

Bringing context to visual communications

Superior graphics capability

Create rich and compelling content with 3-D graphics that jump off the screen. Content automatically scales so one design can fit multiple display resolutions. Designers can create content in multiple layers and any aspect of the design can change independently and automatically.

Context is King

Make your message relevant to your viewer by linking it to live pertinent information based on current conditions. Any visual attribute can be tied to live data. Using the Moxie Playlist Manager, you can create intelligent playlists that automatically plays at the appropriate time and in the right location, eliminating manual scheduling requirements.

Moxie Studio

Access your system from anywhere on your network based on your unique identity. The context sensitive interface provides you with the tools that are specific to the task at hand. Workflow can be structured and managed by individual responsibilities.

Network management

- Auto-sensing and remote configuration to simplify installation
- Full system monitoring and recovery to reduce operating costs
- Secure encryption, permissions and authentication to protect your data
- Redundant operation and automatic failover to maximize uptime
- Bandwidth and energy use management to reduce operating costs
- Integration to MS Active Directory for users, groups and access permissions
- Scalability to support your changing needs

Effectively engaging audiences to inform, motivate and persuade is not just about creative content, it's also about timing, environment and relevance. In a word, it's about context. Contextual communication is critical to every business and Omnivex provides the software tools to deliver your messages to their intended audience every time. With Moxie, Omnivex has created the most advanced and comprehensive digital signage software in the world.

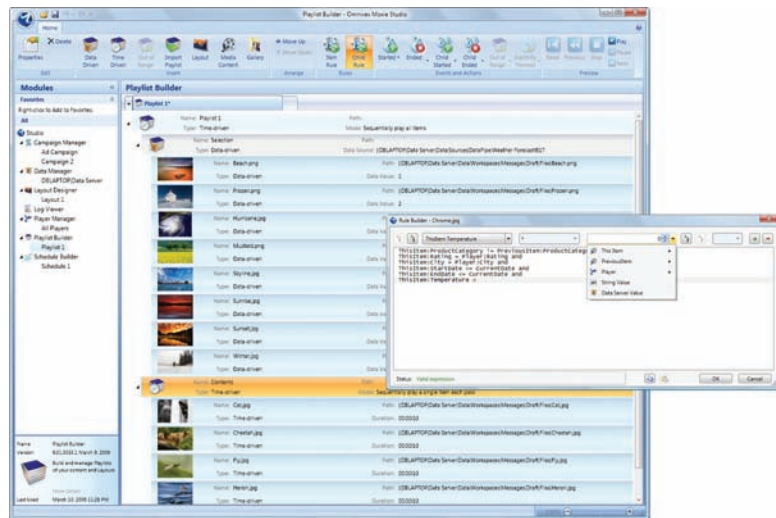
Moxie introduces true dynamic graphics to the realm of digital signage. With Moxie, your graphics can scale to fit each screen resolution and are rendered in real time with any aspect of your content able to change dynamically. This ability for the software to decide what to present based on internal and external information saves hours of content reworking, eliminates redistribution costs and provides instant updates to increase the value of your messages.



Moxie lets you create multiple graphic layers on non-rectangular surfaces, group them, rotate them and orient them any way you want. Elements or groups of elements from one design can easily be moved to other designs, simply by cutting and pasting. As you design your content, you can zoom in to catch the smallest details and zoom out to see the big picture, saving preparation time. You can design and insert custom animations where you want or link a parameter to a data value so that it dynamically changes based on internal or external conditions. Any parameter, such as size, position or transparency can be tied to real-time data, so information can appear and change based on current events. The Moxie interface uses the ribbon menu pioneered by Microsoft so you can see the impact of a change to a design simply by floating over the effect, greatly reducing design time.

The Moxie user interface combines the convenience and ubiquity of a web browser with the power and speed of a dedicated client application. A user can access the system with full rights and security from any point on the network. With Moxie, the user experience is the same anywhere, with immediate response and full control. Moxie provides a context-sensitive environment complete with only the tools most relevant to a user's current requirements. You can also use the interface to preview content before making it final - significantly improving productivity and quality assurance.

Moxie supports the application of intelligent content, by allowing you to tag your content and locations with extensible metadata. Using Moxie's powerful rule builder, you define conditions on what media should play where automatically based on your business rules. This allows content to know where and when to play based on current conditions to optimize impact and eliminate lengthy manual scheduling operations. You simply tag your media files and Moxie decides where to play it based on conditions you define.



Moxie's simple calendar-based scheduling module allows you to easily plan and manage your campaigns with a familiar MS Outlook style tool. No special training is required; you simply apply a campaign to the perpetual calendar and define frequency of play.

Since 1991, Omnivex has been helping innovative organizations reach the right people, at the right time, in the right place with industry-defining digital communications solutions. With Moxie and its many patent pending technologies, Omnivex has redefined the process to rapidly develop and deploy digital signage networks and significantly lowered the cost to operate these systems.

General Specifications

Content Playback	<ul style="list-style-type: none"> Full 3-D graphics capability Non-rectangular zones Content rotation to any angle Any playback resolution is supported Intelligent content allows system to select optimum content based on business rules Landscape and portrait orientations supported Supported file types delivered and played back natively - no conversion necessary Live playback logs Forward and store playback method - can operate in disconnected state Playlists within a Layout allows Content from one or more authors to play within another Real time data connectivity Change content based on external or internal events Wide variety of transitions and visual effects supported
Layout Design	<ul style="list-style-type: none"> True WYSIWYG interface Pixel by pixel drag and drop control Add reflection to any asset Zooming Set any level of opacity by asset Zones represented on a graphical timeline Maintain aspect ratio, stretch to fill or maintain native size - zone by zone Uses Microsoft Office style ribbon interface
Scheduling	<ul style="list-style-type: none"> Easy to read graphical calendar Multiple layouts, playlists, and schedules can be defined Adjustable time scale Playlist Manager supports intelligent rules based playback Schedule device commands to turn displays on and off
Zone Types	<ul style="list-style-type: none"> Media files (MPG, WMV, WMA, AVI, ASF, MOV, WAV, MP3, and other DirectShow supported media) Images (BMP, JPG, PNG, GIF) Adobe® Flash® (SWF) External video and/or cable TV (with capture card) Streaming video Live data (news, weather, financial messages, internal data) Date and time display (text based or clock face display) Text (full support for foreign languages) Web content (external web site or HTML file) Scrolling stock ticker Multimedia Zone Charts (plot real-time or static graphs in various styles) Interactive buttons for kiosk applications
Network	<ul style="list-style-type: none"> Self discovery of Moxie components Support for disconnected networks Live status updates and alerts Secure transmissions

System Requirements

Operating System	Microsoft Windows Vista®, Windows 7 or Windows XP® Professional
PC Hardware Requirements	Dual core processor, 2GB RAM, enhanced graphics card

* Some formats may require 3rd party players in order for Omnivex Moxie to natively play back content.
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