

Moxie Powers Air Canada Centre Displays

Maple Leaf Sports & Entertainment has selected Omnivex's Moxie to power its large network of digital screens at Toronto's Air Canada Centre. The facility has hosted more than 27 million fans and over 2000 events, including hockey, basketball and lacrosse, concerts and live events, since opening its doors ten years ago.

Phase one of the new digital signage deployment sees Moxie managing a network of over 320 LCDs at the Centre. Content will include a live video stream from inside the arena, ensuring fans don't miss a moment of the action when in the concourse areas. In addition, information will be shown to aid in facility navigation and promote upcoming events being held at the various Maple Leaf facilities.

Advertising space on the screens will provide a new revenue stream, augmenting traditional print advertising. The screens have been strategically placed for maximum impact and configured to add to the aesthetic appeal of the facility.

"The Omnivex powered digital signage network is a fantastic medium that will keep our fans and guests informed, while providing value to our many partners and stakeholders," says Bob Hunter, Executive VP of Venues & Entertainment for Maple Leaf Sports & Entertainment. "Moxie

gives us the tools to effectively manage the system."

The Omnivex platform was part of the full, end to end digital signage solution for the Air Canada Centre, developed and implemented by consulting and services firm Digital Display & Communications. "Omnivex's Moxie software rose to the top for this project," says its President & CEO Stuart Kirkpatrick, "because it has powerful graphics capabilities and for its advertising, content management and strong IT support tools. Moxie will allow the content to be tailored to each location according to the specific event, audience and time."

Moxie software provides sophisticated tools for managing large screen networks. The software builds on Omnivex's core competencies with data management, and includes advanced functionality for user access rights and managing advertising networks.

"Moxie is the most progressive digital signage software available," comments Doug Bannister, Omnivex's CEO. "As a result of the extensive experience we have with software development and the feedback we received from our customers over the years, we have been able to create a superior product."

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