June 11, 2012

Ingram Micro Expands Distribution Relationship With Scala

Leading ProAV and Digital Signage Distributor Now Offering Scala Software and Solutions to Channel Partners in U.S.

SANTA ANA, CA -- (Marketwire) -- 06/11/12 -- Ingram Micro Inc. (NYSE: IM) today announced a new U.S. distribution relationship with leading global provider of digital signage solutions Scala Inc.

Under the expanded distribution agreement, Ingram Micro's ProAV / Digital Signage Business Unit (BU) in the U.S. will now market, sell and support Scala's entire portfolio of digital signage and display solutions including Scala Designer, Scala Content Manager and Scala Quick Start products. Scala solutions are also available from Ingram Micro in Finland, Norway and Sweden.

Recognized as the world's first connected signage company, Scala solutions are used within a variety of verticals including retail, quick service restaurants, financial and banking services, corporate communication, education, healthcare, government and other industries. Businesses of all sizes use Scala's digital signage and display solutions for a number of diverse applications such as retail advertising networks, corporate communications, traditional and digital billboards, digital menu boards, digital posters, cable TV, hotel lobby signage, gas pump toppers, outdoor advertising and interactive kiosks.

"Digital signage is one of the fastest growing solutions categories within the technology sector and offers channel partners lucrative margins and the opportunity to establish recurring revenue streams through managed content and advertising," says Kevin Prewett, senior director, ProAV / Digital Signage, Ingram Micro U.S.

"As one of the most recognizable brands in the industry, Scala is a welcomed addition to our growing portfolio of ProAV and digital signage software and solutions," continues Prewett. "We look forward to extending Scala's reach within the U.S. market and enabling our channel partners to meet the needs of the market by offering a wider variety of digital signage and content management solutions and services."

In support of this announcement, Ingram Micro's ProAV / Digital Signage BU will discuss and demonstrate a number of innovative AV and digital signage trends and solutions, including Scala, at InfoComm2012 in Las Vegas, June 13-15, in booth #C5430.

"Ingram Micro is focused on this market and has demonstrated a commitment to earning Scala certification throughout its ProAV / Digital Signage Business Unit, which will enable us to yield greater results as we go to market together," said Mark Brady, director, sales and channel development, Americas, Scala. "Both companies see great opportunity in this fast-growth market and we look forward to working with Ingram Micro's stellar group of resellers

in delivering bold digital signage solutions that command attention."

To schedule an appointment with Ingram Micro at InfoComm 2012, please email proav@ingrammicro.com.

For more information on Ingram Micro's ProAV / Digital Signage BU visit www.ingrammicro.com/proavinfo. For more information on Ingram Micro, visit www.ingrammicro.com.

Follow Ingram Micro Inc. on Facebook at www.facebook.com/IngramMicro and Twitter at www.twitter.com/IngramMicroInc.

About Ingram Micro Inc.
As a vital link in the technology value chain, Ingram Micro creates sales and profitability opportunities for vendors and resellers through unique marketing programs, outsourced logistics, technical and financial support, managed and cloud-based services, and product aggregation and distribution. The company is the only global broad-based IT distributor, serving more than 145 countries on six continents with the world's most comprehensive portfolio of IT products and services. Visit www.ingrammicro.com.

Add to Digg Bookmark with del.icio.us Add to Newsvine

Press Contact:
Marie Rourke
WhiteFox Marketing (for Ingram Micro)
(714) 292-2199
marie@whitefoxpr.com

Source: Ingram Micro Inc.