



Mvix Introduces yet another Low-Cost Digital Signage Player for Stand-alone Applications

Chantilly, VA. Feb, 10 2011: Mvix announced a new affordability level in Digital Signage Solution by introducing an incredibly low- price signage player: Mvix DLite (pronounced, “Mvix Delight”). Priced at \$189, it is targeted at the small to medium-size applications like trade-show and event video displays, independent convenience stores, small retail establishments, individual office locations and real-estate applications.

Mvix DLite is a powerful, ESS-based signage player capable of up-scaled video output of upto 720p. With an in-built scheduler, the signage player provides pre-scheduled boot-up and power-down capability along with auto-play and auto-loop functionalities. Mvix DLite is capable of playing videos and image slideshows – both in horizontal (landscape) and vertical (portrait) orientation.

Mvix DLite’s signage features are ideally suited for independent mode operations at locations which lack network access. Mvix DLite is an extremely cost-effective solution for Product / Company profile showcasing during tradeshows and events, promotional slideshows and looping video display applications. “During this past year, we have seen a significant reduction in prices for LCD displays and signage systems, enabling its usage in a variety of applications. Digital signage is now replacing static posters and vinyl banners. Mvix DLite is targeted to clients who value new technology but have limited budgets”, said Mark Shoe, Marketing Manager at Mvix. “Historically, Digital Signage equipment and systems used to cost thousands of dollars with significant investment toward infrastructure design and deployment. Now, with products like Mvix DLite, customers can adopt and deploy signage systems for a fraction of the cost.” Mvix is the first to introduce a comprehensive HD digital signage media player at this low cost.



Speaking on the occasion, Mark explained, “The Digital Signage market has matured significantly with healthy competition and we are proud to be a part of it. Mvix DLite is testament to this rapid adoption of digital signage applications in almost all major industry verticals. We have seen demand for our digital signage products sky-rocket during 2010 – especially in the Fast-food / CSR, Healthcare and Retail markets. With DLite, we hope to position digital signage as an ideal substitute to traditional, printed poster-boards or old format DVD-based video looping systems”.

Mvix’s HD Media technology is well-known all over the world for its reliable playback mechanisms and comprehensive format support. Mvix has leading expertise and products for digital playback of high-definition (1080p) video content for both consumer and commercial markets.

Details on Mvix DLite: <http://www.mvixusa.com/product/mvix-dlite-stand-alone-digital-signage-player>

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Solutions for the HD Planet

ABOUT MVIX(USA), Inc.

MvixUSA is the market leader in technology and products for hard-disk based HTPCs, portable media-centers and hi-definition digital signage players. In addition, MvixUSA has leading expertise and products for digital playback of high-definition (1080p) video content, network streaming, NAS media storage, and IP service integration. Since inception, MvixUSA's commitment to delivering innovative solutions has put the company at the forefront of digital entertainment industry. With a versatile line of audio and video products for use at home, on the road and in business environments, MvixUSA caters to customers who value quality, style and a technology-enabled lifestyle. In the recent past, Mvix Media Centers has received accolades from many well-known and respected reviewers across the world. Recently it won the "Editor's Choice - Must Have" award from reputed technology review site TweakTown.com and was declared one of the "10 Hottest Linux Powered Gadgets" by TheHottestGadgets.com . MvixUSA products have been recommended as Best Holiday Gadget Gifts by ComputerWorld and Infoworld. For more information, visit www.mvixusa.com or call 1-866-310-4923

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