



***Digital Signage Solutions ... Now You're in Control!***

**KeyWest**  
TECHNOLOGY



# **Control Your Media**

**InfoZone Controls & Delivers Your Video,  
Graphics, Banners, Logos, and Audio Content**



## **VIDEO**

Don't settle for video quality that degrades your image. InfoZone uses powerful MediaXtreme digital media players with RGB progressive scan optimized for PDP and LCD 16:9 (wide-screen) displays. It also supports traditional NTSC/PAL 4:3 outputs. InfoZone efficiently delivers broadcast quality TV messages that leave a lasting impression, because after all, it's your image.



## **GRAPHICS**

Deliver the right message using graphic images that grab your viewers' attention. InfoZone supports all standard PC format graphic formats in 32-bit color with no compression loss. Dazzle your viewers with quality animation using either Flash™ or animated GIF. Graphic messages are scheduled by a playlist that can be updated quickly. Add further spontaneity to your message by blending graphics with video content, either side by side or as an inset.



## **BANNERS**

Squeezing a value-added crawl or banner advertising where other content already exists is easy with InfoZone. Supplement other program feeds with banner ads that include pictures, graphics, and attention getting fonts. Or overlay your banner message on existing digital signage. With InfoZone, you can customize content for each zone or location, to meet your marketing needs.

**Get Control, Get Results**



## LOGOS

Each InfoZone location can be customized to deliver digital content that gets results. Depending on the amount of impact needed, InfoZone scales from broadcast quality video pictures to simple logo branding over existing media. This subtle form of advertising allows brand names to be reinforced without delivering a complete advertisement. From subtle to high impact, InfoZone delivers messages and advertisements on your schedule, in your style.



## AUDIO

What visual is complete without audio? InfoZone delivers theater quality surround sound in Dolby(tm) 5.1 or stereo to match the quality of your professional video and graphic images. From the pounding of the latest POP artist to the mixing of light melodies to sensual voiceovers, the clarity of InfoZone audio will get attention, the kind that gets results.



**From the busy streets of Guangzhou, to the bounty of Manhattan,  
InfoZone Combines Affordability, Flexibility, with Reliability that get you Results!**



## AFFORDABILITY

Never before has digital signage been so affordable and payback come so quickly. Keywest Technology makes your decision easier by offering flexible solutions. From complete digital signage service that requires no capital expenditure, to exclusive licensing rights or easy to own lease plans, InfoZone fits your marketing goals and budget.

## FLEXIBILITY

InfoZone management software puts you in control of your video content, allowing you to easily master media scheduling, zoning logistics, feedback diagnostics, and distribution from one location. InfoZone server software distributes advertising content and scheduling to an infinite number of locations anywhere in the world using Internet (TCP/IP) protocol, and is flexible enough to supplement distribution using DVD technology. Ultimately, InfoZone delivers the need for speed since today's fashions can only be promoted at the speed of advertising. Are you driving in the slow lane?

## RELIABILITY

Regardless of all the cool technology, if your digital signage does not work reliably, efficiently and affordably, than what good is it? From creative content design, to delivering your advertisement at each retail location, Keywest Technology partners with the best to help you get the impact you need on your bottom line. Using the latest in advanced embedded CPU hardware and software technologies, reliability is assured by InfoZone intelligent data-management servers' working around the clock to monitor your system and alert support staff of any IT problems. Infozone provides digital impact that gets results, results you can bank on.

**infozone**  
DIGITAL SIGNAGE SOLUTIONS  
GET CONTROL, GET RESULTS!



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