

Connect Your Message With Your Audience



Istanbul Atatürk Airport Installs Dynamic Digital Media Network

Digiboard -- Turkey

Istanbul, March 2006 – The digital advertising and communication platform installed at the International terminals of Atatürk Airport creates a distinctive advertising media enabling the airport's visitors to receive innovative and dynamic branded communications.

Atatürk's Dynamic Digital Media Network reaches 50,000 travelers per day.

Digiboard, a certified Scala Partner in Turkey, installed the Dynamic Digital Media Network at the largest airport in Turkey. Digiboard has merged with progressive TAV (Tepe Akfen Vie) to offer branded commercials for advertisers throughout the airport.

Istanbul Atatürk International Airport the Dynamic Digital Media Network reaches an audience of 50,000 travelers per day. This number increases to 70,000 - 80,000 during the high tourist season -- reaching an estimated 20 million travelers per year. The 24/7 broadcast displays dynamic advertising and a variety of airport information.

Digiboard's 58 plasma screens are positioned at strategic locations throughout the airport, mainly at the Duty free shops, gateways, boarding areas, passport control and baggage collection areas. The airport has a variety of 42" and 60" screens deployed.

To influence the purchasing power of travelers throughout the airport, the Dynamic Digital Media Network displays 144 world-class advertising spots at each location. Located at the heavily visited duty free area, a Philips 120" LED screen allows Digiboard to enhance their communications and deliver focused messages directly to international travelers.

"By advertising brands on LED screens, we have the opportunity to maximize the quality of the brand of each advertiser. We've invested in dynamic and eye catching content created by the collaboration between



advertising agencies and our in house creative department," says Lazar Demisulam, Digiboard Director. "Although the LED screen has been operating only a short time, Digiboard has already secured agreements with 3 major advertisers."

"We plan to broadcast 2-minute loops consisting of 8 branded advertisements by the end of February 2006", says Burcu Ersen, Communication Representative for



Digiboard. "It is our hope that LED screens at the Atatürk International Airport will revolutionize communication with travelers and increase revenue opportunities well beyond the expenses involved."

LED screens at Atatürk will revolutionize communication with travelers

"To sum up, Digital signage is a hot new growth industry in Turkey allowing companies to put eye catching information in front of customers. Digital signage delivers dynamic messages to reach customers more effectively," says Lazar Demisulam. "With an eye toward the future, Digiboard will continue to focus on growing its core business and develop new services through continued innovation."

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About Digiboard

Digiboard, a subsidiary of Saben Co. Inc., provides 24/7 continuous digital advertising & communication platforms throughout Turkey. Digiboard is actively engaged in its core business in the digital signage marketplace, employing an innovative and differentiating solution. Converting its clients' marketing activities to a digital platform, today Digiboard has become a new media power and a dynamic solution partner providing direct marketing & communication solutions.

Digiboard operates approximately 200 digital screens at 10 locations throughout Turkey (e.g. Istanbul Atatürk Airport International Terminal, Antalya Airport, Bodrum Airport, Metrocity Shopping mall, restaurants, bars healthcare groups etc.). Digiboard positions itself in the technology marketplace with its incomparable corporate communication tools, various advertising platforms, narrowcasting, interactive information & entertainment technologies all powered by world's leading digital signage technology, Scala InfoChannel[®].

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About Scala, Inc.

Scala, Inc. pioneered the industry of digital signage in 1987, and is today headquartered near Philadelphia, Pennsylvania, with operations in California, the UK, The Netherlands, Oslo, China and Japan. As flat panel and networking technologies catch up with Scala's vision, Scala finds itself with over a 15-year head start, helping it to win some of the largest digital signage engagements and most respectable partners in the industry. Companies that are implementing their digital signage equipment on the Scala InfoChannel[®] platform include Tesco, Best Buy, T-Mobile, ShopRite, Virgin MegaStore, Bloomberg, Kiwi, Azizia- Panda Supermarket, McKee Foods, Burger King, Muvico, Warner Brothers Movie World, RaboBank, Nedbank, Santiago Airport, Dubai Airport. A network of over 250 Value Added Resellers across the globe offer Scala InfoChannel[®] solutions, and constitute our sales and support force that extends to every continent but Antarctica.

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