

## News release



### **Scala Broadcast Multimedia announced as POPAI digital Awards.08 sponsor**

*Monday, 19 May, 2008* – POPAI digital is pleased to announce that Scala Broadcast Multimedia, the leading global provider of end-to-end solutions for the digital signage market, is to sponsor the prestigious POPAI digital Awards.08, which will be held at the POPAI Awards Dinner at the London Marriott Hotel, Grosvenor Square, London on 9th October 2008.

They join a strong list of sponsors for the POPAI Awards.08 from the retail marketing industry, including corporate sponsor Momentum, arken, Amari, Perspex, Quinn Plastics, Robert Horne Group, Simpson Group and TNT.

Scala Broadcast Multimedia director for UK & Ireland Darren Turrell, said: "There have been some fantastic deployments throughout UK retailing during the past twelve months. Scala is very proud to be associated with the awards, which not only showcases the talent that exists within the industry, but also helps to further demonstrate to brands and retailers the power that digital media can offer in the retail environment."

Two of last year's digital winners at the POPAI Awards.07 used the Scala Platform.

Simon Rowe, chairman of POPAI UK & Ireland, said: "This is the second year that POPAI has organised the industry awards, and the first time ever that the digital industry awards have secured a dedicated sponsor. To secure support from a global name like Scala is a clear endorsement of the growing stature of the Awards within the industry."

He added: "The standard of entries last year was extremely high, which clearly demonstrates the range of exciting and innovative digital projects that are being developed between retailers, brands and suppliers. By spotlighting good practice we hope to encourage even more companies to get involved in the future."

Entries for the Awards will be judged by a distinguished panel of independent industry professionals using strengthened criteria, based on the effectiveness of the displays in increasing sales, securing retail placements and working strategically to position the brand at the point-of-purchase.

**Ends – 19 May 2008**

**For more information, please contact:**

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**Notes to Editors:**

**POP AI digital Awards.08 – categories**

- Digital Campaign
  - Digital Content (clip)
  - Digital Network
- POPAI is an international trade association for companies involved in P-O-P & retail communications, representing an industry worth over £1bn per annum
  - POPAI is dedicated to serving over 1800 members internationally, by promoting, protecting and advancing the broader interests of P-O-P through research, education, trade forums, networking and legislative efforts. POPAI UK & Ireland currently has over 200 members.