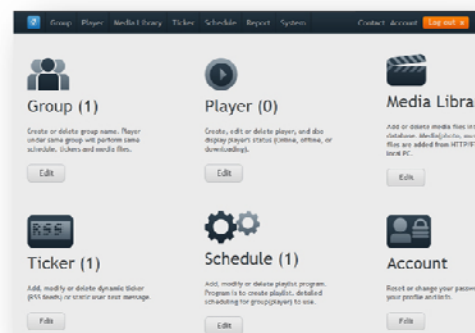


## Mvix launches a Free, Browser-based Digital Signage Administration Tool for its Networkable Signage Platform (Mvix Ceeno)

**Chantilly, VA. Apr. 13, 2011:** Mvix has formally launched its latest web-based, digital signage content management tool for the Mvix Ceeno Networkable Signage platform. Aptly named “iCatSignage”, this web application is being offered to all clients for free. In a highly competitive market, introduction of this free content management tool for digital signage.

**iCatsignage Content Management System** is a Software-as-a-Service (SaaS) solution that is fully hosted, and supported by Mvix. Developed by Mvix, the iCatsignage rivals dozens of commercial SaaS digital signage solutions available in the market. However, offering this platform at a zero startup cost or any monthly subscription fees makes it a top contender for a large number of digital signage applications and projects. Mvix is the first company to offer a free CMS solution along with an extremely low cost digital signage hardware platform. Speaking on the occasion, Mark Shoe, Mvix’s Marketing Manager stated, “Initial capital expenditure has been a stumbling block in digital signage adoption. The fact that Mvix is offering the web-based management system for free removes the last barrier to adoption/implementation of digital signage for any small- to medium-sized businesses.”



With access to any standard browser as the sole technical requirement, iCatSignage allows management of content from anywhere in the world. Mvix’s web-based system allows upload, update, scheduling, startup, storage, monitoring, and even reboot of devices from any remote location. This web-application places no limit on online storage space or the number of users for each account.

“Software-as-a-service (SaaS)” has become a common delivery model for most digital signage applications. However, current offerings are expensive and difficult to install / maintain for SMBs. Recognizing this need for cloud-based, remote signage management, Mvix’s iCatsignage adds to the functionality and usability of its popular **Mvix Ceeno Networkable Signage Platform**.



“As the business world leans more and more towards on-demand software, it made complete sense to offer that same capability to our customers,” said Marcus Sattler, VP Product Development at Mvix. “Upon recognizing the benefits of global remote management capabilities for all signage content—videos, slideshows, RSS feeds and ticker—we have concentrated on developing an easy-to-use interface that supported all the major browsers. The result was intuitive and effective.” iCatSignage employs standard user interface design conventions and drag-and-drop functionality. It supports multiple user accounts for shared control, and there is no software installation required.

“We hope that this reliable, free solution will allow our clients to divert their operating expenses important areas like signage content development. We strongly believe, iCatsignage will empower our system integrators and will provide yet another impetus for the digital signage industry.” stated Mark.

Details on Mvix’s new Web-based Digital Signage Platform: [iCatsignage Features and Preview](#)



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**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](http://www.mvixusa.com) or call 1-866-310-4923

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