

TEC Product Review: Omnivex Moxie

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VENDOR SPOTLIGHT

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“The medium is the message.”

– Marshall McLuhan

Company and Product Background

Omnivex Corporation was established in 1991 with the mandate of facilitating the visual communication of data among groups—thereby providing crucial information to enhance rapid business decision-making processes. Based in Concord, Ontario, this Canadian organization has become the digital signage provider of choice for a wide variety of customers, including companies such as [Thomson Reuters](#), [The Toronto Stock Exchange](#), and [Maple Leaf Sports + Entertainment](#) (figures 1 and 2). With more than 3,000 customers in 48 countries, Omnivex has certainly achieved a privileged position in the digital signage space.



Figure 1. TMX Signage System

Omnivex has had market presence for more than 20 years, during which time it has accumulated the knowledge and technology to expand beyond the scope of traditional digital signage. Omnivex software is targeted at mid-to-large accounts across numerous vertical markets, where the need to accurately communicate relevant information is common to each. By focusing on real-time data as the core building block for communication, Omnivex has developed a unique solution within the digital signage space. The vendor provides enhanced tools and applications for performing the complete signage cycle by using an interesting approach to data management.



Figure 2. Maple Leaf Sports + Entertainment

Moxie, Omnivex's flagship offering, provides audiences with timely, informative, dynamic, and useful content. By enabling group-based communication visually over a wide range of media devices, Moxie facilitates and supports decision-making processes, thereby serving as an effective medium for the transmission of valuable information throughout an organization. Omnivex Moxie is a single solution that can be used by any organization that has the need for displaying the necessary information visually to groups of employees or customers, regardless of the industry or vertical (figure 3).



Figure 3. Moxie Studio

Omnivex Moxie, Digital Signage in the New Data Era

Now, more than ever, organizations have realized that data is not simply one element of an organization. It is in fact, the lifeline upon which all other elements depend. It is also clear that once data has been transformed into potentially useful information, it has to be properly and accurately transmitted to the user in a timely manner so that it can be used successfully to achieve business objectives. That is, *the medium is the message*.

Moxie enables organizations to provide corporate communication in an effective, timely, and reliable manner—using a single solution. Unlike other digital signage and display software, Moxie enables the generation of data displays that are not only useful and targeted, but also capable of adapting quickly to changing requirements (figure 4).

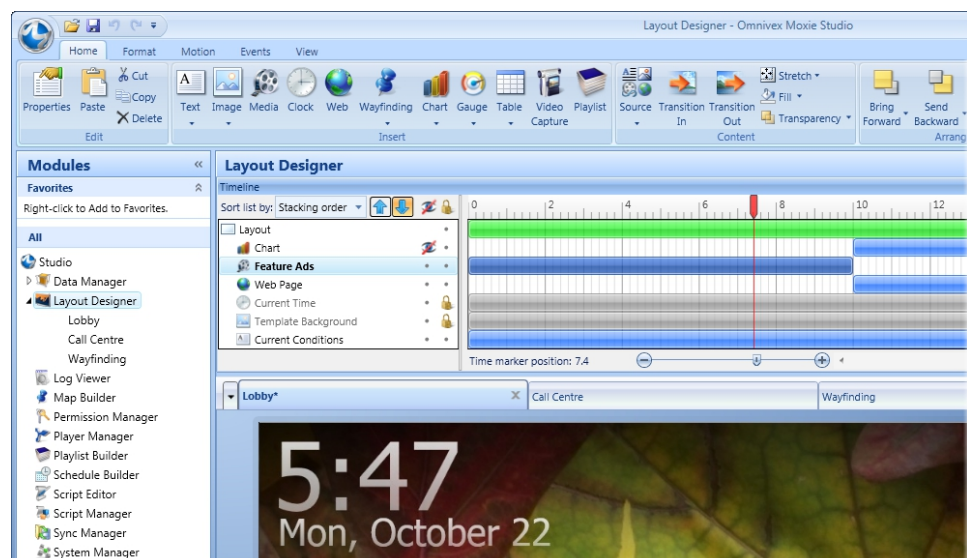


Figure 4. Moxie's Layout Designer

Moxie was released in 2008 based on the cumulative experience provided by Omnivex and applied now within Microsoft's .NET framework. Using this technology framework, Moxie allows for managing, creating, scheduling, displaying, and controlling content to be shown across an organization. With an agnostic yet sophisticated approach, Moxie can collect information originating from disparate systems and based on a set of different criteria, such as location or audience, as defined by the organization. The system can provide the visualization of corporate information in a flexible and dynamic manner—thereby completing the cycle of information transmission, from its source to its destination.

Below are some of the general features that make Moxie an application to consider for digital signage:

- **Intelligence**—Moxie can distribute content across a network of connected display devices and control how, where, and when the content will be shown (figure 5).
- **Real-time readiness**—Data generated in native source systems can be transmitted to provide actionable data in real time.
- **Adaptability**—The software can communicate with native enterprise software without the need to add layers of complexity to the mix.
- **Scalability**—The software can accommodate an increased number of users and thus scale up based on customer needs.
- **Interactivity**—Moxie enables the creation of visualizations with user interaction, thereby encouraging user engagement while providing designers with full control over the user and group experience.



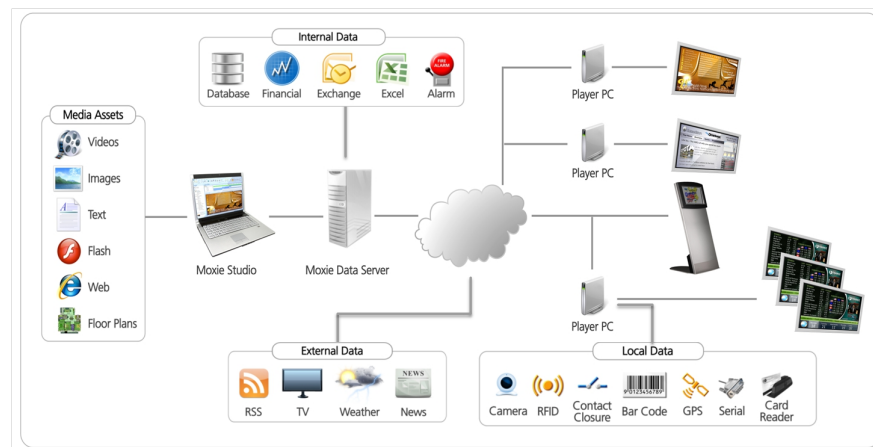
Figure 5. Moxie's Playlist and Metadata Management Features

With these features, Omnivex has developed a unique and attractive approach for displaying content/information, thereby affording organizations the opportunity for faster acquisition of knowledge and facilitation of business decision making.

Moxie—Innovative Approach to Managing Data and Visualization

The approach taken by Omnivex with its digital signage product Moxie is to provide all the functionalities for managing digital signage networks using a single

application—handling rich content, high-resolution media, and real-time information operating from a single application (figure 6).



MOXIE ARCHITECTURE

Figure 6. Moxie's General Architecture

Moxie incorporates the necessary technology to configure and adapt to the dynamic nature of data. This makes the application ideal for performing not only traditional display tasks such as providing product lists or financials results, but also sophisticated data displays to meet complex corporate needs such as providing up-to-date, relevant corporate performance indicators based on users' needs and context. Below are some of the basic capabilities that Moxie provides to its users (figure 7):

- **Manageability.** Moxie enables the management of every step of the digital signage process, from content creation to display execution, managing security access and permissions and controlling events related to how, where, and when information will be displayed.
- **Content creation.** Moxie contains an extensive list of supported content types, as well as a free, neat, and easy-to-use form designer that enables users to create simple or complex designs for content display.
- **Scheduling.** It has easy-to-use scheduling tools and contains all the necessary features for scheduling one-time displays as recurrent ones with a flexible set of options and calendar adjustments.
- **Display.** One of Moxie's interesting features is its ability to add metadata and work with metadata features, affording a great deal of flexibility to the display process to configure displays based on rules or specific criteria, adding an additional layer of control to all content displayed within Moxie.
- **Interaction.** Moxie enables the creation of dynamic content to encourage user interaction and displays changes based on events—thereby ensuring

responsiveness of the system to existing data sources, and triggering hardware devices to display up-to-date information.

- **Verification.** Moxie also has logging features to track activities and executions, giving developers and administrators the ability to control and monitor all signage network activities for the purposes of detecting, correcting, and improving content transmission.
- **Control.** The system provides user permissions, protocols, and access to Moxie’s modules and objects. A centralized management interface allows for administrators to configure their data signage network and environment within a single application—thereby ensuring compliance and consistency of information displayed all along the signage network with the organization’s internal and external standards.

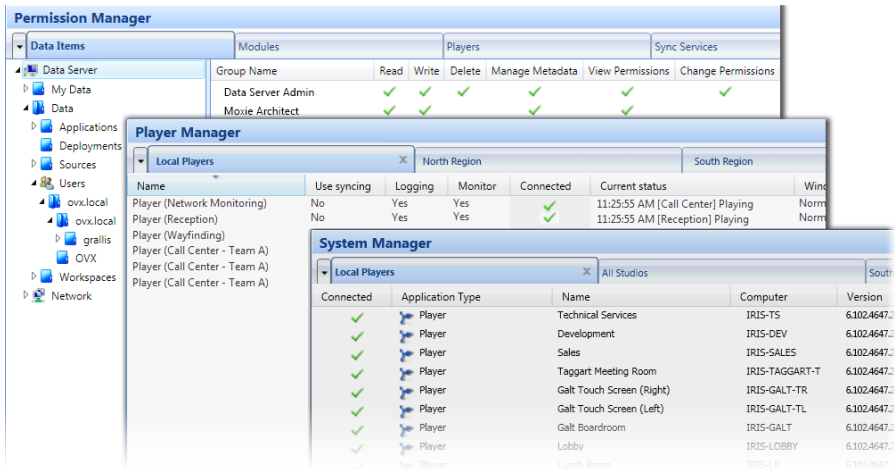


Figure 7. Moxie’s Versatile Managers (Permission, Player, and System)

Conclusion

Stepping away from traditional static and semi-static signage solutions, Omnivex has created Moxie, a powerful digital signage software solution designed for business environments where content serves not only to engage and inform, but also to provide guidance, facilitate knowledge sharing, and most importantly, enhanced decision making. Moxie offers a variety of unique features and capabilities organizations can use to digitally display data that is critical to their business in real time and in a dynamic manner—which has the potential to change how they communicate and interact with their audiences.

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