

News

Toronto's Air Canada Centre to use Omnivex Moxie software

Software from Omnivex Corporation will be used by Maple Leaf Sports & Entertainment (MLSE) to power a large network of digital screens at the Air Canada Centre in Toronto, Canada. The facility has hosted more than 27 million fans and over 2,000 events, including hockey, basketball and lacrosse games, concerts and live events, since its doors opened in 1999.

Phase one of the digital signage deployment includes the use of Omnivex's newest software product, Moxie, to manage a network of over 320 LCD screens. Content will include a live video stream from inside the arena to ensure 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 MLSE facilities. Advertising space on the screens will provide a new revenue stream, and augment print advertising.

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 (DDC). "Omnivex's Moxie software rose to the top for this project, 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," said Stuart Kirkpatrick, president and CEO of DDC.

Air Canada Centre's digital signage system will be unveiled during NHL team the Maple Leafs' preseason game against the Boston Bruins on 16 September. Subsequent phases of MLSE's deployment will continue in 2010, both at the Air Canada Centre and at other facilities managed or owned by MLSE.