

KeyWest MediaXtreme – The System



- individual
- accessible
- intuitive
- reliable
- safe
- effective

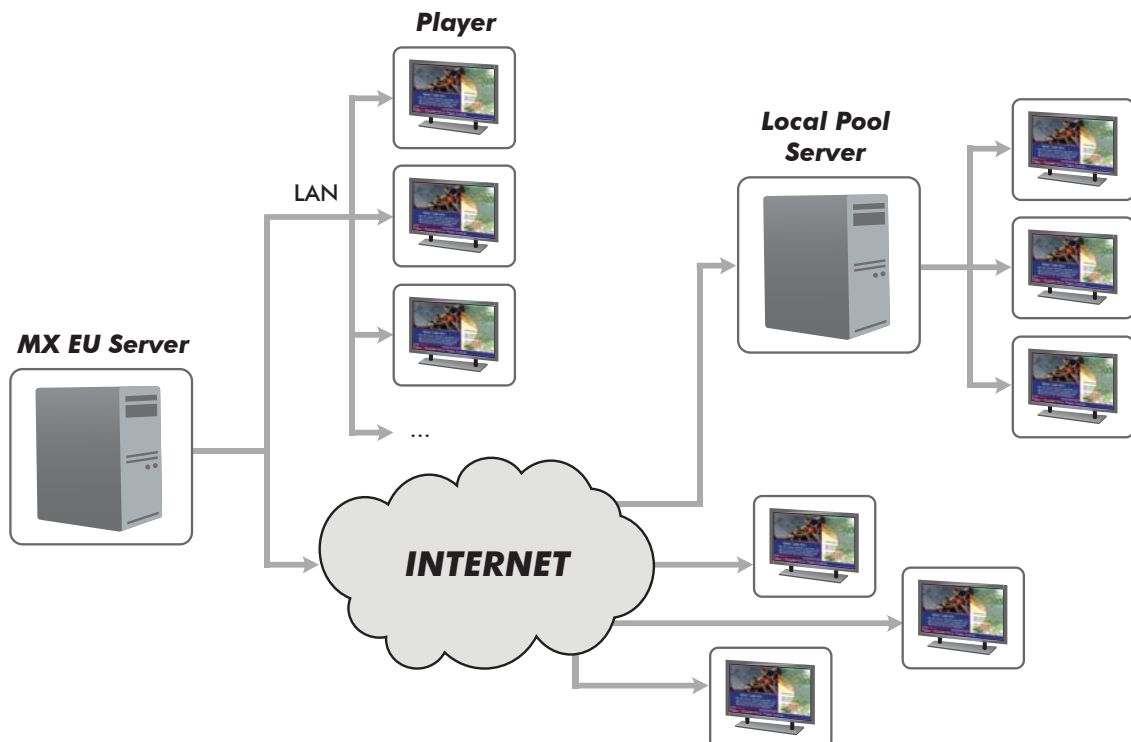
The future belongs to dynamic advertising and communication.

KeyWest Europe’s digital information system, the MediaXtreme, 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 isn’t bound to any location, and its user-friendly web interface lets you create an unlimited number of professional-looking designs. Old ways of communicating pale in comparison to the power of the MediaXtreme. The MediaXtreme makes your entertainment, advertising, live-show or any other message the main event!

The MediaXtreme also offers easy-to-use controls and a user-friendly interface. Organize and schedule playback of media in an intuitive calendar. Combine different media like video, interactive web pages or live feeds to layout and present screens that look better than anything on TV.

The MediaXtreme uses LAN and Internet distribution to ensure your message gets where you want when you want it to arrive.

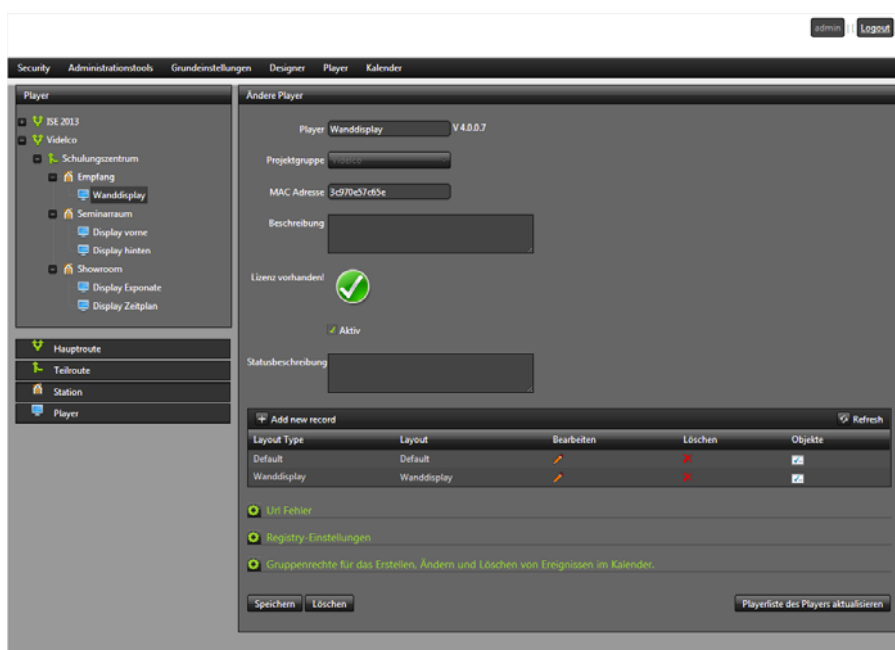


- Central MX EU Server for layout design, scheduling and administration
- Local Pool Server minimizes internet traffic

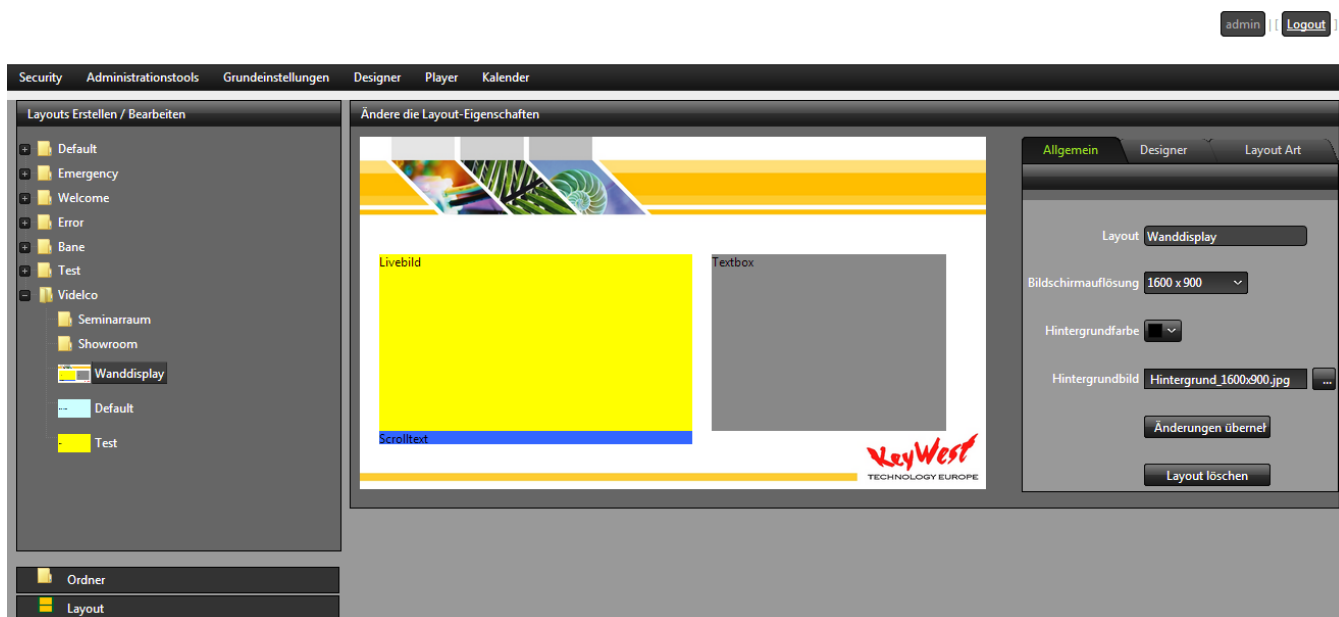
Players

The players are designed to run 24 hours/7 days a week and are capable of displaying all common video, picture and text formats as well as websites, RSS feeds and many more. They automatically receive content updates from the MediaXtreme Server via a local area network or the internet and save the data locally. Connection errors are detected automatically, in this case a special notification will be displayed.

System requirements MediaXtreme EU Online Player: standard PC hardware (CPU load dependent on displayed content), Windows XP or Windows 7, .NET4.0



Screenshot: Editing the players



Screenshot: Layout Designer

Server

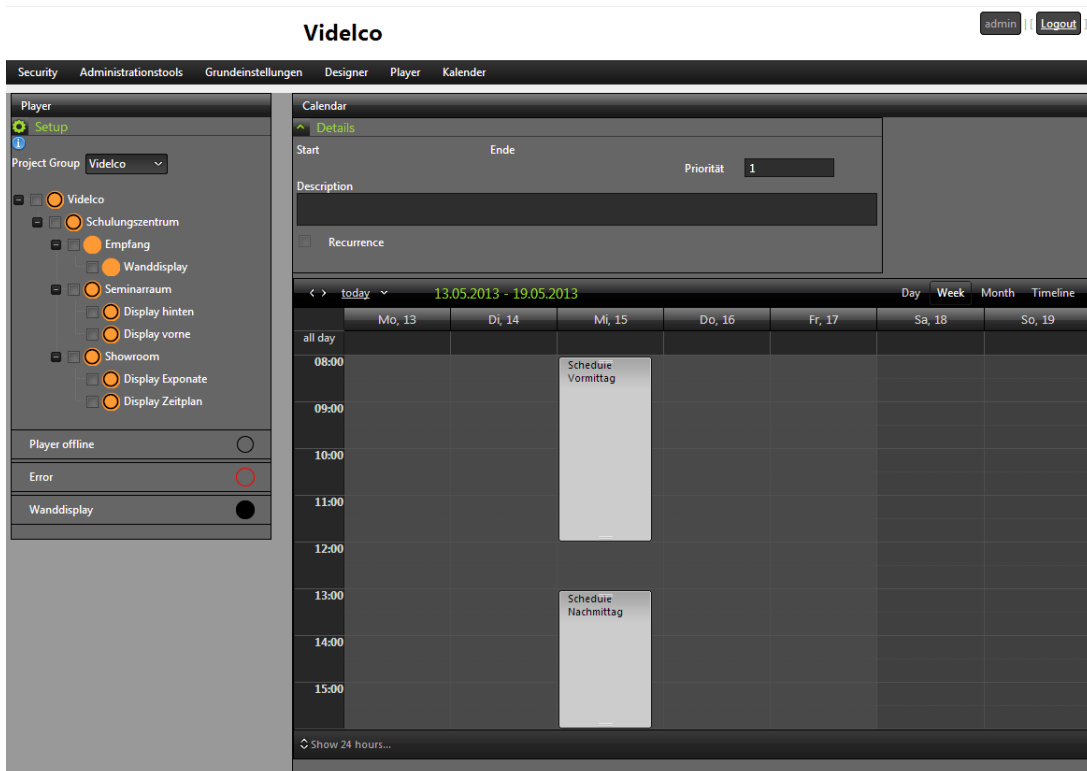
The MediaXtreme Server offers an intuitive user interface, which you can access from every browser, regardless of location. Online players can be grouped together on several hierarchical levels and are provided with individual layouts and content. Layout resolutions are scalable to any display resolution and can contain various different content boxes.

The scheduling of notifications is accomplished by means of an intuitive calendar view. If no notification is scheduled, the players will display a default layout. You can also create quick notifications, e. g. emergency warnings, that have priority over already scheduled notifications. Moreover, a detailed user rights management with classification of project groups is at your disposal – for maximum security.

Further features of the MediaXtreme EU Server:

- Creation of layout types containing several layouts for different players
- Automatic logging of all displays and errors
- Preview of the currently displayed player content

System requirements MediaXtreme Server: standard server hardware or virtual server, Windows Server 2008, .NET4.0, Microsoft SQL Server 2008



Screenshot: Calendar

Pool Server

- Local content distribution
- Saving Internet bandwidth

The MediaXtreme Pool Server distributes the media content for all Players in a local area. Even if your Main MediaXtreme Server is at a different location the Players will use the content from the local Pool Server resulting in saving internet bandwidth.

Application Examples

■ Kitchen Store Rieger

Kitchen Store Rieger uses the MediaXtreme System to present advertisements, current customer information and coming events in all of their Kitchen Stores.

A central MediaXtreme Server gives them an easy and intuitive way to control all players in each store. They create and schedule advertisements, screens and events and can preview all the content actually running on every screen. Each Kitchen Store has an extra Pool Server that keeps the content for 30 players in every store.



Kitchen Store Rieger with MediaXtreme System

■ Bane Danmark

Bane Danmark uses the MediaXtreme System to provide their passengers with up-to-date traveling information, urgent security warnings and additional information. The ability to create independent projects and to group players by routes, sub-routes and stations simplifies the control of hundreds of information screens. Changing the departure information for whole routes, sub-routes or stations and the placement of alert messages with a single mouse click is a mayor benefit in a business where every second counts.

■ Others

The flexible and powerful MediaXtreme Information System makes it an ideal solution for many different applications, like:

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|-------------------------|--------------------------|-----------------|
| • Retail | • In-House Communication | • Public Places |
| • Shopping | • Restaurants | • Universities |
| • Airports | • Hospitals | • and many more |
| • Train or Bus Stations | • Waiting Rooms | |