

## Aladdin adopts Mvix Digital Signage platform to enhance its food service operations

**Chantilly, VA. Sept 22nd, 2011:** Aladdin Food Management Services, LLC, a leader in the contract-based food services segment, has initiated installation of Mvix Digital Signage systems in many of its campus cafeteria and retail food service operations. Mvix signage systems are being used with large, flat-panel HD LCDs for digital menu boards, way-finding, vendor showcasing and brand promotion across Aladdin's operations. The high-definition menu boards are accessible remotely, over a simple web-based interface, which makes them a compelling menu board solution for cafeterias, dining halls, food courts or any counter-service business.

Founded in 1978, Aladdin serves over 150 clients by providing contract-based food services to colleges, universities, health care facilities, private, independent schools, and businesses. Headquartered in Wheeling, WV, Aladdin operates food service locations and cafeterias in 20 states. Across the country, Aladdin is setting the standard for effective and affordable food-service management. Drawing upon over 30 years of experience, Aladdin has helped its clients to keep up with the latest food industry trends.



In its search for low-cost, stable and energy-efficient signage platforms, Aladdin tested multiple systems across its operations. After extensive trials, the Mvix digital signage platform was formally adopted. "Digital signage is now acknowledged as one of the most cost effective and stylish methods of displaying menus in food outlets all over the world. It is designed to draw consumers' attention, to promote specials, and to enhance the consumer's experience at client locations. Mvix signage systems were just the perfect fit in our operations. They work on solid-state storage and are highly reliable. These units are low cost, easy to install and extremely user friendly," said Jim Alder, VP of Marketing for Aladdin.



Mvix's solid-state signage controllers are priced significantly lower than PC-based solutions and play a key role in keeping the cost of the digital menu board systems very affordable. These embedded signage systems have an industrial-grade architecture with no moving parts, providing highly reliable 24/7 operation. "The affordable pricing structure and intuitive, hassle-free content management system is at the core of Mvix Digital Signage platform. We are proud of our partnership with Aladdin on this enterprising project." stated Mark Shoe, Marketing Director at Mvix.

"We are extremely pleased with the customer service and technical support team of Mvix. These individuals have made the project implementation a great success!" stated Alder. "The Mvix platform enables us to provide menu board systems to our clients with the confidence that it's reliable and it looks absolutely stellar."

For details on Mvix Signage Platform visit:

<http://www.mvixusa.com/digital-signage/>

and

<http://www.mvixusa.com/product/mvix-ceeno-networkable-digital-signage-player>





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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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