POWERING THE DIGITAL SIGNAGE REVOLUTION

KeyWest TECHNOLOGY **PORTFOLIO**

About Us

USA
Worldwide developer and integrator of digital signage systems.

EUROPE GmbH
European arm of Keywest Technology serving Europe.

ASIA
Hong Kong branch of Keywest Technology serving Asia.

KW SYSTEMS GROUP
Specialized sales engineers and programmers dedicated to customizing digital signage systems and software to meet unique customer needs.

DSX MEDIA
Full-service digital signage content creation and management with special emphasis on interactive digital signage.

COMPANY VISION

Keywest Technology is dedicated to the idea that digital technology should make communicating powerful ideas easy, effective and fast. To this end, all Keywest Technology digital signage customers share a common desire: To communicate effectively with technology that lets them dedicate their time and creative talent to imparting their unique messages rather than spending the same energy on trying to use or maintain technology.

Our entire focus, therefore, is centered on the marketing philosophy that "technically, it's a day at the beach."

Keywest Technology launched a digital signage revolution in 2002 with the introduction of the MediaXtreme, one of the first truly convergent media players on the market. The MediaXtreme fulfilled our initial vision of what was necessary to make powerful communications easy, effective and fast.

This unit was ahead of its time in the sense that it had Web, video, multimedia and character generator functions all wrapped into a turnkey package. It was difficult to classify the MediaXtreme back then because the term "digital signage" was not widely used.

Regardless of the terminology, the MediaXtreme delivered on our promise. Since then as digital signage has come into its own as a communications medium, so has our MediaXtreme as have our successive introductions of new hardware and software products designed to meet the evolving needs of this rapidly growing market space.

COMPANY HISTORY

Founded in 1999 with professional television roots stretching back to 1979, Keywest Technology recognized early on that the transition from analog to digital media using Information Technology was helping to propel an unprecedented change in communications and that an entirely new group of communicators were emerging.

To help bridge the gap from the past to this emerging future, Keywest Technology acquired Grunder Display Group in 1999, which provided the core digital technology that Keywest still uses to this day. Even though Grunder company dabbled in television products manufactured under the Feral Industries name, Grunder Display Group engineered and developed the majority of its digital video knowledge through government contracting.

Our next technology asset acquisition occurred in early 2001 with the purchase of Video Data Systems. This innovative company based in Hauppauge, NY, provided Keywest the fundamental IT technology to move from a hardware-centered company to a software-based mindset. Soon after this acquisition, we launched the MediaXtreme.

Today, Keywest Technology offers a robust lineup of powerful digital signage software, players and information channel generators that is used across a broad communications landscape, including corporate and private information channel applications, CATV revenue-generators, such as cable classified advertising channels, civilian government and military command channels, education, public access, hospitality and retail applications, to name a few.

KEYWEST MILESTONES

1998 ....Keywest Technology inaugurated
1999 ....Purchased Grunder Display Group
2001 ....Acquired Video Data Systems (VDS)
2002 ....Introduced MediaXtreme Media Server
2003 ...Launched Media POD (Point of Decision) Player
2004 ...Debuted InfoZone Traffic Manager Software
2005 ...Unveiled Second Generation MediaXtreme
2006 ...Charted DSX Media content creation division

2007 ...Released I3 Interactive, Hybrid Digital Signage Software
2007 ...Introduced Second Generation InfoZone Software
2008 ...Introduced end-to-end services for worldwide digital signage fulfillment
2008 ...Introduced advanced MediaZone digital signage software

KEYWEST SYSTEMS GROUP

The Keywest Systems Group is a special team of sales engineers and programmers with the skill and know-how needed to modify the company's industry-leading MediaXtreme media server and Media POD products and software solutions to any customer need. The group is reponsible for project management of enterprise level digital signage applications.

The mission of the group is to align Keywest Technology's internal expertise, related solutions from other vendors to deliver an unmatched level of customization for customers

DSX MEDIA

A creative division of Keywest Technology, DSX partners with clients to deliver digital signage content anywhere in the world by leveraging the power of digital signage networks. DSX Media provides compre-hensive digital signage media services –from basis creative content to eye-grabbing custom creative that includes interactive elements.

DSX Media is dedicated to the proposition that today's businesses must influence shoppers at the point of purchase with the right marketing messages. DSX Media's blend of results-oriented digital signage content mixed with practical marketing knowhow makes it easy for retailers, hoteliers, corporations, schools, muse-ums and anyone else who needs to inform and influence an audience to succeed with digital signage.

AMC THEATERS
Kansas City, Missouri

AMC Theaters recently began trials of a digital signage system to entice moviegoers into its theaters via a hybrid, interactive digital signage system from Keywest Technology.

Content for the interactive digital sign is being created with Keywest Technology's I3 software, a user-friendly, adaptable application that is allowing AMC Theaters to create its own graphics, screen layouts, associated text files and interactive on-screen hotspots movie watchers can touch to access the trailers they wish to see.

For the trial, AMC Theaters presents viewers with a series of thumbnail videos of current attractions on a flat panel monitor. By touching a thumbnail, a half-screensized video trailer with audio expands. Two features make the system highly appealing: its intuitive user experience and its ability to be tied into the company's database so AMC Theaters can manage interactive screens at thousands of theaters worldwide.

AMERICAN ROYAL
Kansas City, Missouri

To keep the crowd of 60,000 people including barbecue competitors at the 28th Annual World Series of Barbecue –commonly known at the American Royal Barbecue- in Kansas City, Missouri, current on a changing schedule of events throughout the day, Keywest Technology put in place a network of five 42-inch digital signs, an interactive sign visitors could touch to retrieve information they were seeking and two projection screen locations in high-traffic areas used to traverse the span between the main barbecue areas.

Powering the extensive digital signage network were six Keywest Technology MediaXtreme media players using MediaZone software, the company's I3 interactive digital signage software and high-gain XL-A-Vision projection screens from AccelerOptics.

Unquestionably, the interactive digital sign powered by I3 software was the biggest hit of the event. An LG 32-inch vertically mounted LCD panel was mounted to a mobile stand so the interactive digital sign could be easily relocated to where it was most needed during the event.

ATLANTIS RESORTS
Nassau, Bahamas

The Atlantis Resorts in Nassau may seek to recreate the myth and magic of legendary sunken continent, but there's nothing imaginary about its communications needs. Atlantis relies on a 40-channel digital signage system based on the Keywest Technology MediaXtreme media server. A total of 35 channels are devoted to door card players, and five drive large-screen, portrait-oriented digital signage displays.

The resort also uses the Keywest Technology Media Creation Station to edit content. Keywest Technology integrated its digital signage content creation system with Delphi Property Management Software so the resort could automatically generate content based on data acquired for the management application.

The installation includes 11 rack-mounted Enterprise InfoZone players, the Media Creation Station, video over Cat-5 transmitters and receivers and network interface.

BARTLE HALL CONVENTION CENTER
Kansas City, Missouri

When the managers of Bartle Hall Convention Center in Kansas City, MO, looked for ways to generate additional revenue from event organizers and other customers, digital signage seemed like a logical choice. With super-bright projectors and 20-foot-diagonal screens on both ends of the exhibition hall, adding a means to schedule and playback the videos, messages, graphics and logos of customers seemed only natural.

The convention center turned to Keywest Technology for the solution. Using the Keywest Technology MediaXtreme media servers and the company's MediaCreator software, Bartle Hall delivers the playback and control capabilities customers need.

As a bonus, when the system isn't being used by paying customers, the MediaXtreme media servers generate general information those visiting the venue find helpful.

BEAZER HOMES
Fort Myers, Florida

Beazer Homes, one of the largest home builders in the United States, is using the Keywest Technology Media POD in conjunction with the company's I3 interactive digital signage application to help market inventory from model homes in Florida.

The homebuilder uses the interactive system to allow prospective home buyers to access desired floor plans, check out options that can be added and browse its existing inventory. Additionally, Beazer Homes allows allied businesses, such as title insurance companies and mortgage brokers, to buy commercial advertising time slots on the signs to generate revenue and offset the cost of the systems. Beazer Homes contracted with DSX Media in Wichita, Kansas, -Keywest Technology's media division- to create content for its interactive digital signage, guaranteeing the installation maintains the professional look and high standards the home builder desired.

Besides the interactive touch-screen capability of the signage, the system employs motion sensors to detect the presence of nearby model home visitors and an embedded video camera to capture demographic information and monitor the security status of properties.

BIG 12 BASKETBALL TOURNAMENT
Kansas City, Missouri

For the first time in several years, the Big 12 Basketball Tournament returned to Kansas City in 2008. As part of the community's weeklong celebration of the event, the American Royal, a local institution, set up a massive "fanfest" tent within walking distance of the separate venues for the men's and women's tournament games.

Four components were critical to make the success of the tent: beer, barbeque, basketball and digital signage from Keywest Technology. The tent featured a variety of flat-screen LCD display panels surrounded by tables where the 5,000 fans visiting the venue could settle down to eat some barbeque and have a beer while watching the men and women's tournaments unfold.

Driving the displays were Keywest Technology MediaZone and Media POD players as well as the company's I3 interactive digital signage software used to let fans navigate to updated tournament brackets and a map of the surrounding area.

The other monitors in the digital signage network were used to playback a broadcast feed of the games coming from DISH Network, which was interspersed with graphics and text from the businesses that sponsored the tent.

BORNHEIM BOWLING CENTER
Bornheim, Germany

German bowlers in the city of Bornheim can stay current on the latest news and sports between frames thanks to an extensive digital signage network based on the Keywest Technology MediaXtreme and MediaPOD.

The Bornheim Bowling Center includes more than a dozen flat-panel displays and five digital video projectors used to display a variety of digital signage content ranging from the latest news and sports to in-house ads and promotions of the facility's latest specials and services. Another important role for the digital signage system is to welcome bowlers as they enter the center and to direct them on how to proceed.

The MediaXtreme's analog and digital RF tuner, as well as cable TV tuner, make it simple for the bowling center to integrate the latest news and sports reports into its digital signage presentation, while Keywest Technology's MediaZone software makes simple work of creating "zoned" playlists that include ads and promotions for the Bowling Center's latest commercial offerings.

BOSTON SCIENTIFIC
United States, Ireland, France

Boston Scientific relies on Keywest Technology digital media servers to drive its digital signage displays at several locations worldwide, including those in Boston, Galway, Ireland, Paris, France, Glenn Falls, NY, and four in Maple Grove, MN.

The company controls the digital signage displays used for general corporate messaging from its headquarters in Boston. Multiple displays at the Maple Grove plant keep the facility's manufacturing personnel up to date on production status, safety tips and other manufacturing-related messages.

The Maple Grove digital signs are controlled locally. The company creates content for its digital signage system on Keywest Technology Media Creation Stations at its headquarters and in Maple Groves.

Besides the content creation stations, Keywest Technology has supplied Boston Scientific with seven MediaXtreme media servers.

CABLEONE CLASSIFIED CHANNEL
Gulfport, Mississippi

Each week, Laura Landry touches the lives of CableOne subscribers in a personal and meaningful way.

Among her many duties, Mrs. Landry, a photo producer for Cable One Advertising in Gulfport, MS, creates and schedules the birthday greetings, graduation announcements, anniversary wishes, memorial tributes and other personal messages and business classifieds that appear on Cable One's Coast TV 13 from cable headends in Biloxi, Long Beach and Pascagoula along the Mississippi Gulf Coast.

Fifty to 60 times a week, Mrs. Landry creates ads for individuals and businesses, such as local realtors and used car dealerships, and schedules them for playback on Coast TV 13. She uses the Keywest Technology MediaXtreme and MediaCreator software to get the job done.

The power of classified advertising on cable TV shouldn't be underestimated as a revenue generator. Based on the success of Cable One's Coast TV 13, the cable operator has repeated the approach in at least a dozen other communities around the country.

CNN AIRPORT
Many United States Locations

The next time you're in the concourse of a major airport in the United States, look up at the monitor on the wall. You're likely to see CNN Airport – a special business unit of the Cable News Network- playing back CNN's news programming. Stick around long enough and you'll see the video pull back, freeing up an "L"-shaped portion of the screen twice per hour to display the advertisements from the sponsors of CNN Airport. At the heart of that system is digital video effects technology from Keywest Technology based on the company's MediaXtreme and high-end video boards.

CNN Airport turned to Keywest Technology for the system because its technology maintains the quality of the video even when it's scaled down. CNN's text crawls and graphics remain 100 percent readable, even in their smaller size. Additionally, the Keywest Technology solution guaranteed closed captioning information would be maintained and readable. Currently, more than 40 U.S. airports use the system.

COX MEDIA TOURIST CHANNEL
Las Vegas, Nevada

Cox Media in Las Vegas has rolled out the Tourism and Convention Channel to 75,000 hotel rooms so conventioneers can catch up on keynotes, seminars and other events they've missed from the comfort of their rooms.

At the heart of the special-interest cable channel is the Keywest Technology MediaXtreme, which Cox uses to create and schedule playback of graphics and text crawls that are mixed in with local news, convention updates and promotions. The MediaXtreme takes in a video channel from a Cox Media cable server, resizes the video with its picture-in-picture functional and adds the text crawls and graphics.

Cox Media relies on independent schedules from its MediaXtreme and cable TV server to program the successful new enterprise.

DEER PARK SCHOOL DISTRICT
Pasadena, Texas

Like a lot of teachers, Deepwater Elementary school's Kelly Grigg spends a portion of each school day in front of her computer, pointing and clicking, dropping and dragging and entering important data. But unlike most of her colleagues, Grigg's efforts aren't aimed solely at tweaking lesson plans. Rather, the technology support leader at the Pasadena, TX, grade school spends her time using Keywest Technology systems to create information channel displays that deliver everything from high-tech pats on the back for budding grade school readers to activity schedules and menus.

Deepwater Elementary is one of 14 schools in the Deer Park School District to have modernized its communications efforts with the help of a Keywest Technology MediaXtreme information messaging system and a district-wide fiber optic wide area network (WAN) and CATV installation.

DEMDACO
Leawood, Kansas

Manufacturing company DEMDACO is relying on ten MediaXtreme media players to drive an extensive digital signage network throughout its corporate headquarters in Leawood, Kansas.

The company, which occupies a new 60,000-square-foot building and employs more than 280 people, uses its digital sign network to feed live video, news crawls, employee pictures and news to 10 different displays. DEMDACO, which specializes in manufacturing gifts and decorative accessories and supplies over 19,000 gift shops, has put MediaXtreme's support of media zones to extensive use, creating templates that are easily populated with graphics, text and video to keep its employees up to date and on schedule.

Media producers can take advantage of Keywest Technology's easy-to-use templatebased MediaZone software that makes it simple to satisfy the vociferous appetite of digital signage networks for content. At DEMDACO, that translates into allowing the company's communications manager to assume responsibility for creating content and managing playlists for its digital signage network without impinging on the IT or marketing department.

DIGITAL SIGNAGE BENEFITS RESORT
St. Kitts, Caribbean

Vacationers staying at a beautiful resort complex in St. Kitts are never short on excitement, and thanks to a hotel channel system from Keywest Technology they're never short on knowledge about what's going on at the resort.

The resort in St. Kitts worked with Keywest Technology to install the system. Based on the Keywest Technology MediaXtreme media server and the company's MediaCreator software, the resort can feed guests a channel with a variety of resort-related information, such as restaurant menus and hours of operation, special activities and events as well as check-out times.

Having access to guest rooms via the hotel channel allows the resort to offer other local businesses as a highly targeted path to tourists with money to spend. Local tour companies and excursion lines are among the St. Kitts' businesses running ads on the channel.

ELVIS PRESLEY MUSEUM AT GRACELAND
Memphis, Tennessee

Hundred of thousands of fans of Elvis Presley trek to Memphis, TN, annually to visit his Graceland home and museum. Keeping them abreast of important information, like the price of admission, schedules and exhibits is a digital signage system under the control of a Keywest Technology MediaXtreme media server.

Upon admission, one of the first things visitors on the Graceland tour see is a largescreen presentation about Elvis that includes historical video, movie clips and music videos. That content resides on and is played back from another Keywest Technology MediaXtreme.

Graceland's creative staff continuously updates the content in this presentation drawing from thousands of hours of Elvis footage. Using the MediaXtreme's MX Editor, they can build playlists of fresh content, modifying it to meet the needs at hand without taking the large-screen presentation offline.

GARLAND SPECIAL EVENTS CENTER
Garland, Texas

The Garland Independent School District in Garland, TX, last year selected Keywest Technology to design, install and customize a turnkey, state-of-the-art digital signage system for its Garland Special Events Center.

Keywest Technology's winning bid included an extensive array of its MediaXtreme Signage players, Media POD players and customized digital signage content from the Keywest DSX Media division. It also encompassed numerous flat panel LCD displays, conventional static backlit signs, creation of detailed designs and plans, systems integration and custom work to interface the network with a variety of closely aligned systems, including a 96-square-foot LED arena display, outside mobile video production vehicles and third-party event business management software.

The seven-month project required Keywest Technology to make multiple site surveys to determine appropriate display types, where they should be positioned, and how to mount them securely on irregularly shaped surfaces. Other important considerations included determining how best to run more than 26,000 feet of Cat-5 cable used to carry all video, audio, and control signals from the digital signage controllers to individual displays. After winning the contract, the Keywest Systems Group worked closely with the school district to develop a design to meet its needs for display, control, content creation and management.

GUILD BUILDING
Grant's Pass, Oregon

A new era in outdoor advertising began 2007 in Grants Pass, Oregon, when Consolidated Financial, owner of the contemporary Guild Building, installed a doublesided projection-based signage system using a high-gain screen and the Keywest Technology MediaXtremes.

Dubbed "The Paragon," the sign displays information about upcoming seminars, meetings and events, community messages, other information. To overcome daylight, which typically would wash out an image projected outdoors, The Paragon relies on two AccelerOptics XL-A-Vision high-gain display screens positioned back to back as well as a triple projector stack per screen. Keywest Technology's MediaXtreme drives the projectors 24/7, playing back content from schedules built with its MediaZone software. The MediaXtreme also controls the light output of the projectors by taking input from special photosensors positioned outside and relaying digital commands to the projectors to ramp their light output up or down depending on how much outdoor light is present.

Another central component is Keywest Technology's X-WARP software add-on that corrects geometric distortions. For The Paragon, X-WARP allowed building architects to position the projector stacks in unobtrusive spaces far off-axis from the projection screens.

HAMBURG STOCK EXCHANGE
Hamburg, Germany

When the doors to the Hamburg Stock Exchange open in 2008, visitors will be able to learn a bit about its history and plans for the future on a four-monitor digital signage wall running under the control of a Keywest Technology MediaXtreme.

Arranged in a two-by-two stack, the 42in plasma monitors will playback a variety of content, including live television delivered via satellite, Microsoft PowerPoint presentations, graphics, programming from an external DVD player, RSS feeds and NewsTicker headlines.

Located in an office at the front of the stock exchange, the digital signage wall is strategically positioned to attract the attention of visitors as they enter the new stock exchange location.

At the heart of the installation is a MediaXtreme, which Keywest Technology customized for the application to support multi-monitor display. Four individual channels, one each for each plasma panel making up the display, can play back independently. Monitors also can be used in pairs to playback two separate messages or all together to display a unified message across all monitors.

HEARTLAND REGIONAL MEDICAL CENTER
St. Joseph, Missouri

Heartland Regional Medical Center in St. Joseph, Missouri, has implemented a digital signage network throughout its facility to make the stays of patients easier and more productive.

Based on six Keywest Technology MediaXtremes, the digital signage network plays back area-appropriate messaging on six 42-inch LCD flat screen monitors. Each displays content that's pertinent to patients in those locations. For example, the sign in the emergency room and registration area passes on helpful information about registering for admission to the hospital. The sign in the cafeteria displays the days menu and healthy tips about a balanced diet. In OB/delivery, messaging offers tips for parents about newborns.

Heartland hospital creates and monitors playback on each monitor from a central studio where six additional LCD panels display what's being fed to each monitor on the network. Two additional panels are used for building digital signage pages and playback lists with Keywest Technology's MediaZone software. Graphics, video, text in separate zones are combined and scheduled from the central studio.

Since installing the system in October 2007, hospital administration has been particularly impressed with how the digital signage network addresses the specific informational needs of patients.

HONG KONG HOTEL
Hong Kong, China

A Hong Kong hotel turned to Keywest Technology to install a four-channel digital signage system to keep its guests and visitors up to date on the latest happenings around the hotel.

The digital signage system relies on four MediaXtreme media servers. Three feed large-screen, portrait-oriented displays with general signage information, and the fourth feeds six LCD monitors installed in the hotel's elevators.

Use of digital signage in place of printed signs lets the hotel quickly and easily update its signs based on the time of day so that promotions of its breakfast menu are replaced with lunch items as noontime approaches.

As the day progresses, the signs are updated with general event information, promotions and advertising that are most appropriate for the day part. Playback and scheduling is done from a central editor workstation running Keywest Technology software.

HOUSTON ASTROS AT MINUTE MAID PARK
Houston, Texas

Not that long ago, the Houston Astros organization would have to walk from monitor to monitor -45 in all- with a ladder to reach each display and affix the decal with the logo of the company sponsoring that night's ball game.

But that time-consuming, labor intensive task is a thing of the past thanks to the Keywest Technology LogoSTAR 300 professional logo generator. With the LogoSTAR 300, the Astros can superimpose the logo of sponsors directly over the video feed of the game that plays back on Minute Maid Stadium's closed circuit video system.

The LogoSTAR 300 along with the 45 monitors –strategically located throughout the stadium in common public areas- do electronically in a matter of seconds what previously took hours to setup, namely display sponsor logos.

Besides the LogoSTAR 300, Keywest Technology also provided system integration to assure glitch-free, professional results.

INDIA HOTEL GOES DIGITAL
Hyderabad, india

The newly renovated hotel in Hyderabad, India, is relying on Keywest Technology Media POD media players to drive readerboards located in the lobby to keep guests informed.

Located in the south-central portion of the country, Hyderabad is the capital of the Andhra Pradesh state and home to major pharmaceutical and IT companies. The Keywest Technology Media PODs help to keep business travelers informed of conference times and locations on the Marriott property as well as the amenities the hotel offers.

To minimize laborious data entry, the Media PODs are networked to the hotel's server, which runs MICROS Systems' Opera property management software. The Media PODs extract relevant data about meeting schedules and hotel activities for automatic display on the readerboards in the lobby.

JAPANESE HOTEL INSTALLS RITZY SIGNAGE
Tokyo, japan

A ultra-luxury hotel in Tokyo has rolled out a major, 21-channel digital signage system with the assistance of Keywest Technology.

The hotel is devoting 14 digital signage channels to card players and seven more to largescreen, portrait-oriented general signage. All of the digital signage channels are centrally controlled with the Keywest Technology Media Creation Station content editing system.

To meet the needs of the hotel, Keywest Technology designed and wrote a new software package called Event Management Software.

The custom software application is a replacement for Newmarket Delphi and Micros Opera Property Management Software interfaces. The installation required 16 Keywest Technology Media POD players, five MediaXtreme media servers, the company's Media Creation Station and video over Cat-5 transmitters and receivers as well as a network interface.

KANSAS STATE UNIVERSITY
Manhattan, Kansas

When administrators at Kansas State University in Manhattan, KS, decided to strengthen the sense of community among students and faculty at the university, it decided digital signage was a great place to start.

With help from Keywest Technology, K-State installed several portrait-oriented digital signs around its Student Union to update the student body on campus news, cancelled classes, drop dates, the fortunes of its NCAA Division I football and basketball programs and other information.

The university is relying on Keywest Technology's MediaXtreme media server using the company's Enterprise InfoZone software to split the portrait screens into different zones devoted to video, graphics and text. Using the system's data acquisition capabilities, K-State is able to extract .txt file information from various computer files and automatically display it as digital signage-formatted text on its displays.

MATAS COSMETICS
Copenhagen, Denmark

Hoping to capitalize on the strengths of dynamic digital signage, Danish retail giant Matas embarked on a pilot project retiring many of its ordinary signs in a few stores in favor of hip, flat-panel displays. Strategically positioned to command attention and create a special ambiance to attract young women, the displays put beauty and fashion foremost in shoppers' minds.

Matas rolled out its initial installation of 10 digital signs at a single retail store in Copenhagen using new flat-screen LCD displays, a video projector and 10 full-featured MediaXtreme media servers from Keywest Technology.

Matas has ringed the top of its store with LCD displays and strategically stationed smaller LCD panels as end caps on shelves to target messages to customers looking for specific merchandise. Those dynamic end caps replaced tired, static, backlit displays that were simple to forget and easy to ignore.

MODERN CHINESE HOTEL GOES HIGH-TECH
Shanghai, China

A modern 340-room hotel in Shanghai, China, is keeping guests informed of the hotel events, promoting its amenities and services and identifying occupants of conference rooms with an extensive digital signage installation from Keywest Technology.

The hotel relies on six Keywest Technology MediaXtreme media servers, six MediaPOD digital signage players and a MediaCreator station to control and playback content on a variety of screens and reader boards strategically placed around the hotel.

Offering an extensive lineup of guest amenities, ranging from the on-site QUAN Spa where everything from therapy baths to waxing is available to a variety of onpremises restaurants, including the China Bistro, Quan Juice Bar, Yu Bar and Yu Garden Café, the hotel needed an easy, reliable way to advertise its offerings based on a time-appropriate approach to presenting its ad messages.

Keywest Technology's digital signage solutions delivered that and more thanks to its powerful MediaZone software that lets users schedule and manage digital signage content playlists, including an automated interface to the hotel's property management software (PMS) to automatically update digital signage content without committing to additional personnel.

NORTHPARK MALL
Joplin, Missouri

Northpark Mall in Joplin, Missouri, is using three high-gain XL-A-Vision projection screens from AccelerOptics, video projectors and the Keywest Technology MediaXtreme to reach shoppers with ads and promotions.

With two screens positioned near major retailers and a third stationed in the mall's food court, the new signs are delivering important sales information, promotions and a variety of ads for merchandise and services available inside and out of the mall.

The key building blocks of the installation are two 70-inch-plus (diagonal) XL-A-Vision screens -one each near a Macy's department store and an American Eagle clothing store- a 100-inch (diagonal) XL-A-Vision screen in the food court and three Keywest Technology MediaXtreme media players, including X-WARP and Media Zone software.

The 18x gain XL-A-Vision screens are designed to stand up to surrounding lighting, clearly displaying content while rejecting ambient light. MediaZone software is being used to build playlists of ad segments, announcements, text, graphics and other promotional items, manage changes and adjustments, and play out the list to the projectors used for each screen. The X-WARP software add-on for the MediaXtreme player corrects for any geometric distortion that otherwise might be introduced into the projected image from projectors placed off axis to the screen.

PHOENIX ART MUSEUM
Phoenix, Arizona

As part of a multi-million dollar renovation of the Phoenix Art Museum, museum staff wanted a way to grab the attention of visitors and build excitement for the exhibits within. That's why they turned to Audio Video Resources (AVR) of Phoenix for an eyecatching digital signage system that could cycle through custom content promoting what was on display.

AVR turned to the Keywest Technology Media POD point of decision digital signage controller as well as 42in LCD monitors from LG Electronics to deliver a system that delivered the stunning results sought. Digital content specialist DynaTek Media of Phoenix was hired to use the Keywest Technology MediaCreator page creation software application, as well as other multimedia software tools, to build promos that combine MPEG video text and graphics that leave patrons enthused and wanting more. The result was a separate one-minute promo focused on each exhibit. Taken together, the promos deliver an enticing sneak peak of the exhibits.

PRAIRIE MEADOWS RACETRACK AND CASINO
Altoona, Iowa

Prairie Meadows Racetrack and Casino is meeting its digital signage network needs with playback and control technology from Keywest Technology.

The Altoona, IA, track and casino relies on Keywest Technology systems for its 10-channel digital signage installation. The system consists of nine door card players and one large, landscape-oriented general sign display.

Keywest Technology helped the facility's IT department integrate the Keywest's control software with the track and casino's existing Newmarket Delphi Property Management Software. Keywest Technology designed, coded and deployed modifications to the interface of the management software package so data to drive the digital signage displays could be extracted automatically and reformatted for public display.

The installation includes 11 Keywest Technology Media POD players, video over Cat-5 transmitters and receivers and a network interface.

RANDY DEAN HOME BUILDERS
Wichita, Kansas

Randy Dean Construction in Wichita, KS, is using a unique implementation of the Keywest Technology Media POD digital signage player to market its model homes, designs and inventory more effectively to prospective home buyers.

The system is a hybrid digital signage implementation that skillfully marries playlist management and video/audio playback of a digital signage system with the interactivity of a digital kiosk. The digital sign cycles through a loop of video that includes a three-minute commercial for Randy Dean Construction followed by 30 second commercials for paid advertising until a prospective home buyer touches the screen.

With that touch, the system shifts into kiosk mode so buyers can interactively retrieve the information they are seeking. In effect, it becomes a virtual sales agent to answer questions while real, sales people are busy with other prospects.

DSX Media of Wichita designed the system based on the Keywest Technology Media POD.

RENOVATED HOTEL
Hong Kong, China

When a newly renovated Hong Kong hotel opened Jan 15, 2008, a central component of its communication strategy was the effective use of digital signage to promote its offerings.

Positioned in the main lobby by the elevator, a digital signage reader board keeps guests informed and involved in the hotel. The digital reader board, driven by a Keywest Technology MediaXtreme media player keeps guests informed of its menu and specials at MoMo's Café, event and meeting calendar, as well as lounge hours.

The MediaXtreme offers the management of the hotel a means to keep guests informed with a lively mix of video, graphics and animation as well as boost receipts by encouraging guests to take advantage of its restaurants and lounge as opposed to going outside the building for food and beverage.

With Keywest Technology's MediaZone software application, it is simple for management to create a playlist that presents promotional content based on the time of day. Thus, in the morning messaging can concentrate of MoMo Café's breakfast menu while afternoon messaging promotes lunch promos, which in turn are followed by ads for its dinner offerings later in the day.
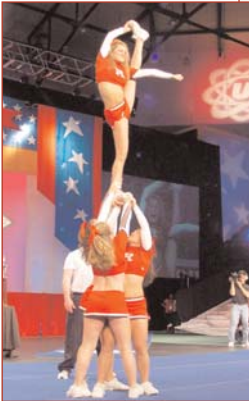
RUTGERS UNIVERSITY
New Brunswick, New Jersey

Rutgers University in New Brunswick, NJ, helps to build school spirit and keep the student body informed in their dorms and around campus with a closed-circuit cable television channel powered by the Keywest Technology MediaXtreme.

The university uses the MediaXtreme for a wide variety of tasks to make its home-grown cable TV channel look every bit as good as anything students and faculty are accustomed to seeing on network television.

With the MediaXtreme, the university provides updates on the accomplishments of Rutgers sports teams and athletes and delivers a constantly updating look at local, national and international news. Acquiring information for the TV channel is easy thanks to the MediaXtreme's ability to acquire weather and news datastreams that are automatically formatted for playback on the cable channel.

SPRINT CENTER
Kansas City, Missouri

The MetroSports Zone/Time Warner Experience, a popular sports bar at the newly completed Sprint Center arena in Kansas City, Missouri, keeps patrons up-to-date on the latest Time Warner Cable promotions and programming with the help of two Keywest Technology MediaXtreme media players.

The sports bar relies on two four-channel MediaXtremes to drive high definition programming to two 2-by-2 video walls, each consisting of four 47-inch HD flat panel LCD displays.

Each MediaXtreme can support horizontal (landscape) or vertical (portrait) orientation of displays. Separate video sources can be scheduled and played back on each panel in the 2-by-2 video wall or individual sources can be split among the monitors that when taken together present a large, complete image.

At the MetroSports Zone/Time Warner Experience, the 2-by-2 video walls are arranged with the monitors oriented in a landscape configuration — two monitor side-by-side on top of each other. Their mission is to complement the excitement of any public event at the Sprint Center and to help Time Warner and its MetroSports channel brand themselves in a high-profile venue.

SWISS RE ACADEMY
Overland Park, Kansas

Swiss Re, the largest re-insurer in the world, is welcoming visitors to its Overland Park, Kansas, complex and keeping them informed of class schedules for its Swiss Re Academy Americas with help from Keywest Technology Media POD digital signage controllers.

Currently five of eight Keywest Technology Media PODs — one each per plasma display — are used to welcome visitors as they step off elevators on various floors of the complex and to post class times outside meeting rooms.

The company uses Keywest Technology's digital signage editor software to schedule playback of Microsoft PowerPoint slides on the plasma displays. Fortunately, the Media POD editor software is easy to set up and use. That's important because thousands of employees visit the Swiss Re Academy annually, each needing an upto-date listing of class schedules and locations.

At Swiss Re's Overland Park facility, most the Keywest Technology controllers are located in equipment racks or tucked conveniently and unobtrusively into the back of the plasma display panels. Schedules and content are updated and uploaded via the corporate network as required.

UNION PACIFIC RAILROAD MUSEUM
Council Bluffs, Iowa

When the curator of the Union Pacific Railroad Museum in Council Bluffs, IA, wanted to improve the view visitors got from the cabin of a replica diesel locomotive, Keywest Technology delivered a digital signage solution that significantly added to the sense of realism patrons experience when standing in the exhibit.

The museum replaced a series of DVD players used to loop video shot from a real-life moving locomotive of familiar landscapes around the country with a Keywest Technology multi-channel digital signage controller. The new setup lets museum visitors select three channels of video –one each for each flat screen display serving as locomotive's front, left and right windows- via a simple pushbutton panel. This approach creates the illusion that the locomotive is actually moving, and it gives visitors direct control over which one of five landscapes from around the United States is displayed.

While the digital signage setup is a bit out of the ordinary, it demonstrates how a little imagination and the right digital signage technology can be used to solve unique communications requirements.

UNITED STATES NAVAL ACADEMY LACROSSE MUSEUM
Annapolis, Maryland

The U.S. Naval Academy, which wanted to show off the accomplishments of its lacrosse program on a 12-channel video wall display, turned to Keywest Technology for the technology, system design and installation services required.

Keywest Technology provided a quad head MediaXtreme digital media server, which outputs different videos on each of the four heads and choreographs the display through a switching matrix to present eye-catching content on an arc of 12 consecutive screens.

By controlling the output to the switching matrix, the MediaXtreme sequences groups of three monitors to turn on simultaneously while the other nine show another, continuously playing video. The active group of three rotates around the room.

UNIVERSITY OF ARKANSAS
Fayetteville, Arkansas

The University of Arkansas in Fayetteville keeps students, faculty and administrators in touch and current on campus events with a combination of digital signage systems and a campus TV channel powered by multiple Keywest Technology MediaXtreme media players.

Using a total of seven MediaXtreme systems, the home of Arkansas Razorbacks schedules and plays back a true PEG (Public Access, Education and Government television) channel throughout the campus as well as drive multiple digital signs used for wayfinding and informational applications.

Keywest Technology's MediaXtreme has a history of use in both PEG television and digital signage applications. What makes it attractive for the University of Arkansas is the ease with which play back schedules can be modified and updated without interrupting current channel playout to reflect the dynamic nature of campus life.

In more traditional digital signage applications on the campus, the MediaXtreme makes it simple to inform students of activities at the College of Business and College of Education where digital signage is used extensively.

UNIVERSITY OF KANSAS SCHOOL OF MEDICINE-WICHITA
Wichita, Kansas

A newly installed digital signage system at the University of Kansas School of Medicine in Wichita, Kansas, helps the facility direct patients and visitors to their destinations, keep visitors informed and build warm relations with endowment supporters.

Based on five Keywest Technology MediaZone players, the company's I3 interactive digital signage software and content created by Keywest's DSX Media division, the new digital signage system demonstrates the breadth of the company's ability. After meeting with university personnel on several occasions, Keywest Systems Group designed, specified, installed and tested the system before training the facility's staff on its proper use. Additionally, DSX Media created content so the university staff could put its digital signs to work immediately.

The installation includes three 42-inch wall-mounted displays with audio used to playback digital signage messaging as well as television. A 47-inch HDTV screen for the endowment department used to playback high definition video and audio content to promote the medical center to supporters and 42-inch displays used for informational and wayfinding needs. Keywest Technology's I3 software is being used to support interactive touch-screen applications as well.

UNIVERSITY OF TENNESSEE FOOTBALL HALL OF FAME
Knoxville, Tennessee

The University of Tennessee has updated its Football Hall of Fame by replacing aging DVD-based kiosks with Keywest Technology hybrid interactive digital signage.

Keywest Technology's value-added reseller Multi-Media Solutions in Alcoa, TN, won the contract to design and integrate the system, which included Keywest Technology Media PODs to drive presentations at 20 kiosks, flat panel LCD and plasma displays – some as large as 50 inches and two interactive touch screen panels that allow viewers to navigate through presentations with a simple touch.

Keywest Technology helped Multi-Media Solutions solve a serious audio interference problem from adjacent kiosks. Rather than running 24/7, the Media POD players interface with motion sensors that detect the presence of a visitor, upon which audio volume is ramped up. Coupled with directional audio speakers, this audio control solved the problem. Keywest Technology also customized Media POD software to enable interactive digital signage control.

WALNUT VALLEY GARDEN CENTER
Andover, Kansas

The Walnut Valley Garden Center in Andover, KS, is using a unique hybrid, interactive digital signage system based on Keywest Technology's MediaXtreme.

With interactive content developed by DSX Media of Wichita, the system lets customers access a map of their property via Google Earth. That plus an interactive software component from Keywest Technology allows shoppers to specify the size of their projects through a touchscreen interface and learn the exact products they'll need and how much to use.

For shoppers who don't know anything about gardening and landscaping but want to get started, the unique interactive digital signage system offers a page with 12 different examples of gardens. Simply touching a thumbnail of one opens up a page that tells shoppers everything they'll need and what it will cost.

WYOMING FEDERAL JUDICAL DISTRICT
Cheyenne, Wyoming

The federal government is serious about gun crime. Convicted felons caught with a firearm during the commission of another crime automatically get five years added to their sentences.

Most federal judicial districts use billboards, TV commercials and radio ads to get the word out, but the District of Wyoming turned to an unique implementation of the Keywest Technology Media POD to target inmates in local jails and state prisons with the message.

The district acquired 18 Media POD players for use in correctional facilities around the state to playback and insert anti-gun crime Public Service Announcements into cable TV programs in place of standard TV commercials. PSAs from the late criminal-defense attorney Johnnie Cochran warn felons about the consequences of carrying firearms. Anecdotal evidence suggests the district's approach is working. Some rearrested convicts say they won't carry a firearm because of the PSAs they saw while previously incarcerated in the Wyoming Federal Judical District.

YONKERS RACEWAY
Yonkers, New York

Currently the largest single installation of the Keywest Technology Media POD in the world, Yonkers Raceway in Yonkers, NY, has lined the concourse of the raceway with a digital signage network to keep fans up to the second on races and well informed about the track's amenities.

Requiring more than 30 Media PODs, the Yonkers Raceway digital signage system shows live video and replays of race action, simulcasts of races from other tracks, promotional messages for the facility's Empire Terrace restaurant which overlooks the track. Additionally, other guest information, such as the location of restrooms, is played back on the system.

Yonkers Raceway relies on the Media POD Editor to create playlists, manage schedules and update playback as circumstances require for each display in the digital signage network.
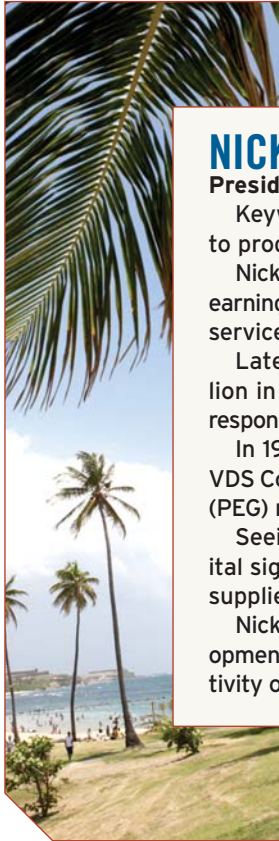
NICK NICHOLS
President, CEO - Keywest Technology

Keywest Technology president and CEO Nick Nichols sets the direction of the company as it strives to produce rock-solid digital signage hardware and software to meet the needs of its customers.

Nick founded Keywest Technology after an extensive career in the video and electronics industries. After earning a degree in electrical engineering technology, Nick worked for Simmonds Precision as a field service engineer and later as the company's general manager at its Glendale, CA, and Wichita facilities.

Later, he moved to a corporate sales position in St. Louis where he was responsible for $100 million in equipment sales for fighter jets. Subsequently, he joined James Grunder and Associates, taking on responsibility for managing all product design, production and customer support functions.

In 1998, Nick co-founded Keywest Technology and three years later orchestrated the acquisition of VDS Corp. Through that acquisition, the company entered the Public Access, Education and Government (PEG) market with a broad portfolio of video and graphics products.

Seeing how that PEG market technology could be further developed to meet the needs of the digital signage market, Nick planned and executed a strategy to reposition the company as the premier supplier of digital signage media servers.

Nick further elevated the company's commanding presence in digital signage by charting out the development of new hybrid, interactive digital signage that lets communicators take advantage of the interactivity of a digital kiosk and the power of linear digital signage presentations in the same system.

MIKE WALDEYER
Vice President - Keywest Technology Europe GmbH

Mike Waldeyer, vice president of Keywest Technology Europe, sets the direction for Keywest Technology's sales in Europe and Africa from his offices in Ratingen, Germany.

Digital signage is in the earliest stages of market development in Europe, and Mike has dedicated his efforts to educating companies about their digital signage options, system design, integration and management. With systems installed in national legislatures as well as at corporations like Bosch, Keywest Technology Europe under Mike's direction is shaping the European digital signage landscape for years to come. After graduating with a degree in applied sciences in electronics, Mike began his career at IRT, Germany's research and development center for public service broadcasters.

There he helped with the development of DVB-MHP, the European digital broadcast standard for a multimedia home platform. Later he moved to German video, audio and multimedia distributor and integrator Videlco, where he spent five years consulting with customers and designing systems to meet their unique requirements. In 2005, Mike became vice president of Keywest Technology Europe.
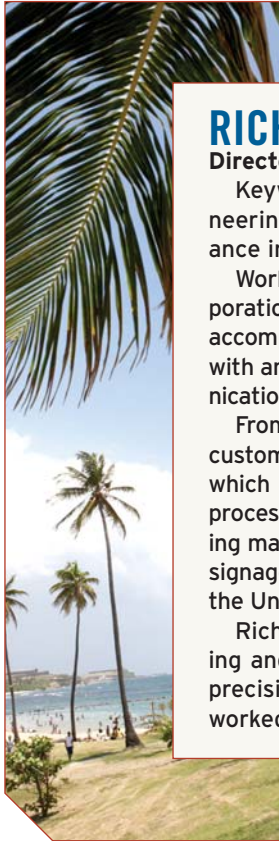
RICH LISTON

Director of Engineering - Keywest Technology

Keywest Technology Director of Engineering Rich Liston sets the course for every aspect of engineering management, production and technical support, as well as offers strategic technical guidance in defining the company's product mix and feature sets.

Working for the company since its incorporation in 1999, Rich also personally consults with large corporations and institutions about their overall digital signage strategy and the technology needed to accomplish their goals. Customers can always be confident that Rich approaches each project equipped with an unmatched knowledge of digital signage won over seven years of total immersion in the communications discipline and a friendly, inquisitive nature to uncover exactly what customers wish to do.

From a tactical point of view, Rich performs site surveys and customer interviews to identify unique customer requirements and matches those needs to standard or specialty products depending upon which is most appropriate. Rich consistently shepherds large digital signage applications through the process from initial customer meetings on to design, specification, installation, training and finally ongoing maintenance. A few of the largest projects Rich has designed and brought to fruition include digital signage systems for Marriott Hotels in the Pacific Rim, the New York State Museum, in Albany, NY, and the University of Tennessee Athletic Department.

Rich lives in the Kansas City metropolitan area. He served 12 years in the U.S. Air Force maintaining and adapting mission critical Airborne Infra-Red Camera, Low-Light Television CCTV, and laser precision weapons guidance systems for a variety of delivery platforms. After leaving the military, he worked as Production Manager and then Engineering Manager for James Grunder and Associates.

JOYCE XIAO
Software Engineer - Keywest Technology

Joyce Xiao develops digital signage software for Keywest Technology and specialized in graphical user interface (GUI) design.

Joyce has headed up several projects including the development of the MX Live Web-based online editor, I3 hybrid interactive digital signage content development software and LogoSTAR 300 software.

Joyce earned her undergraduate degree in civil engineering from Shen Zhen University in Shen Zhen, China, in 1996. In 2002, she received a master's degree in software engineering from Kansas State University in Manhattan, KS. Joyce is well-versed in Visual Basic and .NET.

CHUI TEE
Software Engineer - Keywest Technology

As a software engineer for Keywest Technology, Chui Tee is responsible for code development and customization.

Chui is responsible for the MediaXtreme Enterprise InfoZone editor as well as custom software solutions for customers that have led to features like RSS feed support and Internet Weather data support as marketable products.

Chui's software expertise includes C++, Visual C++, VB6 .NET, VB.NET, ASP.NET as well as assembly language for Keywest Technology's picture-in-picture generators.

Chui was graduated from the University of Kansas with a degree in electrical engineering and computer engineering.

JOHN MACAN
Lead Engineer - Keywest Technology

John Macan is a lead engineer and project manager in Keywest Systems Group, where he has a wide number of responsibilities that range from ensuring production runs smoothly to talking with customers to make sure their needs are being met and they remain satisfied.

In addition to his production and customer service roles, John also manages key engineering projects to make sure they stay on track.

When he's not at Keywest Technology headquarters, John can be found on site at customers' facilities, training them on how to use the company's products. John conducts training on a variety of Keywest Technology products. John earned a degree in Computer Science from Baker University in spring 2001.

DANNY CATES
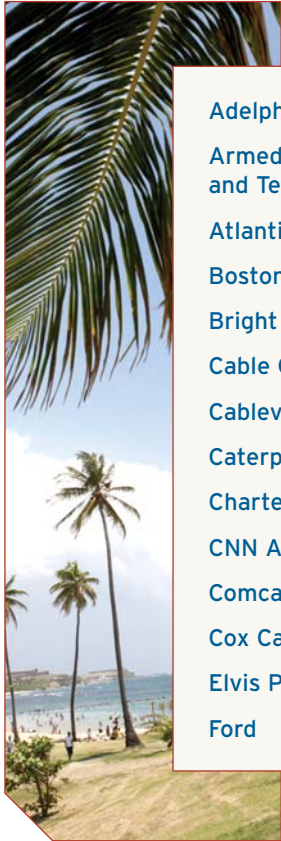**Systems Engineer - Keywest Technology**

Danny Cates is a systems engineer in the Keywest Systems Group where he manages various digital signage integration projects. He also provides Level 2 technical support for customers.

Danny frequently travels on-site to assist clients with digital signage system installation and integration. Among his on-site projects are sizable digital signage projects at the Atlantis Resort in Nassau, Bahamas, the U.S. Naval Academy Lacrosse Hall of Fame in Annapolis, MD, and The Omaha World Herald in Omaha, NE.

Danny was graduated from Oklahoma Baptist University, where he majored in math, the spring of 2000. He earned an MBA from Cameron University in Lawton, OK in 2003.

Adelphia Cable	General Electric	Orlando Magic	Toys 'R Us
Armed Forces Radio and Television	General Motors	Phillips Arena	Turner Networks
Atlantis Resorts	Hallmark Cards	Portland Trailblazers	United Airlines
Boston Scientific	Harris Broadcasting	Proctor and Gamble	U.S. National Parks Service
Bright House Cable	Houston Astros	RCA Dome	United States Air Force
Cable One	Insight Cable	Ritz Carlton Hotels	United States Army
Cablevision	JCPenney	San Francisco Candle Stick Park	United States Coast Guard
Caterpillar	Justice Department	Six Flags Theme Parks	United States Marines
Charter Cable	Knology Cable	Star HRG	United States Navy
CNN Airport	L-3 Communication Systems	T-ASA	Universal Studios
Comcast Cable	Mata's Cosmetics	The Pentagon	Wells Fargo
Cox Cable	Marriott	The White House	
Elvis Presley Museum	NASA	Time Warner Cable	
Ford	OnMedia		

Keywest Technology

POWERING THE DIGITAL SIGNAGE REVOLUTION

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