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Omnivex Moxie Software Run on 200+ Displays at Microsoft Worldwide Partner Conference

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[Omnivex Corporation](#), a Microsoft Gold Certified Partner and provider of enterprise software for digital signage networks, is exhibiting at the [Microsoft Worldwide Partner Conference](#) (WPC), July 11-15, in Washington, D.C. Omnivex is demonstrating the newest features of its Moxie software to illustrate the endless possibilities of how and where digital signage can be used to engage customers, inform viewers and increase ROI.

In addition, Moxie software is being used at WPC to drive content on more than 200 screens throughout the facility and also was seen at the conference's keynote address, said the company. Omnivex was recently named a finalist in the 2010 Microsoft Partner Awards in the category of ISV/Software Solutions Innovation Partner of the Year, according to the company.

Moxie was developed on the MS Windows platform to take advantage of the latest advancements and features created by Microsoft. Moxie is a multi-user, fully automated, 3D-vector-graphics-capable system running on a full database, with everything updating in real time, said the company. The ability to use data to drive content gives Moxie several benefits over competing products, but most importantly, it makes content contextual, providing viewers with relevant information when and where it is needed, said the company. The result is that customers are able to move audiences towards a desired outcome quickly and easily, to derive better value from their digital signage system.

Doug Bannister, CEO of Concord, Ontario, Canada-based Omnivex, was featured in Microsoft's WPC keynote address in which he referenced the Moxie deployment on LAX's Shuttle Smart buses, said the company. Moxie leverages Microsoft Windows 7 location-based services to deliver a complete digital signage solution to Shuttle Smart customers, said the company. The result is that content displayed on screens within each moving bus is relevant to the current location, providing a more engaging viewer experience, according to the company. The software also is used at Shuttle Smart hotel partner locations to display content such as the time that the next shuttle will be arriving, LAX flight information and other important messages, said the company.

Moxie software is driving content on more than 200 screens throughout the Walter E. Washington Convention Center and surrounding hotels to communicate with the thousands of WPC attendees, according to the company. Moxie is used to create and display content including sponsor and Partner recognition, photo and video walls, meeting room schedules, Twitter feeds, live video, conference agendas and other unique information, said the company.