



MX-EDITOR

MediaXtreme (MX) Editor saves considerable time and money over building media programs on a non-linear video editor alone. It also is designed for maximum creativity. Our most popular playlist editor lets you import common PC media files through built-in browser directories to compose, preview and schedule playlists without format conversions or playlist rendering. To realize the power of MX-Editor, imagine blending video, graphics, fonts, data, logos and audio instantly, then changing the ingredients independently at will with no time penalty. Our timeline based editor works on standard PCs running Windows® 2000/XP. Full preview of playlists can be viewed on the MX-Editor with PCs using ATI® Radeon graphics or similar. Building and scheduling a professional playlist for digital signage has never been easier!



MX-INFOZONE

Our infoZone™ media scheduler provides users the ability to manage and build simple playlists using ubiquitous Excel®. Most importantly infoZone offers the unique ability to remotely manage playlists using client/server (push/pull) technology. The heart of InfoZone is a SQL file server program that parcels media playlists into groups known as “zones”. Each MediaXtreme media server configured as a client will automatically request updates and revise the remote playlist. Another unique feature of infoZone is its ability to either manage media playlists independently, or directly import sophisticated playlists developed with the MX-Editor. Either way, infoZone gives you the ability to manage MediaXtreme clients over a network in the most productive and automated fashion.



MX-LIVE

Even though dedicated digital signage editor programs like MX-Editor have many merits, there are numerous applications that just don't call for as much playlist creativity and sophistication. Sometimes media managers need flexibility in assigning content updates to outside parties who require easy access for changes but restricted ability to manage and schedule updates. MediaXtreme Live tackles this logistics dilemma using web server software with a built-in client. Accessible from popular Internet browsers, MX-Live supports the most common playlist functions found on MX-Editor including CG support, crawl support, multimedia support, background graphic selections and playlist scheduling. Additionally, MediaXtreme Live supports the use of templates to further simplify and automate the creation of digital signage content. Since MX-Live is part of the MediaXtreme software family, it can be used congruently with the MX-Editor and MX-infoZone. All digital signage should be this easy.



REQUEST AN INTERNET DEMONSTRATION TODAY!

Call 800-331-2019 or email info@keywesttechnology.com to schedule a live demonstration right over your computer.



DIGITAL SIGNAGE EDITING TAKES A SPECIAL TOOL



Think about the media editors you work with on a daily basis: Perhaps Flash™ media for your web site, PowerPoint™ for your presentations and Photoshop™ for creating graphic details. There are many more. Maybe you have a video production department that can edit MPEG, Windows® Media and AVI. The varieties of editors are almost endless, but none address the need to master digital signage – until now. Now one powerful editor program can repurpose your digital assets and create dynamic media playlists for digital signage channels or narrowcasting community television, saving you at least 50% on your production time. That is what MediaXtreme editor software is all about! We offer three approaches to digital signage editing that encompass the best practice in digital convergence editing. From our Internet editor to our non-linear style GUI, we have your needs covered.

MediaXtreme Playlist Editors Blend Your Digital Signage Message Fast and Efficiently!



CG

MediaCreator is a professional quality broadcast-style Character Generator (CG) that is bundled with the MX-Editor in the Xtra-Value packages, or it can be added optionally. This plug-in CG is your ticket to using the full power of our editor software. With MediaCreator you can create and add text, fonts, graphic elements, colored boxes, crawls and data access as independent media layers with MX-Editor or MX-Live. This greatly simplifies the editing process by making changes and updates to information all from one editor! MediaCreator CG alpha channel and chroma-key are supported on either editor for endless variations of transparencies. MediaCreator also supports NTSC and PAL color formats but is flexible enough to be used in digital signage applications.



AUDIO

What visual is complete without audio? MediaXtreme digital signage editor software supports all digital PC audio formats in stereo CD quality sound that matches the quality of your professional video and graphic images. Additionally MediaXtreme hardware supports external stereo inputs for a dedicated background channel. Audio may be mixed or attached to individual media files with MX-Editor or MX-Live. From the pounding of popular musical artists to the mixing of light melodies and informative voiceovers, the clarity of digital audio will get attention, the kind that gets results.



VIDEO

Video today comes in many digital formats. Our playlist editors are designed to repurpose your digital video assets without converting to some propriety format that takes time, degrades quality, and limits creative flexibility. MediaXtreme digital signage editor software is compatible with MPEG 1-4, Windows Media®, AVI (1), VOB (DVD) and AVC H.264. All of these formats can be blended in realtime into beautiful playlists that support your programming objectives. External video machine control is optional with the MX-Editor version.



OVERLAYS

Inserting informative crawls or graphic advertising banners over existing video feeds is easy to accomplish with MediaXtreme digital signage editor software. Supplement other program feeds with pictures, motion graphics and attention-getting text schemes. MediaXtreme hardware can be configured to overlay on a CATV feed, composite video (NTSC/PAL), serial digital video (SDI), and DVB-ASI inputs. All overlay options use linear keying or digital blending to retain the highest possible quality. Crawls and other text effects are created in our character generator called MediaCreator.



GRAPHICS

Deliver the right message using graphic images that grab your viewers' attention. MediaXtreme digital signage editor software supports popular PC graphic formats in 32-bit color with no compression loss. Graphic backgrounds can be updated and scheduled independently using the MX-Editor or MX-Live versions. Our software allows you to layer all media in realtime and make changes at a whim with no rendering. Step it up a notch and dazzle your viewers with quality animation using either Flash™ or animated GIF. Add further spontaneity to your message by overlaying graphics on digital video media or live video, side by side, or as an inset.



LOGOS

Both MX-Editor and MX-Live have six media layers that can be assigned to support diverse content including static and animated logos. This more subtle form of communication allows brand names to be reinforced without interrupting programming. Animated logos are less subtle and may be entertaining to viewers. Logos can be overlaid on other digital media or keyed over external video sources. From subtle to higher impact, MediaXtreme delivers branding logos and advertisements on your schedule in your style.



DATA ACCESS

MediaXtreme digital signage editor software has several automated data acquisition functions and options. It comes standard with Internet weather giving you live variables based on your zip code. It also comes standard with HTML page capture allowing you to source information from URL addresses into playlists. More specific acquisition can be added for up to 28 news categories. Most importantly, MediaXtreme supports database acquisition that is derived from a myriad of sources from event schedulers to spreadsheets. Any of this data can be overlaid in real time on digital media or on live video feeds. Data access is available in conjunction with MediaCreator CG.