

PRESS RELEASE: Mvix announces a cross-platform, healthy food choice initiative for parents and students across K-12 schools

Sterling, VA. Feb 25, 2014: Mvix, an industry leader in [high definition digital signage products](#), is proud to announce a country-wide initiative of building food awareness across K-12 school districts. Leveraging its partnership with menu planners, school districts and POS providers, Mvix will install large screen displays in school cafeterias across the country that will showcase meals of the day. Along with daily menu details, relevant nutritional information, such as description, calorie counts and possible allergens will also be made available. While these cafeteria-based digital signs are directed toward students, similar information will be also be provided to parents via dedicated, school/district branded websites and mobile apps.

Describing the three pronged approach of this initiative, Ross McClymonds, VP of Sales at Mvix stated: *“First, we have focused on creating an extremely low cost platform to incentivize high adoption. Second, this initiative aims to service its primary audience i.e. parents and children. Third, the technology should provide a hands-free, easy-to-use system which is an enabler for school and district administrators.”*

As schools move away from traditional methods such as hand-distributed photocopied monthly menus, installing highly visible HD display screens in cafeterias is a step forward in providing necessary information to help students make healthier eating decisions and establish nutritious long-term dietary habits. Digital signage can also make it easier for schools to comply with changing legislation governing school food programs, such as the Healthy, Hunger-Free Kids Act of 2010 which established new detailed guidelines for the National School Lunch and School Breakfast Programs.

“Generating awareness and informing about healthy eating habits is the first step toward a healthy America,” stated Ross McClymonds. *“We hope to make kids aware of their food choices, and help them make the right decision to achieve a well-nourished life by eating well. Having allergen information on menu boards, websites, and mobile platforms, schools can offer parents a sense of comfort.”*

While such digital displays could previously be installed and maintained through dedicated efforts by school administrators, incorporating the menu database with Mvix’s digital school menu initiative the displays will be updated automatically, greatly reducing the level of effort and involvement required by schools or districts. Leveraging this data across platforms, Mvix is also developing mobile access systems for making menu, calorie, and allergens information readily accessible on tablets and mobile devices.

Mvix, based in Sterling, Virginia, was founded in 2005 that has become one of the industry leaders in the field of cloud-based digital signage hardware and software. With [over 9000 clients in over 20 countries](#), Mvix has established itself as a dominant player in the low-cost signage market.

To learn more about Mvix’s digital signage solutions, visit mvixdigitalsignage.com; BrandSignage.com or SignageCreator.com





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About Mvix:

Founded in 2005, Mvix is the market leader in hi-definition digital signage hardware and software systems, video-wall appliances, interactive digital kiosk systems, hard disk-based HTPCs, portable media-centers, and Content Management Systems (CMS) that are applicable across many vertical markets including foodservice, hospitality, corporate offices, healthcare, real estate, and manufacturing among others. Mvix comprises a team of hardware and software engineers and AV experts who build and support COTS and custom solutions for commercial clients. Mvix's commitment to delivering innovative offerings continues to put the company at the forefront of digital signage industry.

Since its inception, Mvix's commitment to delivering innovative solutions has put the company at the forefront of the digital display system and digital entertainment industries. In 2012, the company was honored on the prestigious Inc. 5000 List of Fastest Growing Companies in America. Read more about Mvix Digital Signage Systems: <http://www.mvixdigitalsignage.com/>

