

Scala Goes to London for 2014 Conference

Written by Marco Attard
22 May 2014

On a rare glorious spring morning Scala held its 2014 Conference, this time at the Timber Lodge in the recently opened Olympic Park as part of London Digital Signage Week.



A smaller scale event from [last year's conference](#) , proceedings were opened by Scala CEO Tom Nix with a straight to the point keynote on the digital signage industry's top vertical-- retail. According to Scala retail is top signage driver, taking over 45% share of a "great" 2013.

As Nix puts it, digital signage not only allows retailers to emulate the Amazon online experience within brick-and-mortar outlets, it also provides a "tsunami" of valuable data.

What to do with such data? Partners use it to build a strong ROI case for maximized, optimized campaigns, of course. In other words, "omnichannel makes money."

The next speech came from Scala CTO Peter Cherna, who introduced the "Next" Connected Store ("a retail-focused, data-driven cloud-based platform which connects and optimises platforms and devices to create meaningful experiences that engage audiences", currently in beta form) before laying down the company roadmap for the near future.

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