double-decker bus for a guided tour past several Scala installations before the evening ends with a joint dinner party at a down-town restaurant.

Day 2 includes a guided tour to the **NEC Solutions Showcase**. Several Scala installations will be on show, presented both by Scala and by partners.

## The 2014 International Scala Conference

Written by Bob Snyder  
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