



MediaXtreme I3 Overview



Keywest Technology

POWERING THE DIGITAL SIGNAGE REVOLUTION

Introduction to MediaXtreme I3

When finding an unfulfilled need, Keywest Technology developed the MediaXtreme I3 (I3 = Interactive, Intelligent, Integrated) Touch Screen Application creation tool. I3 gives the average or the advanced user the power to create high-end graphic-rich touch screen modules on any player operating with any touch screen hardware. No longer does the interactive display need to be embedded code within proprietary files and no longer is the user subject to the limits of AV Boardroom control panels. I3 finally combines the best of digital signage with the best of interactivity.

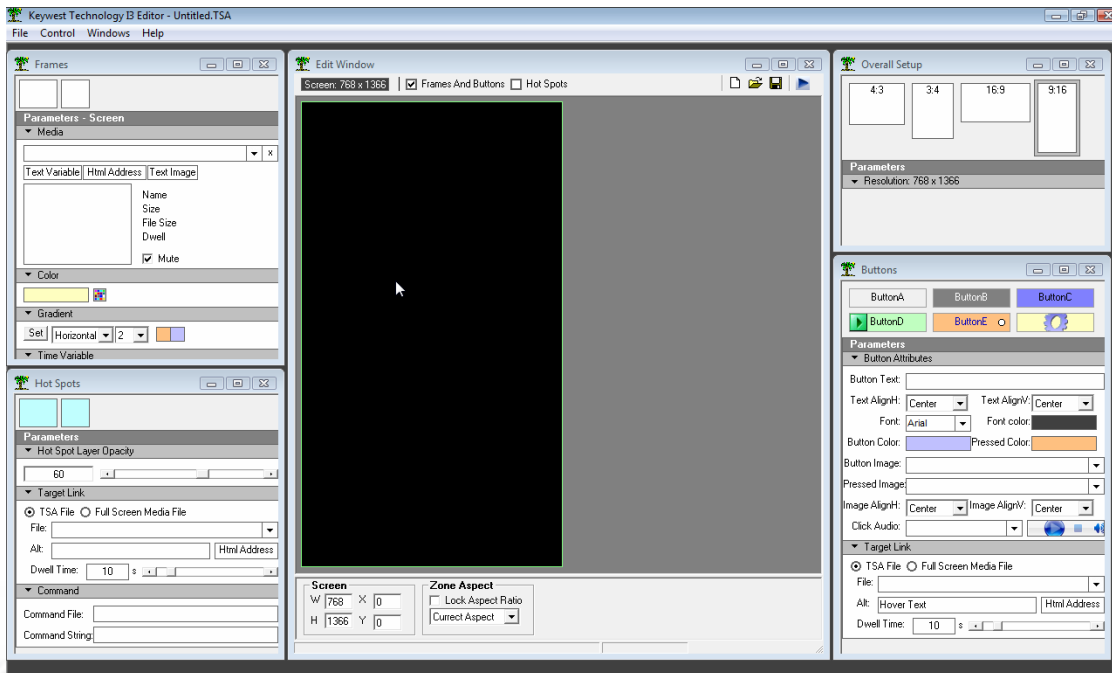
I3 is a software application that will run on any media player level PC including Keywest Technology's MXA, Media POD, and Enterprise player families. It may be purchased as a software only package or as a complete turn-key system including the touch screen, player, and associated software.

To qualify as interactive, a display must allow the customer to incite a reaction--using a touch screen glass module attached to a video screen that becomes a powerful possibility. I3 allows the user to layer and zone their own graphics to create a unique customer experience enhancing their customer's visits or even assisting in sales.



How It's Done

The I3 interface was designed for ease of use without hours of studying a manual.

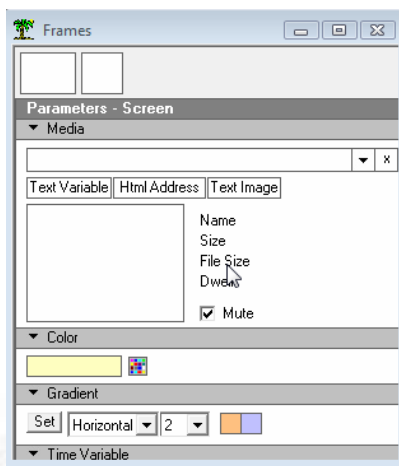
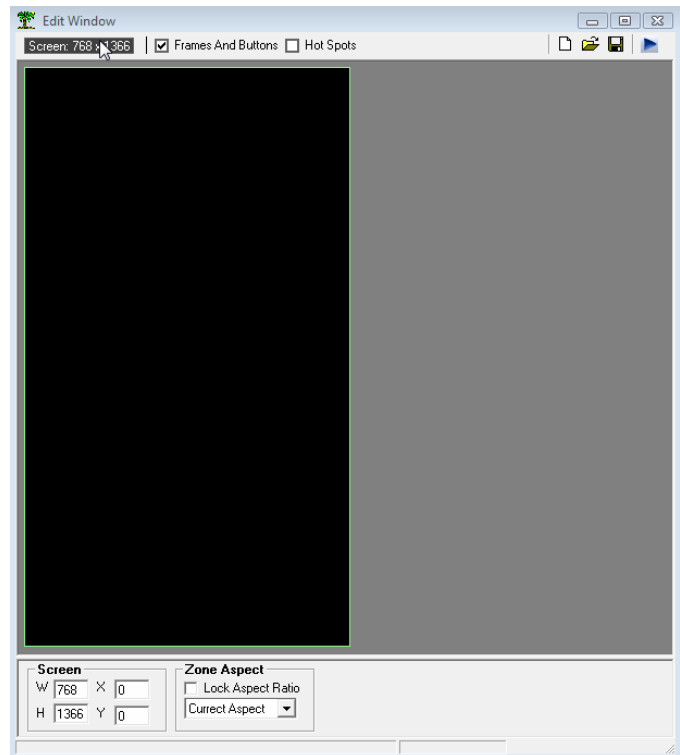
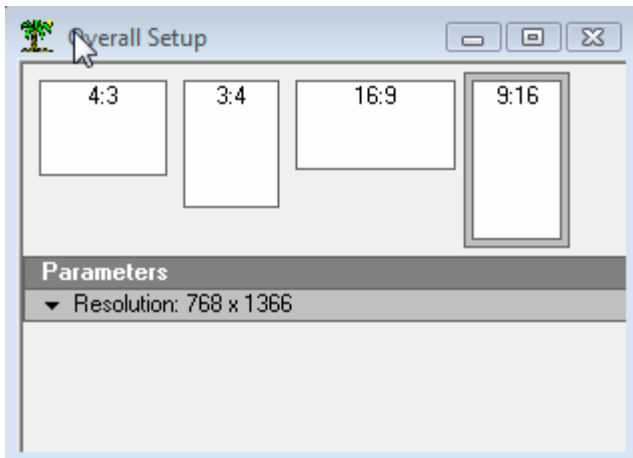


It works on the concept that images are zones on one layer and interactive hot spots are zones on an upper, transparent layer. To create an interactive screen, a few easy steps must be taken:

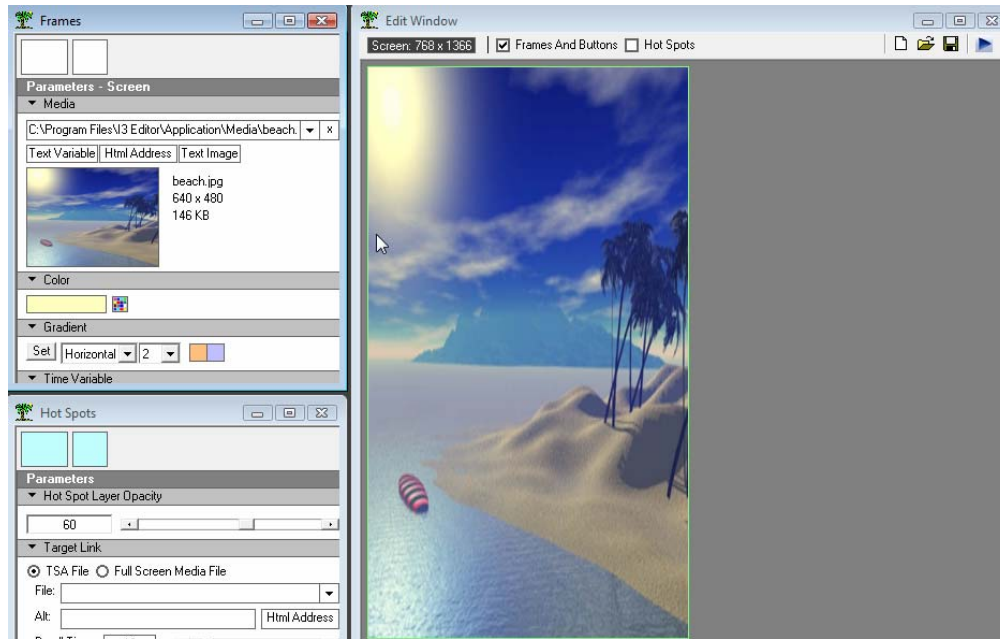
Select Your Target Screen Size

Use the OVERALL SETUP tab to select your monitor aspect ratio and orientation. Our sample will use portrait 768 x 1366.

Notice the Editor window takes on the selected aspect for “what-you-see-is-what-you-get” creation.



Next, choose an image or video file for the background field on the touch screen by clicking the selection box down arrow to browse all available drives. Once the background is selected, it appears in the editor window.

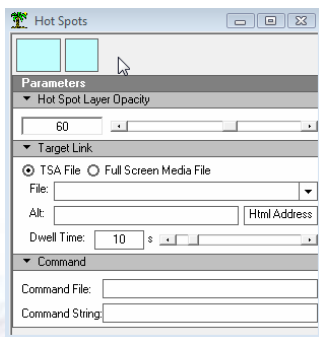
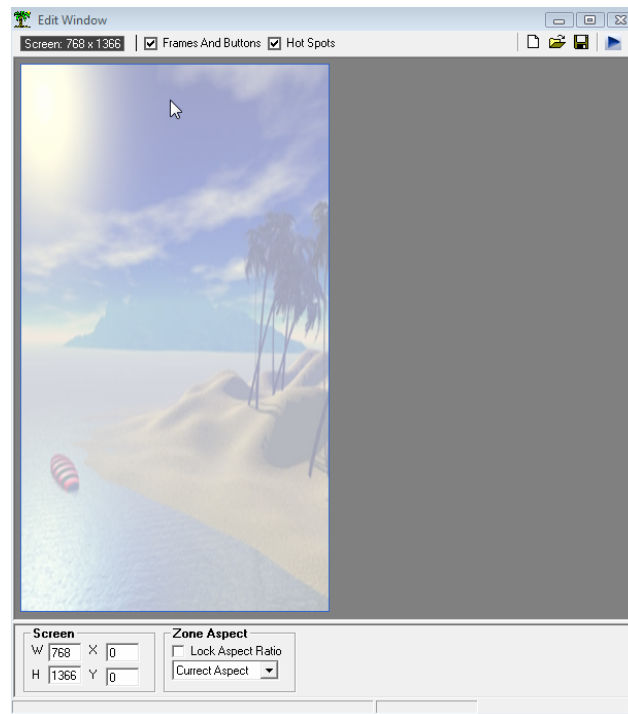


A designer could add more frames on this image layer—picture boxes, video boxes, text boxes or even pre-made buttons.

For this example though, the surfboard will be the target. Clicking the HOT SPOTS box will activate the Hot Spot layer.

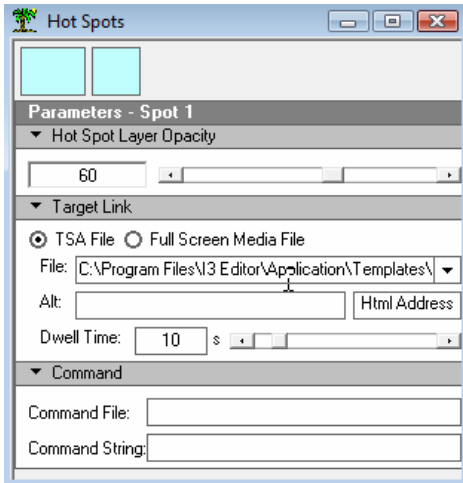
The editor screen takes on a translucent mask indicating hot spot mode is active.

Next, the operator uses the hot spot selection window to add a hot spot to the screen.



Double-clicking on the Hot Spot square or rectangle shape will drop a hot spot onto the editor screen...next is the function to drag and size that hot spot directly over the surfboard in the image.

Using the Hot Spot selection window, an action is programmed—either open up a media file (play a movie, open a still, play a sound, etc...) or link to another TSA file by selecting with the drop down arrow.



A TSA file is the combined images and hot spot layers on one page created with I3 (TSA=Touch Screen Application). One TSA file hot spot may call another TSA file...TSA's can be nested infinitely for intuitive interactivity.

In addition to TSA and Media files that may be initiated by a hot spot, a command may also be designated for function when a hot spot is activated. These commands may be RS-232, RS-422 (485), Network, or even General Purpose Interrupt (GPI) controlling external devices such as lighting, drapery, other media players, doors, emergency equipment, etc...

I3 software will also work with external sensors: Bar Code and Magnetic Card Stripe readers can be connected—the sliding of a credit card for instance can generate an e-commerce event; or the sliding of a hotel key can reserve a table at a restaurant.

Additionally, I3 works with Keywest Technology Media POD, MX, and EIZ players to form a hybrid device where the player software functions as digital signage until the screen is interacted with, at that point I3 takes over and doesn't relinquish control until the display touch has returned to idle state. Player software can be sold separately but bundle pricing is available.

In conclusion, imagine the power to create a display in a tire store running a video of a car driving down the highway...the customer touches the screen on the wheel and a menu of available wheels and tires appear of course suggesting to the user that the high end tires gives him or her an edge; or owning a movie theater and providing a trailer preview service on an I3 screen so customers can choose what to see that day, making their visit that much more pleasant; or owning a restaurant in a hotel that requires reservations—the guest maybe coming from the pool and will decide to eat in because using the touch screen and room key to make the reservation was fast and painless. Technology has reached the point it should make life easier even at the design stage—Keywest Technology's I3 hurdles the very bar it has now set.

About Keywest Technology

Our key business is providing the software and hardware that powers digital signage. Keywest Technology solutions are affordable for any size budget because they are scalable from very basic to exotic. You can purchase our components à la carte, or we can customize to specific requirements to meet your out-of-the-box objectives.

Our portfolio includes more than technology. Keywest meets your unique needs with special attention through our [Systems Group](#). They are digital signage engineers who understand your dreams and can turn them into reality. Through Keywest Systems Group, we can turnkey your digital signage system and provide you with on-site installation and training.

Owning technology should be about benefits –not technical headaches. MediaXtreme comes with a [“no worry” warranty](#) that includes real time technical support. Our [TotalCARE](#) support department is available *15 hours a day* and can be contacted via telephone, chat or email for quick, expert support.

How can Keywest Technology help you? Contact us and let us know:

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