

Retail Reseller News

POS & Auto ID Channel Developments & Opportunities

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[Michael Kachmar](#), Editor

Omnivex Corporation (Concord, ON, Canada) launched Moxie 6.04, its updated digital signage software for Microsoft Windows 7. The new version of Moxie offers enhanced security, innovative features, and improved reliability, and delivers rich contextual media to all types of audiences at lower cost, according to Doug Bannister, CEO and Director of Software Development at Omnivex.

By exploiting Windows 7 video-processing capabilities, it brings stronger ROI than either Vista or XP and facilitates the move to 64-bit deployment. Moxie users may create multiple graphic layers on non-rectangular surfaces, group them, rotate them, and orient them as desired. Any parameter such as size, position, opacity, and color can be tied to real-time data so information can appear and change based on current events.

Moreover, unlike competing products, Moxie has secure encryption, permission, and authentication, according to the company. "Our ISV community is alive with innovation, and we're committed to helping our partners drive the next generation of software experiences," volunteered Ross Brown, VP of ISV and Solution Partners for the Worldwide Partner Group at Microsoft. "Adding compatibility for the latest Microsoft operating systems helps ISVs to stay ahead of the competition and give their customers access to cutting-edge technologies."