

Norway Puts Stock in InfoChannel Reliability

Analysts wowed with next-generation display of financial information in real-time on trade floor

OSLO, NORWAY – One of the most important pieces of any country's modern economy is the daily trade of stocks or bonds and when it came time to update the tickers in the Oslo Stock Exchange (OSE), brokers turned to the reliable and professional presentation of Scala's InfoChannel 3 visual communication suite.

Traditionally similar applications have been running on simple red LED boards for years, but Oslo wanted the best system available to display more complex tasks than simply numbers scrolling by. OSE chose Scala software to drive four 62" plasma screens that formed a four-sided display hung from the ceiling showing everything a day trader needs, including live data, news, graphs, and countdowns.

The heart of these applications derived from the Windows Script Host support in Scala's InfoChannel 3 software suite. Stock information, trades, calculations, and text crawls are all pulled from separate databases, each driven by unique VBScripts, and then displayed as part of an ongoing InfoChannel presentation.

Original content is made on-site in the trading room on a single copy of InfoChannel Designer 3. Pages are created using easy-to-read text and graphics drawing from real-time data using VBScript while news and text crawls are fed from a webpage hosted locally. Everything is shown together seamlessly thanks to over 300 smooth transitions included in the software package.

The two final presentations are then distributed via Scala's InfoChannel Network Manager 3 to two different InfoChannel Player 3 clients. These video feeds are split to two plasmas, each on opposite sides of the cube, so that many brokers can see a combined 124" screen.

And despite the broadcast-quality playback, the system requires very little maintenance and human intervention thanks to InfoChannel's store-and-forward design and the majority of content being database-driven. When updates are needed, however, changes can be made instantly the results displayed in mere minutes.

The system has been very successful, especially when introducing new companies with special information when they are first listed. The next-generation display has even allowed OSE to incorporate 3D graphics into the presentation, which has been critical to grabbing the attention of people on one of the most hectic places anywhere – the stock market floor.



About Scala Computer Television BV

Founded in 1987, Scala pioneered the cable TV industry with software and services to allow users to create localized channels inexpensively. Today, Scala has grown to lead the corporate communications, retail dynamic signage, and interactive kiosk industries as well. With an unrivaled software suite to handle authoring, networking, monitoring, and logged playback, Scala has been the choice of tens of thousands of customers worldwide. Built on reliable and flexible network architecture, Scala software can support nearly any existing infrastructure from dial-up to LAN to Wi-Fi to satellite and terrestrial-based multicast networks. Scala's powerful and efficient store-and-forward design allows the control of unique content on a single cable headend or thousands of remote displays or kiosks from a single desktop PC without the constraints of streaming video.

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