# Scala opens interactive London showroom to showcase sentient signage and drive European growth



Scala, a renowned specialist in digital signage and integrated solutions, has inaugurated a dedicated 142-square-metre showroom in Central London. Conveniently located near Angel underground station, this new space was officially opened on July 9, marked by an event attended by key integration partners. The showroom is designed as an interactive hub for technology demonstrations, partner meetings, and educational initiatives, aimed at strengthening Scala's presence not only in the UK but across the wider European market.

The showroom features an extensive display of various screen formats and Scala media players, alongside innovative solutions such as digital menu boards, assisted selling tools, and a multi-screen setup crafted to deliver personalised shopping experiences. One of the standout innovations on show is the 'sentient signage' technology, which uses customer movement and gesture tracking to trigger relevant promotional messaging, enhancing engagement and interactivity. Within the coming weeks, the showroom will also introduce analytic sensor solutions from Scala’s sister company Walkbase, and a demonstration model of the recently launched hospitality solution Scala Quintet, broadening the range of technologies showcased.

According to Harry Horn, General Manager for EMEA at Scala, the opening of the showroom is a significant milestone that reflects the company's deep integration into London's diverse sectors, including iconic landmarks, transport hubs, banks, and luxury retail venues. Horn emphasised that the showroom offers a dedicated venue for partners and clients to engage directly with the latest Scala solutions, fostering collaboration and inspiring creative and efficient use of technology to improve customer service and drive revenue growth.

This London showroom forms a key part of Scala’s broader growth strategy for 2025 and beyond, aligning with similar investments across Europe. For instance, the company recently launched a larger, 300-square-metre showroom in Madrid, designed to serve as a collaborative space where integrators, installers, and clients can test the latest technology. The Madrid showroom features industry-specific zones with a range of Scala’s software and hardware solutions, including digital screens, ordering kiosks, digital menus, and totems. Its retail-oriented spaces simulate grocery and restaurant environments, demonstrating how integrated signage and customer interaction solutions can generate efficiency and profitability. This move reflects Scala’s commitment to expanding its presence and enhancing customer engagement capabilities across multiple European regions.

Scala's approach links tightly with its broader vision of integrating technology to mimic the online shopping experience for in-store consumers, offering personal and memorable interactions. At events such as The Retail Technology Show in London, Scala exhibited a suite of digital solutions including shelf-edge displays, self-ordering kiosks, interactive fitting rooms, and smart mannequins. These initiatives highlight the company’s ongoing efforts to provide retail and hospitality brands with deeper customer insights and more compelling shopper experiences.

While Scala focuses on digital signage and experiential technology solutions, the name SCALA also appears in related architectural projects in London and beyond. For example, SCALA Architects is involved in innovative urban and hospitality design projects, such as the proposed Clerkenwell Park — a revitalisation effort to reconnect parts of London with a green landscape and leisure facilities — as well as conceptual work on future hotel designs integrating sustainability and adaptive architecture. Although not directly connected to Scala the technology company, these parallel uses of the name underscore a shared focus on innovation and experiential enhancement within urban and commercial environments.

In sum, Scala’s London showroom represents a strategic investment in experiential marketing technology, offering a platform for hands-on client engagement and partner collaboration. It complements the company’s expanding footprint in Europe and its vision for creating smarter, more personalised digital experiences across retail, hospitality, and other sectors.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.installation-international.com/technology/displays-signage/scale-opens-dedicated-142sqm-show-room-in-london), [[2]](https://www.installation-international.com/technology/displays-signage/scale-opens-dedicated-142sqm-show-room-in-london)
* Paragraph 2 – [[1]](https://www.installation-international.com/technology/displays-signage/scale-opens-dedicated-142sqm-show-room-in-london), [[2]](https://www.installation-international.com/technology/displays-signage/scale-opens-dedicated-142sqm-show-room-in-london)
* Paragraph 3 – [[1]](https://www.installation-international.com/technology/displays-signage/scale-opens-dedicated-142sqm-show-room-in-london), [[2]](https://www.installation-international.com/technology/displays-signage/scale-opens-dedicated-142sqm-show-room-in-london)
* Paragraph 4 – [[3]](https://www.digitalavmagazine.com/en/2024/11/26/scala-inaugura-madrid-showroom-conocer-y-probar-tecnologia/), [[1]](https://www.installation-international.com/technology/displays-signage/scale-opens-dedicated-142sqm-show-room-in-london)
* Paragraph 5 – [[4]](https://apac.scala.com/jp/resources/news/scala-brings-solutions-to-gain-insight-and-build-business-to-the-retail-technology-show/), [[1]](https://www.installation-international.com/technology/displays-signage/scale-opens-dedicated-142sqm-show-room-in-london)
* Paragraph 6 – [[5]](https://www.scalaarchitects.com/projectclerkenwell), [[6]](https://www.scalaarchitects.com/projects/hotel-of-the-future)

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## Bibliography

1. <https://www.installation-international.com/technology/displays-signage/scale-opens-dedicated-142sqm-show-room-in-london> - Please view link - unable to able to access data
2. <https://www.installation-international.com/technology/displays-signage/scale-opens-dedicated-142sqm-show-room-in-london> - Scala, a digital signage and integrated solutions specialist, has inaugurated a 142-square-metre showroom in Central London, UK. Situated near Angel underground station, the showroom serves as a dynamic hub for technology demonstrations, partner meetings, and educational initiatives, bolstering Scala's presence in the UK and broader European market. The official opening on July 9 was attended by key integration partners. The showroom showcases various screen formats and Scala media players, featuring solutions such as digital menu boards, assisted selling tools, a multi-screen setup for personalised shopping experiences, and 'sentient signage' that tracks customer movements and gestures to trigger relevant promotional messages. Additionally, analytic sensor solutions from Scala's sister company, Walkbase, will be available in the showroom in the coming weeks, along with a demonstration version of the recently announced hospitality solution, Scala Quintet. This London showroom is part of Scala's growth strategy for 2025 and beyond, with plans for more dedicated experience spaces across Europe. Harry Horn, General Manager EMEA at Scala, expressed enthusiasm about the showroom's opening, highlighting Scala's technology presence in London's iconic landmarks, transport hubs, banks, and high-end retailers. He emphasised the showroom as a dedicated space to share the latest solutions and collaborate with partners to enhance customer service experiences. Horn hopes the hands-on interaction offered by the showroom will inspire clients and partners to creatively and effectively utilise technology across various sectors to better serve customers and drive revenue growth.
3. <https://www.digitalavmagazine.com/en/2024/11/26/scala-inaugura-madrid-showroom-conocer-y-probar-tecnologia/> - Scala has inaugurated a 300-square-metre showroom in Madrid, Spain, marking its first outside the Netherlands. Open since September, the official opening event was recently held, attended by around fifty guests, including customers like Disney, Leroy Merlin, and NCR, as well as integrators, installers, and media outlets such as Digital AV Magazine. The event featured Harry Horn, Scala's General Manager for EMEA, who discussed the company's evolution since its acquisition by Stratacache and Álvaro Morales, Sales Director for Spain and Portugal, who outlined forecasts for the upcoming year and business opportunities for the subsidiary. Horn highlighted the importance of firsthand experience with Scala's solutions, noting the positive reception of their technology at various exhibitions and events. The Madrid showroom is designed to collaborate more deeply with clients, sharing expertise and developing tools tailored to their business needs. The space is well-connected by local, national, and international transport links, including Madrid's airport, and is open to integrators, installers, prescribers, and clients to test the latest technology through demonstrations, meetings, and the development of new business opportunities and customised projects in sectors such as education, business, retail, transport, and hospitality in the Iberian region. Morales emphasised the significant interest in how Scala's solutions, based on a deep understanding of customer experience and technological capabilities, can generate efficiencies and drive profits. The showroom is divided into specific zones for each industry, featuring Scala's software and management platform; hardware, including digital screens, totems, ordering kiosks, digital menus, digital players, and services. To enhance the consumer experience in the retail world, the showroom includes a grocery store simulation to showcase the benefits of integrated signage and customer interaction, and a restaurant area where Scala's digital menu, ordering, and software solutions are shared. Morales noted that the opportunities presented through in-store retail media can be clearly demonstrated in the showroom, as well as how Scala provides effective customer communications in quick-service restaurants, stores, healthcare environments, educational spaces, and more. The opening of this showroom in Madrid is part of Scala's expansion plans in Europe, with other spaces being designed, including one in London, and new investments in the region.
4. <https://apac.scala.com/jp/resources/news/scala-brings-solutions-to-gain-insight-and-build-business-to-the-retail-technology-show/> - Scala, a leading marketing technology company, showcased a suite of digital solutions at The Retail Technology Show held at Olympia London on April 26-27, 2022. The company exhibited solutions designed to help brands create convenient and compelling experiences for shoppers while providing retail and hospitality brands with deeper customer insights. Scala's booth featured shelf-edge displays, self-ordering kiosks, interactive fitting rooms, and smart mannequins. Chris Riegel, CEO of Scala and Stratacache, highlighted the importance of leveraging digital technology to mimic the benefits of online shopping and offer in-store shoppers a personal, memorable experience. Scala's participation in the event underscored its commitment to helping brands drive relevance by creating smarter, more personalised experiences.
5. <https://www.scalaarchitects.com/projectclerkenwell> - Clerkenwell Park is a proposed urban park in London, UK, designed by SCALA Architects. The project aims to transform the Farringdon Cut, a long, bleak wall, into a gently undulating green landscape structured by trees and resting places, set against the neo-classical Old Sessions House of 1612. The park seeks to reconnect areas of the city severed by mid-19th-century industrialisation and provide a space for all who wish to use it, including commuters, workers, residents, tourists, and train operators. The design incorporates extensive and intensive green roof technologies to support a range of vegetation, creating a micro-ecosystem that contributes to the experience of a London park. The project also includes a pavilion offering restaurants, cafes, ice cream parlours, and other simple pleasures, aiming to provide a cultivated wilderness within the urban environment.
6. <https://www.scalaarchitects.com/projects/hotel-of-the-future> - SCALA Architects has undertaken a project titled 'Hotel of the Future,' focusing on innovative design concepts for future hotel developments. The project explores new approaches to hotel architecture, integrating modern design principles with sustainable practices to create adaptable and forward-thinking hospitality spaces. The initiative reflects SCALA Architects' commitment to pioneering design solutions that anticipate future trends in the hospitality industry, aiming to redefine the hotel experience through thoughtful and innovative architectural design.