

INTRODUCING

KEYWEST TECHNOLOGY'S

MEDIA ZONE PRO

MANAGING DIGITAL SIGNAGE WITHOUT COMPROMISE

Digital signage systems don't all add up to the same value. Some rise to the top by delivering greater usability, features and performance, meeting the demanding needs of today's digitally savvy communicators. For those looking to tap the power of digital signage without compromise, there has never been a better way than Keywest Technology's MediaZone Pro.

Drawing on 10 years of lessons learned from thousands of happy customers using the company's previous generations of digital signage controllers, Keywest Technology has designed MediaZone Pro to deliver the ultimate in playlist composing, scheduling and management while making it simple to use.



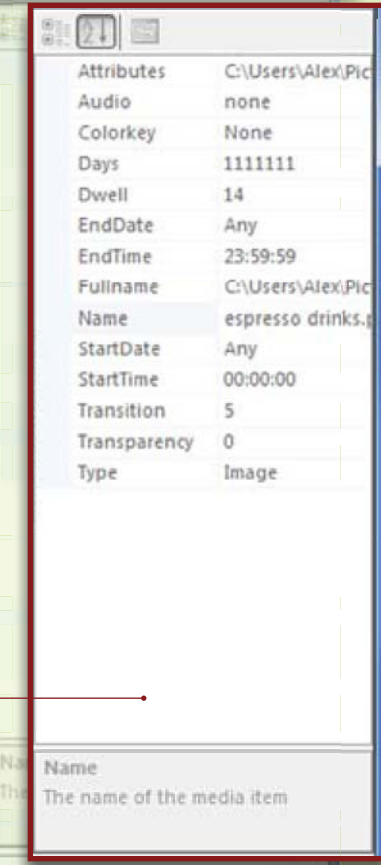
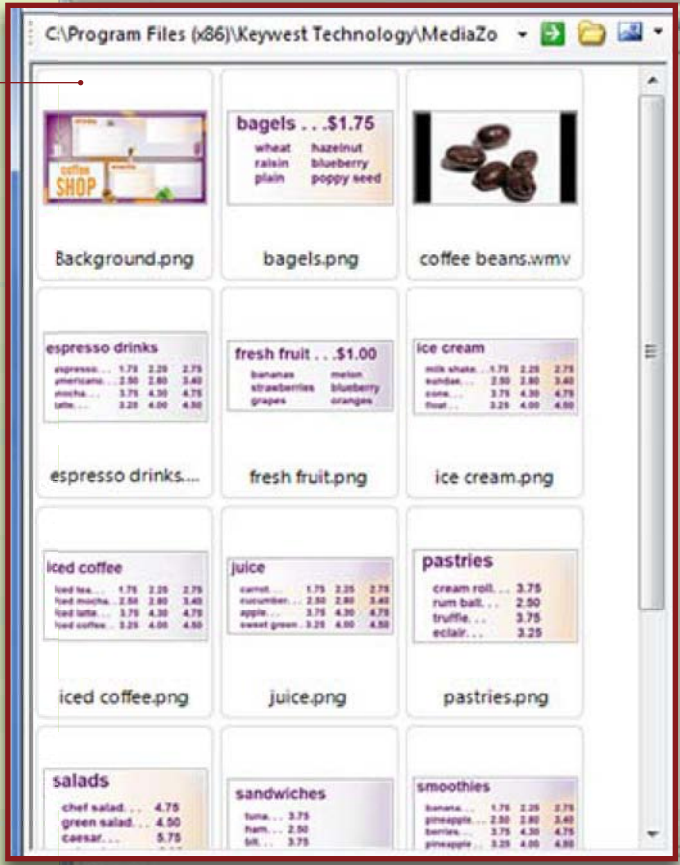
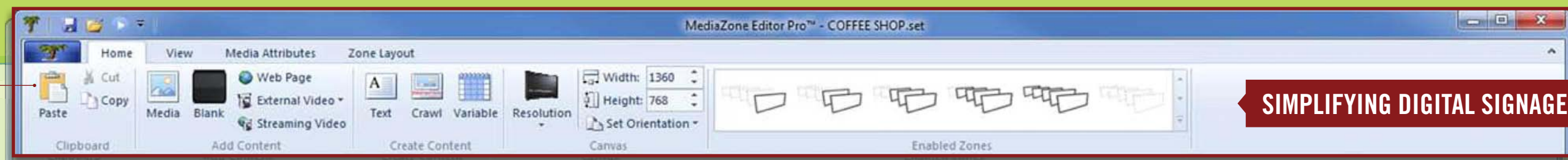
MediaZone Pro is a complete digital signage software and hardware system with all of the tools needed to build compelling media playlists with text, graphics, video and animation and play them back when and where you want. With an attractive Windows® 7 style interface and easy-to-use drag-and-drop screen building control, MediaZone Pro software makes managing digital signage content a snap. Simply populate up to five separate on-screen zones with various media, like MPEG, QuickTime™ or Windows® Media movies, Adobe® Flash® Technology, graphic content, HTML, RSS data feeds and crawls, and then save and send as a completed playlist.

Using the built-in FTP(s) file scheduling and transfer feature, MediaZone Pro gives you the flexibility to schedule and manage media playback on individual MediaZone players over a standard network connection without using a server. For larger scale digital signage deployments that may involve dozens if not hundreds of media players, MediaZone Pro can operate as a client to our InfoZone Pro server. This dynamic duo offers sophisticated push-pull network control of individual or groups of players, remote monitoring of the signage system through a browser, and batch updates of selected players or groups among many other enhancements.

MediaZone Pro is bundled with Keywest's ultra-thin media player that includes a three-year hardware warranty for trouble-free integration. Or, purchase just the software if you prefer. Either way, our TotalCARE® "no worries" support is included at no additional charge for one year and may be extended annually. Don't compromise your digital signage mission –go MediaZone Pro.



SIMPLIFYING DIGITAL SIGNAGE MANAGEMENT



| Background | | | Zone 1 | | | Zone 2 | | | Zone 3 | | | Zone 4 | | | Zone 5 | | |
|----------------|-------|-------|---------------------|-------|-------|---------------|-------|-------|--------------|-------|-------|-----------------|-------|-------|------------------|-------|-------|
| Name | Dwell | Total | Name | Dwell | Total | Name | Dwell | Total | Name | Dwell | Total | Name | Dwell | Total | Name | Dwell | Total |
| Background.png | 240 | 240 | espresso drinks.png | 14 | 14 | ice cream.png | 10 | 10 | bagels.png | 9 | 9 | fresh fruit.png | 12 | 12 | dynamic time.png | 12 | 12 |
| | | | iced coffee.png | 12 | 26 | smoothies.png | 10 | 20 | pastries.png | 9 | 18 | sandwiches.png | 12 | 24 | | | |
| | | | coffee beans.wmv | 15 | 41 | juice.png | 10 | 30 | salads.png | 9 | 27 | wrap.png | 12 | 36 | | | |

▶ TOOL RIBBON

The Tool Ribbon is where MediaZone Pro users can customize the look and feel of the template to meet their unique tastes. Arranged neatly in the ribbon are the tools required to layout the appearance of zones, type text within zones, specify media and perform other common tasks used to build pages of digital signage content.

▶ MEDIA BROWSER

MediaZone Pro's Media Browser window makes it simple to see desired media to add to a content page. Here thumbnails of available still image and video assets are presented along with important information about each, including image type as well as file and image size. Media users can adjust the browser to display thumbnails, details or customized galleries.

▶ TEMPLATE MANAGER

In the Template Manager, users can adjust page templates to meet their individual needs. Template Manager allows users to modify template zone size and positioning as they see fit. It also is where users drag and drop desired media content into any of five on-screen zones.

▶ ATTRIBUTES WINDOW

The MediaZone Pro Attributes Window puts all of the information on individual media elements at the fingertips of the user. With a single glance, users can determine when media is scheduled to play, its name, start date, end date and other pertinent information.

▶ ZONE MANAGER

In the Zone Manager, users specify the type of content that appears in individual zones and its on-screen duration. Within the Zone Manager, users can also access MediaZone Pro's powerful dayparting capability by customizing playback times for each piece of media. Zone Manager also makes it easy to delete or rearrange media content from individual zones.

REQUEST AN ONLINE DEMO TODAY



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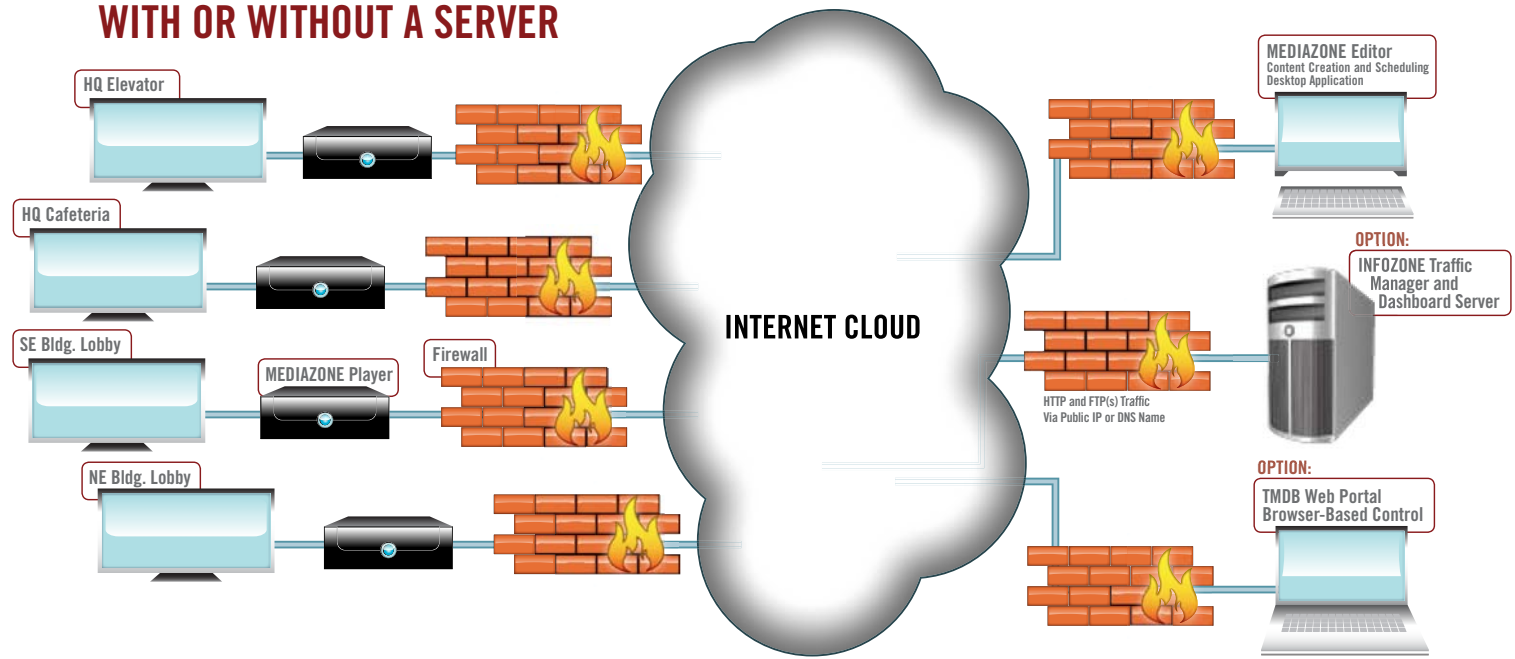
KEYWEST TECHNOLOGY

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► USE MEDIAZONE PRO WITH OR WITHOUT A SERVER



► MEDIA SUPPORTED:

- MPEG 1, 2, 4
- QuickTime® (.MOV)
- H.264
- Windows® Media (.WMV)
- AVI
- VOB (DVD)
- PowerPoint®
- Adobe® Flash® Technology
- HTML
- DivX
- RSS 2.0
- JPG
- BMP
- GIF
- TIF
- PNG
- WAV
- MP3
- WMA
- TV - Video (option)

► PLAYER SOFTWARE MINIMUM REQUIREMENTS:

- Microsoft® Windows® Embedded (preferred)
- Microsoft® Windows® XP/Pro, Vista™, 7 (*compatible)
- Intel® Atom™ 1.8GHz CPU (dual-core)
- 3GB RAM (3GB RAM with Vista & 7)
- 256MB dedicated video memory
- Direct-X 9.0
- 600MB of available disk space
- LAN/WAN connectivity required

► EDITOR SOFTWARE MINIMUM REQUIREMENTS:

- Microsoft® Windows® XP/Pro, Vista™, 7
- Intel® Atom™ 1.8GHz CPU (dual-core)
- 1GB RAM (2GB RAM with Vista & 7)
- 256MB dedicated video memory
- Direct-X 9.0
- 600MB of available disk space
- LAN/WAN connectivity required for system control
- USB for non-network updates

(*) Compatibility note: MediaZone Pro Player software is optimized to run on Windows Embedded OS. Possible video performance issues may arise on Vista or 7 OS.



TURNKEY SYSTEM OR DIY SOFTWARE

MediaZone Pro is available as a turnkey solution or as software-only for DIY applications. As a turnkey solution from Keywest Technology, the MediaZone Pro Player software is preloaded and bundled with optimized Windows® Embedded™ hardware. Our hardware options range all the way from small, thin, fanless Atom-based media players to robust rack-mount designs for the most demanding applications. For the do-it-yourself community, MediaZone Pro Player is available for standard PCs using Windows 7.



ABOUT TOTALCARE®

Owning technology should be about benefits—not technical headaches. That is why we offer our “no worry” support—TotalCARE—with every digital signage system for the first year of ownership absolutely free of charge. With TotalCARE support, our customer service department can be contacted via telephone or email for quick, expert support. Beyond the one year of free support, TotalCARE can be extended for a nominal annual fee. Additionally, all turnkey systems include a three-year hardware warranty.