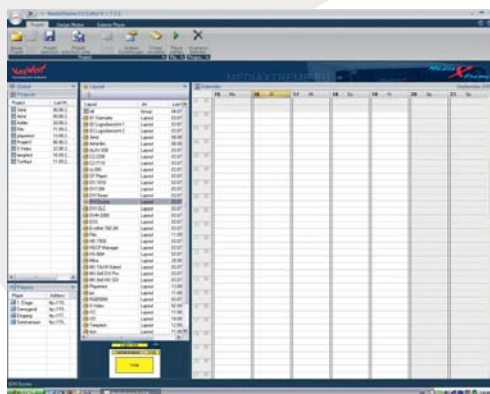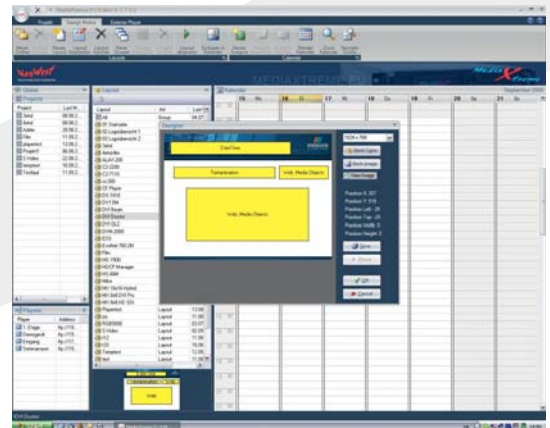## The Digital Signage Experts

At a time when nobody was talking about Digital Signage, KeyWest was creating the first Information Systems for Narrow- and Broadcasting Applications. Nowadays, well-known institutions and trade organisations rely on systems provided by Keywest. No matter if it's the White House, the Elvis Museum, the Marriott Hotel in Singapore, the Hamburg Stock Exchange or the Matas Grocery Chain in Denmark, the intelligent systems designed by Keywest supply information and messages all over the world. MediaXtreme is the most innovative and powerful tool when it comes to marketing and communication for countless areas of application.

Media Xtreme EU
Solutions for Digital Signage Players, Playout-Servers and Content-Rollout

Our years of expertise have now been used to craft the new **MediaXtreme EU** Series. Keywest Europe's new digital information system, the MediaXtreme EU, is one of the most innovative ways to distribute your content. Forget conventional marketing and offer your customers a new attitude towards every aspect of their lives – no matter if it's business, leisure or entertainment.

Digital Signage targets your individual messages to customers, employees and visitors you wish to reach. Particularly in POS and POI applications, you can customize your messages to influence customers to make the purchasing decision you desire.

The flexible MediaXtreme EU isn't bound to any location, and its user-friendly software lets you create an unlimited number of professional-looking designs.

The included Media-Tester can check if your system has all required service-programs and codecs installed and working. If a program or codec is missing, the software provides a direct download link to it.
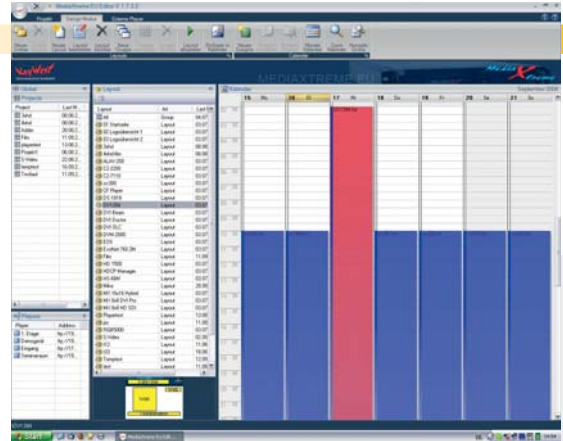
Thanks to the Windows-like user-interface and the event-calendar, you will start creating your own projects in no time. The software tutorial will provide an easy entry to the software.

With the MediaXtreme EU Editor you can combine media files, tickers, RSS-feeds, live-video and external live-feeds to a single layout.

KeyWest
TECHNOLOGY EUROPE
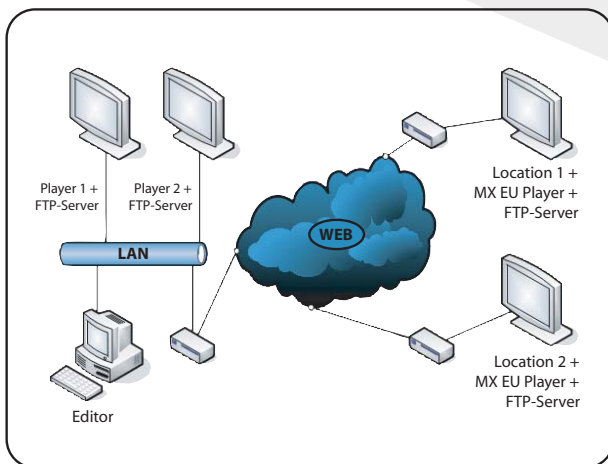
Whatever - Whereever - Whenever!

Put your layouts into clearly-arranged groups or instantly schedule them in the event-calendar to create your personal project.

The software enables you to preview your layout on the editor pc before transmitting it via FTP or other webservices to the external player units.
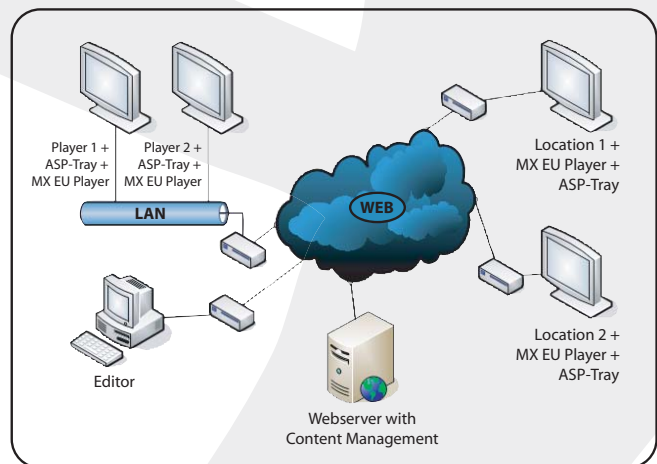
Network Solutions – FTP or ASP-Tray

The MX EU Player stores your projects, layouts and media files on the internal harddrive and will play out your content based on the schedule you created. When using a FTP Server, all data will be transmitted to your player via LAN. Our ASP-Solution is connected to a webserver. Players need to be equipped with the optional MX EU ASP-Tray. The program then automatically checks the webserver for new content at certain times. If there are changes or new contents available, the player will grab those from the webserver.

Network Solution: FTP

Network Solution: Webserver / ASP-Tray

The MediaXtreme EU Software takes handling, clarity and workflow-efficiency to a whole new level. You can check out our *30 days trial version free of charge*. You certainly don't want to miss out on the possibilities and freedom our system offers after trying it.

The whole Team at KeyWest Technology Europe is looking forward to your questions and inquiries. Welcome to the next Generation of Digital Signage!

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