

Scala Adds Background Music

Written by Bob Snyder
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Scala and **StreamAlot** (international provider of background-music solutions) announce a new collaboration.

StreamAlot's background-music solution integrates with the Scala platform so Scala users can easily add background-music to their marketing mix, offering their audience both visual and auditory experience.

StreamAlot offers professional pre-programmed channels, but can also create tailor-made, branded "radio stations" for its customers, including advertisements and brand-tunes, to emphasize the customer's company identity.

The low-cost, low-maintenance background-music solution of StreamAlot enables Scala users to unify sound and vision in one system, which is especially interesting in a retail setting.

StreamAlot is the streaming audio platform of in-store entertainment specialist **The Music Marketeers**.

Clients range from

Albert Heijn

to

De Bijenkorf

, and from

Praxis

to

Hello Kitty

. The Music Marketeers has branches in Amsterdam, Barcelona, Hamburg and Warsaw.

Additionally, they entered into partnerships with a number of European companies to service pan European (in retail and gastronomy, particularly) chains.

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Go [StreamAlot, and put your volume up because their website rocks!](#)

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