



KeyWest
TECHNOLOGY

PORTFOLIO





TECHNOLOGY

USA

Innovator in digital signage media servers and control.



TECHNOLOGY EUROPE

Europe

European arm of Keywest Technology serving Europe, the Middle East and Africa.



TECHNOLOGY

Asia

Hong Kong branch of Keywest Technology serving Asia and Australia.



Specialized sales engineers and programmers dedicated to customizing digital signage systems and software to meet unique customer needs.

DSX | MEDIA

Full-service digital signage content creator with special emphasis in interactive, hybrid digital signage.

Company Vision

Keywest Technology is dedicated to the idea that digital technology should make communicating powerful ideas easy, effective and fast.

To this end, all Keywest Technology digital signage customers share a common desire: To communicate effectively with technology that lets them dedicate their time and creative talent to imparting their unique messages rather than spending the same energy on trying to use or maintain technology.

Our entire focus, therefore, is centered on the marketing philosophy that “technically, it’s a day at the beach.”

Keywest Technology launched a digital signage revolution in 2002 with the introduction of the MediaXtreme, one of the first truly convergent media players on the market. The MediaXtreme fulfilled our initial vision of what was necessary to make powerful communications easy, effective and fast.

This unit was ahead of its time in the sense that it had Web, video, multimedia and character generator functions all wrapped into a turnkey package. It was difficult to classify the MediaXtreme back then because the term “digital signage” was not widely used.

Regardless of the terminology, the MediaXtreme delivered on our promise. Since then as digital signage has come into its own as a communications medium, so has our MediaXtreme as have our successive introductions of new hardware and software products designed to meet the evolving needs of this rapidly growing market space.

Company History

Founded in 1999 with professional television roots stretching back to 1979, Keywest Technology recognized early on that the transition from analog to digital media using Information Technology was helping to propel an unprecedented change in communications and that an entirely new group of communicators were emerging.

To help bridge the gap from the past to this emerging future, Keywest Technology acquired Grunder Display Group in 1999, which provided the core digital technology that Keywest still uses to this day. Even though Grunder company dabbled in television products manufactured under the Feral Industries name, Grunder Display Group engineered and developed the majority of its digital video knowledge through government contracting.

Our next technology asset acquisition occurred in early 2001 with the purchase of Video Data Systems. This innovative company based in Hauppauge, NY, provided Keywest the fundamental IT technology to move from a hardware-centered company to a software-based mindset. Soon after this acquisition, we launched the MediaXtreme.

Today, Keywest Technology offers a robust lineup of powerful digital signage software, players and information channel generators that is used across a broad communications landscape, including corporate and private information channel applications, CATV revenue-generators, such as cable classified advertising channels, civilian government and military command channels, education, public access, hospitality and retail applications, to name a few.

Keywest Technology Milestones

1998	Keywest Technology inaugurated
1999	Purchased Grunder Display Group
2001	Acquired Video Data Systems (VDS)
2002	Introduced MediaXtreme Media Server
2003	Launched Media POD (Point of Decision) Player
2004	Debuted InfoZone Traffic Manager Software
2005	Unveiled Second Generation MediaXtreme
2007	Released I ³ Interactive, Hybrid Digital Signage Software
2007	Introduced Second Generation InfoZone Software

Keywest Systems Group

The Keywest Systems Group is a special team of sales engineers and programmers with the skill and know-how needed to modify the company's industry-leading MediaXtreme media server and Media POD products and software solutions to any customer need. The group is responsible for project management of enterprise level digital signage applications.

The mission of the group is to align Keywest Technology's internal expertise, related solutions from other vendors to deliver an unmatched level of customization for customers whose needs exceed the feature set of off-the-shelf digital signage products.

DSX Media

DSX Media is a full-service provider of digital signage services –from reliable equipment to creative content.

The company often partners with Keywest Technology to deliver hybrid, interactive digital signage content and systems that leverage the power of interactive digital kiosks with the audience-building appeal of digital signage.

DSX Media is dedicated to the proposition that for today's businesses must influence shoppers at the point of purchase with the right marketing messages. DSX Media's blend of results-oriented digital signage content and proven system integration makes it easy for retailers, home builders, schools, museums and anyone else who needs to inform and influence an audience to succeed with digital signage.

Atlantis Resorts

Nassau, Bahamas



The Atlantis Resorts in Nassau may seek to recreate the myth and magic of legendary sunken continent, but there's nothing imaginary about its communications needs. Atlantis relies on a 40-channel digital signage system based on the Keywest Technology MediaX-treme media server. A total of 35 channels are devoted to door card players, and five drive large-screen, portrait-oriented digital signage displays.

The resort also uses the Keywest Technology Media Creation Station to edit content. Keywest Technology integrated its digital signage content creation system with Delphi Property Management Software so the resort could automatically generate content based on data acquired for the management application.

The installation includes 11 rack-mounted Enterprise InfoZone players, the Media Creation Station, video over Cat-5 transmitters and receivers and network interface.

AMC Theaters

Kansas City, Missouri

AMC Theaters recently began trials of a digital signage system to entice moviegoers into its theaters via a hybrid, interactive digital signage system from Keywest Technology.

Content for the interactive digital sign is being created with Keywest Technology's I³ software, a user-friendly, adaptable application that is allowing AMC Theaters to create its own graphics, screen layouts, associated text files and interactive on-screen hotspots movie watchers can touch to access the trailers they wish to see.

For the trial, AMC Theaters presents viewers with a series of thumbnail videos of current attractions on a flat panel monitor. By touching a thumbnail, a half-screen-sized video trailer with audio expands.

Two features make the system highly appealing: its intuitive user experience and its ability to be tied into the company's database so AMC Theaters can manage interactive screens at thousands of theaters worldwide.



Phoenix Art Museum

Phoenix, Arizona



As part of a multi-million dollar renovation of the Phoenix Art Museum, museum staff wanted a way to grab the attention of visitors and build excitement for the exhibits within.

That's why they turned to Audio Video Resources (AVR) of Phoenix for an eye-catching digital signage system that could cycle through custom content promoting what was on display.

AVR turned to the Keywest Technology Media POD point of decision digital signage controller as well as 42in LCD monitors from LG Electronics to deliver a system that delivered the stunning results sought.

Digital content specialist DynaTek Media of Phoenix was hired to use the Keywest Technology MediaCreator page creation software application, as well as other multimedia software tools, to build promos that combine MPEG video text and graphics that leave patrons enthused and wanting more. The result was a separate one-minute promo focused on each exhibit. Taken together, the promos deliver an enticing sneak peak of the exhibits.

United States Naval Academy Lacrosse Museum

Annapolis, Maryland

The U.S. Naval Academy, which wanted to show off the accomplishments of its lacrosse program on a 12-channel video wall display, turned to Keywest Technology for the technology, system design and installation services required.

Keywest Technology provided a quad head MediaXtreme digital media server, which outputs different videos on each of the four heads and choreographs the display through a switching matrix to present eye-catching content on an arc of 12 consecutive screens.



By controlling the output to the switching matrix, the MediaXtreme sequences groups of three monitors to turn on simultaneously while the other nine show another, continuously playing video. The active group of three rotates around the room.

Matas Cosmetics

Copenhagen, Denmark



Hoping to capitalize on the strengths of dynamic digital signage, Danish retail giant Matas embarked on a pilot project retiring many of its ordinary signs in a few stores in favor of hip, flat-panel displays. Strategically positioned to command attention and create a special ambiance to attract young women, the displays put beauty and fashion foremost in shoppers' minds.

Matas rolled out its initial installation of 10 digital signs at a single retail store in Copenhagen using new flat-screen LCD displays, a video projector and 10 full-featured MediaXtreme media servers from Keywest Technology.

Matas has ringed the top of its store with LCD displays and strategically stationed smaller LCD panels as end caps on shelves to target messages to customers looking for specific merchandise. Those dynamic end caps replaced tired, static, backlit displays that were simple to forget and easy to ignore.

University of Tennessee Football Hall of Fame

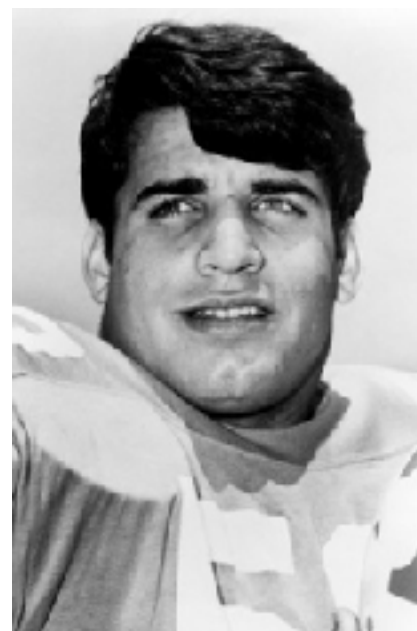
Knoxville, TN



The University of Tennessee has updated its Football Hall of Fame by replacing aging DVD-based kiosks with Keywest Technology hybrid interactive digital signage.

Keywest Technology value-added reseller Multi-Media Solutions in Alcoa, TN, won the contract to design and integrate the system, which included Keywest Technology Media PODs to drive presentations at 20 kiosks, flat panel LCD and plasma displays -some as large as 50 inches- and two interactive touch screen panels that allow viewers to navigate through presentations with a simple touch.

Keywest Technology helped Multi-Media Solutions solve a serious audio interference problem from adjacent kiosks. Rather than running 24/7, the Media POD players interface with motion sensors that detect the presence of a visitor, upon which audio volume is ramped up. Coupled with directional audio speakers, this audio control solved the problem. Keywest Technology also customized Media POD software to enable interactive digital signage control.



Kansas State University

Manhattan, Kansas



When administrators at Kansas State University in Manhattan, KS, decided to strengthen the sense of community among students and faculty at the university, it decided digital signage was a great place to start.

With help from Keywest Technology, K-State installed several portrait-oriented digital signs around its Student Union to update the student body on campus news, cancelled classes, drop dates, the fortunes of its NCAA Division I football and basketball programs and

other information.

The university is relying on Keywest Technology's MediaXtreme media server using the company's Enterprise InfoZone software to split the portrait screens into different zones devoted to video, graphics and text.

Using the system's data acquisition capabilities, K-State is able to extract .txt file information from various computer files and automatically display it as digital signage-formatted text on its displays.

Rutgers University

New Brunswick, New Jersey

Rutgers University in New Brunswick, NJ, helps to build school spirit and keep the student body informed in their dorms and around campus with a closed-circuit cable television channel powered by the Keywest Technology MediaXtreme.

The university uses the MediaXtreme for a wide variety of tasks to make its home-grown cable TV channel look every bit as good as anything students and faculty are accustomed to seeing on network television.

With the MediaXtreme, the university provides updates on the accomplishments of Rutgers sports teams and athletes and delivers a constantly updating look at local, national and international news.

Acquiring information for the TV channel is easy thanks to the MediaXtreme's ability to acquire weather and news datastreams that are automatically formatted for playback on the cable channel.



Boston Scientific

Multiple locations



Boston Scientific relies on Keywest Technology digital media servers to drive its digital signage displays at several locations worldwide, including those in Boston, Galway, Ireland, Paris, France, Glenn Falls, NY, and four in Maple Grove, MN.

The company controls all of digital signage displays used for general corporate messaging from its headquarters in Boston. Multiple displays at the Maple Grove plant keep the facility's manufacturing personnel up to date on production status, safety tips and other manufacturing-related messages. The Maple Grove digital signs are controlled locally.

The company creates content for its digital signage system on Keywest Technology Media Creation Stations at its headquarters and in Maple Groves.

Besides the content creation stations, Keywest Technology has supplied Boston Scientific with seven MediaXtreme media servers.

Medicine Eat Station

San Francisco, California

Take a hip new San Francisco restaurant, mix in a love for Colorado landscapes, add a dash of high definition video and garnish with some eye-popping flat panels. What you have is a recipe for a stunning digital signage display that's turning heads and helping to make the Medicine Eat Station the talk of the town.

It's easy to get lost in the ambience at the Medicine Eat Station, but it wasn't simple creating that experience. Splitting an HD image into four pieces, rotating them 90 degrees and controlling when they playback isn't a typical digital signage requirement. The Keywest Technology MediaXtreme is central to this display experience. With it, the restaurant can playback a single HDV (high definition video) source as a Windows Media HD file and break it into four separate pieces –one each for four portrait oriented plasma monitors.



Walnut Valley Garden Center

Andover, Kansas



The Walnut Valley Garden Center in Andover, KS, is using a unique hybrid, interactive digital signage system based on Keywest Technology's MediaXtreme.

With interactive content developed by DSX Media of Wichita, the system lets customers access a map of their property via Google Earth. That plus an interactive software component from Keywest Technology allows shop-

pers to specify the size of their projects through a touch-screen interface and learn the exact products they'll need and how much to use.

For shoppers who don't know anything about gardening and landscaping but want to get started, the unique interactive digital signage system offers a page with 12 different examples of gardens. Simply touching a thumbnail of one opens up a page that tells shoppers everything they'll need and what it will cost.



Randy Dean Home Builders

Wichita, Kansas

Randy Dean Construction in Wichita, KS, is using a unique implementation of the Keywest Technology Media POD digital signage player to market its model homes, designs and inventory more effectively to prospective home buyers.

The system is a hybrid digital signage implementation that skillfully marries playlist management and video/audio playback of a digital signage system with the interactivity of a digital kiosk. The digital sign cycles through a loop of video that includes a three-minute commercial for Randy Dean Construction followed by 30 second commercials for paid advertising until a prospective home buyer touches the screen.

With that touch, the system shifts into kiosk mode so buyers can interactively retrieve the information they are seeking. In effect, it becomes a virtual sales agent to answer questions while real, sales people are busy with other prospects.

DSX Media of Wichita designed the system for Randy Dean based on the Keywest Technology Media POD.



Wyoming Federal Judicial District

Cheyene, Wyoming



The federal government is serious about gun crime. Convicted felons caught with a firearm during the commission of another crime automatically get five years added to their sentences.

Most federal judicial districts use billboards, TV commercials and radio ads to get the word out, but the District of Wyoming turned to an unique implementation of the Keywest Technology Media POD to target inmates in local jails and state prisons with the message.

The district acquired 18 Media POD players for use in correctional facilities around the state to playback and insert anti-gun crime Public Service Announcements into cable TV programs in place of standard TV commercials. PSAs from the late criminal-defense attorney Johnnie Cochran warn felons about the consequences of carrying firearms. Anecdotal evidence suggests the district's approach is working. Some rearrested convicts say they won't carry a firearm because of the PSAs they saw while previously incarcerated in the Wyoming Federal Judicial District.

Deer Park School District

Pasadena, Texas

Like a lot of teachers, Deepwater Elementary school's Kelly Grigg spends a portion of each school day in front of her computer, pointing and clicking, dropping and dragging and entering important data.

But unlike most of her colleagues, Grigg's efforts aren't aimed solely at tweaking lesson plans. Rather, the technology support leader at the Pasadena, TX, grade school spends her time using Keywest Technology systems to create information channel displays that deliver everything from high-tech pats on the back for budding grade school readers to activity schedules and menus.

Deepwater Elementary is one of 14 schools in the Deer Park School District to have modernized its communications efforts with the help of a Keywest Technology MediaX-treme information messaging system and a district-wide fiber optic wide area network (WAN) and CATV installation.



Cox Media

Las Vegas, Nevada



Cox Media in Las Vegas has rolled out the Tourism and Convention Channel to 75,000 hotel rooms so conventioners can catch up on keynotes, seminars and other events they've missed from the comfort of their rooms.

At the heart of the special-interest cable channel is the Keywest Technology MediaXtreme, which Cox uses to create and schedule playback of graphics and text crawls that are mixed in with local news, convention updates and promotions. The MediaXtreme takes in a video channel from a Cox Media cable server, resizes the video with its picture-in-picture functional and adds the text crawls and graphics.

Cox Media relies on independent schedules from its MediaXtreme and cable TV server to program the successful new enterprise.

Elvis Presley Museum at Graceland

Memphis, Tennessee

Hundred of thousands of fans of Elvis Presley trek to Memphis, TN, annually to visit his Graceland home and museum. Keeping them abreast of important information, like the price of admission, schedules and exhibits is digital signage system under the control of a Keywest Technology MediaXtreme media server.

Upon admission, one of the first things visitors on the Graceland tour see is a large-screen presentation about Elvis that includes historical video, movie clips and music videos. That content resides on and is played back from another Keywest Technology MediaXtreme.

Graceland's creative staff continuously updates the content in this presentation drawing from thousands of hours of Elvis footage.

Using the MediaXtreme's MX Editor, they can build playlists of fresh content, modifying it to meet the needs at hand without taking the large-screen presentation offline.



Ritz-Carlton

Tokyo, Japan

The Ritz-Carlton Hotel in Tokyo has rolled out a major, 21-channel digital signage system with the assistance of Keywest Technology.

The hotel is devoting 14 digital signage channels to card players and seven more to large-screen, portrait-oriented general signage. All of the digital signage channels are centrally controlled with the Keywest Technology Media Creation Station content editing system.

To meet the needs of the Ritz-Carlton, Keywest Technology designed and wrote a new software package called Event Management Software. The custom software application is a replacement for Newmarket Delphi and Micros Opera Property Management Software interfaces.

The installation required 16 Keywest Technology Media POD players, five MediaXtreme media servers, the company's Media Creation Station and video over Cat-5 transmitters and receivers as well as a network interface.



JW Marriott Hotel Hong Kong

Hong Kong, China



The JW Marriott Hotel Hong Kong turned to Keywest Technology to install a four-channel digital signage system to keep its guests and visitors up to date on the latest happenings around the hotel.

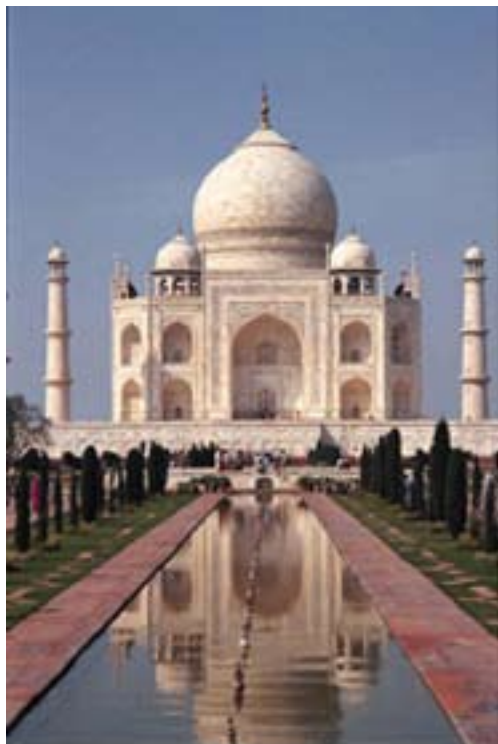
The digital signage system relies on four MediaXtreme media servers. Three feed large-screen, portrait-oriented displays with general signage information, and the fourth feeds six LCD monitors installed in the hotel's elevators.

Use of digital signage in place of printed signs lets the hotel quickly and easily update its signs based on the time of day so that promotions of its breakfast menu are replaced with lunch items as noontime approaches.

As the day progresses, the signs are updated with general event information, promotions and advertising that are most appropriate for the day part. Playback and scheduling is done from a central editor workstation running Keywest Technology software.

Marriott International

Hyderabad, India



The newly renovated Marriott Hotel in Hyderabad, India, is relying on Keywest Technology Media POD media players to drive readerboards located in the lobby to keep guests informed.

Located in the south-central portion of the country, Hyderabad is the capital of the Andhra Pradesh state and home to major pharmaceutical and IT companies. The Keywest Technology Media PODs help to keep business travelers informed of conference times and locations on the Marriott property as well as the amenities the hotel offers.

To minimize laborious data entry, the Media PODs are networked to the hotel's server, which runs MICROS Systems' Opera property management software. The Media PODs extract relevant data about meeting schedules and hotel activities for automatic display on the readerboards in the lobby.

Marriott Resorts

St. Kitts, Caribbean

Vacationers staying at the Marriott Resort complex in St. Kitts are never short on excitement, and thanks to a hotel channel system from Keywest Technology they're never short on knowledge about what's going on at the resort.

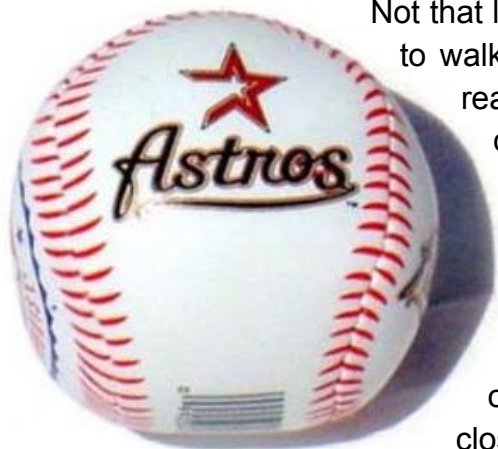
The Marriott Resort in St. Kitts worked with Keywest Technology to install the system. Based on the Keywest Technology MediaXtreme media server and the company's MediaCreator software, the Marriott can feed guests a channel with a variety of resort-related information, such as restaurant menus and hours of operation, special activities and events as well as check-out times.

Having access to guest rooms via the hotel channel allows the resort to offer other local businesses as a highly targeted path to tourists with money to spend. Local tour companies and excursion lines are among the St. Kitts' businesses running ads on the channel.



Houston Astros at Minute Maid Park

Houston, Astros



Not that long ago, the Houston Astros organization would have to walk from monitor to monitor -45 in all- with a ladder to reach each display and affix the decal with the logo of the company sponsoring that night's ball game.

But that time-consuming, labor intensive task is a thing of the past thanks to the Keywest Technology LogoSTAR 300 professional logo generator.

With the LogoSTAR 300, the Astros can superimpose the logo of sponsors directly over the video feed of the game that plays back on Minute Maid Stadium's closed circuit video system.

The LogoSTAR 300 along with the 45 monitors –strategically located throughout the stadium in common public areas- do electronically in a matter of seconds what previously took hours to setup, namely display sponsor logos.

Besides the LogoSTAR 300, Keywest Technology also provided system integration to assure glitch-free, professional results.

CNN Airport

Airports across the United States

The next time you're in the concourse of a major airport in the United States, look up at the monitor on the wall. You're likely to see CNN Airport –a special business unit of the Cable News Network- playing back CNN's news programming.

Stick around long enough and you'll see the video pull back, freeing up an "L" -shaped portion of the screen twice per hour to display the advertisements



from the sponsors of CNN Airport. At the heart of that system is digital video effects technology from Keywest Technology based on the company's MediaXtreme and high-end video boards.

CNN Airport turned to Keywest Technology for the system because its technology maintains the quality of the video even when it's scaled down. CNN's text crawls and graphics remain 100 percent readable, even in their smaller size. Additionally, the Keywest Technology solution guaranteed closed captioning information would be maintained and readable. Currently, more than 40 U.S. airports use the system.

Yonkers Raceway

Yonkers, New York



Currently the largest single installation of the Keywest Technology Media POD in the world, Yonkers Raceway in Yonkers, NY, has lined the concourse of the raceway with a digital signage network to keep fans up to the second on races and well informed about the track's amenities.

Requiring more than 30 Media PODs, the Yonkers Raceway digital signage system shows live video and replays of race action, simulcasts of races from other tracks, promotional messages for the facility's Empire Terrace restaurant which overlooks the track. Additionally, other guest information, such as the location of restrooms, is played back on the system.

Yonkers Raceway relies on the Media POD Editor to create playlists, manage schedules and update playback as circumstances require for each display in the digital signage network.

Prairie Meadows Racetrack and Casino

Altoona, Iowa

Prairie Meadows Racetrack and Casino is meeting its digital signage network needs with playback and control technology from Keywest Technology.

The Altoona, IA, track and casino relies on Keywest Technology systems for its 10-channel digital signage installation. The system consists of nine door card players and one large, landscape-oriented general sign display.



Keywest Technology helped the facility's IT department integrate the Keywest's control software with the track and casino's existing Newmarket Delphi Property Management Software. Keywest Technology designed, coded and deployed modifications to the interface of the management software package so data to drive the digital signage displays could be extracted automatically and reformatted for public display.

The installation includes 11 Keywest Technology Media POD players, video over Cat-5 transmitters and receivers and a network interface.

Bartle Hall Convention Center

Kansas City, Missouri



When the managers of Bartle Hall Convention Center in Kansas City, MO, looked for ways to generate additional revenue from event organizers and other customers, digital signage seemed like a logical choice. With super-bright projectors and 20-foot-diagonal screens on both ends of the exhibition hall, adding a means to schedule and playback the videos, messages, graphics and logos of customers seemed only natural.

The convention center turned to Keywest Technology for the solution. Using the Keywest Technology MediaXtreme media servers and the company's MediaCreator software, Bartle Hall delivers the playback and control capabilities customers need.

As a bonus, when the system isn't being used by paying customers, the MediaXtreme media servers generate general information those visiting the venue find helpful.

CableOne

Gulfport, Mississippi

Each week, Laura Landry touches the lives of Cable One subscribers in a personal and meaningful way.

Among her many duties, Mrs. Landry, a photo producer for Cable One Advertising in Gulfport, MS, creates and schedules the birthday greetings, graduation announcements, anniversary wishes, memorial tributes and other personal messages and business classifieds that appear on Cable One's Coast TV 13 from cable headends in Biloxi, Long Beach and Pascagoula along the Mississippi Gulf Coast.

Fifty to 60 times a week, Mrs. Landry creates ads for individuals and businesses, such as local realtors and used car dealerships, and schedules them for playback on Coast TV 13. She uses the Keywest Technology MediaXtreme and MediaCreator software to get the job done.

The power of classified advertising on cable TV shouldn't be underestimated as a revenue generator. Based on the success of Cable One's Coast TV 13, the cable operator has repeated the approach in at least a dozen other communities around the country.



NICK NICHOLS

President, CEO - Keywest Technology

Keywest Technology president and CEO Nick Nichols sets the direction of the company as it strives to produce rock-solid digital signage hardware and software to meet the needs of its customers.

Nick founded Keywest Technology after an extensive career in the video and electronics industries. After earning a degree in electrical engineering technology, Nick worked for Simmonds Precision as a field service engineer and later as the company's general manager at its Glendale, CA, and Wichita facilities.

Later, he moved to a corporate sales position in St. Louis where he was responsible for \$100 million in equipment sales for fighter jets. Subsequently, he joined James Grunder and Associates, taking on responsibility for managing all product design, production and customer support functions.

In 1998, Nick co-founded Keywest Technology and three years later orchestrated the acquisition of VDS Corp. Through that acquisition, the company entered the Public Access, Education and Government (PEG) market with a broad portfolio of video and graphics products.

Seeing how that PEG market technology could be further developed to meet the needs of the digital signage market, Nick planned and executed a strategy to reposition the company as the premier supplier of digital signage media servers.

Nick further elevated the company's commanding presence in digital signage by charting out the development of new hybrid, interactive digital signage that lets communicators take advantage of the interactivity of a digital kiosk and the power of linear digital signage presentations in the same system.

MIKE WALDEYER

Vice President - Keywest Technology Europe GmbH

Mike Waldeyer, vice president of Keywest Technology Europe, sets the direction for Keywest Technology's sales in Europe and Africa from his offices in Ratingen, Germany.

Digital signage is in the earliest stages of market development in Europe, and Mike has dedicated his efforts to educating companies about their digital signage options, system design, integration and management.

With systems installed in national legislatures as well as at corporations like Bosch, Keywest Technology Europe under Mike's direction is shaping the European digital signage landscape for years to come.

After graduating with a degree in applied sciences in electronics, Mike began his career at IRT, Germany's research and development center for public service broadcasters. There he helped with the development of DVB-MHP, the European digital broadcast standard for a multimedia home platform.

Later he moved to German video, audio and multimedia distributor and integrator Videlco, where he spent five years consulting with customers and designing systems to meet their unique requirements. In 2005, Mike became vice president of Keywest Technology Europe.

HAL ARCHER

Vice President, CEO - Keywest Technology Asia

When it comes to digital signage, it's hard to imagine anyone more qualified to head up Keywest Technology Asia than Hal Archer.

Hal, an American with a long, distinguished career in Asia, has significant experience in digital signage, television program production and consumer electronics exporting and manufacturing.

With a strong entrepreneurial streak, Hal has started, directed and sold several companies during his career. Prior to leading Keywest Technology Asia, he founded a Hong Kong-based company that produces separate in-house TV visitor information programming available in 14,000 rooms at 22 of the city's hotels. He also has started an export company shipping consumer electronics to 34 nations across the globe and began a rear-projection TV manufacturing company serving the local Asian and European markets.

RICH LISTON

Director of Engineering - Keywest Technology

Keywest Technology Director of Engineering Rich Liston sets the course for every aspect of engineering management, production and technical support, as well as offers strategic technical guidance in defining the company's product mix and feature sets.

Working for the company since its incorporation in 1999, Rich also personally consults with large corporations and institutions about their overall digital signage strategy and the technology needed to accomplish their goals.

Customers can always be confident that Rich approaches each project equipped with an unmatched knowledge of digital signage won over seven years of total immersion in the communications discipline and a friendly, inquisitive nature to uncover exactly what customers wish to do.

From a tactical point of view, Rich performs site surveys and customer interviews to identify unique customer requirements and matches those needs to standard or specialty products depending upon which is most appropriate.

Rich consistently shepherds large digital signage applications through the process from initial customer meetings on to design, specification, installation, training and finally ongoing maintenance. A few of the largest projects Rich has designed and brought to fruition include digital signage systems for Marriott Hotels in the Pacific Rim, the New York State Museum, in Albany, NY, and the University of Tennessee Athletic Department.

Rich lives in the Kansas City metropolitan area. He served 12 years in the U.S. Air Force maintaining and adapting mission critical Airborne Infra-Red Camera, Low-Light Television CCTV, and laser precision weapons guidance systems for a variety of delivery platforms. After leaving the military, he worked as Production Manager and then Engineering Manager for James Grunder and Associates.

JOYCE XIAO

Software Engineer - Keywest Technology

Joyce Xiao develops digital signage software for Keywest Technology and specialized in graphical user interface (GUI) design.

Joyce has headed up several projects including the development of the MX Live Web-based online editor, I3 hybrid interactive digital signage content development software and LogoSTAR 300 software.

Joyce earned her undergraduate degree in civil engineering from Shen Zhen University in Shen Zhen, China, in 1996. In 2002, she received a master's degree in software engineering from Kansas State University in Manhattan, KS.

Joyce is well-versed in Visual Basic and .NET.

CHUI TEE

Software Engineer - Keywest Technology

As a software engineer for Keywest Technology, Chui Tee is responsible for code development and customization.

Chui is responsible for the MediaXtreme Enterprise InfoZone editor as well as custom software solutions for customers that have led to features like RSS feed support and Internet Weather data support as marketable products.

Chui's software expertise includes C++, Visual C++, VB6 .NET, VB.NET, ASP.NET as well as assembly language for Keywest Technology's picture-in-picture generators.

Chui was graduated from the University of Kansas with a degree in electrical engineering and computer engineering.

JOHN MACAN

Lead Engineer - Keywest Technology

John Macan is a lead engineer and project manager in Keywest Systems Group, where he has a wide number of responsibilities that range from ensuring production runs smoothly to talking with customers to make sure their needs are being met and they remain satisfied.

In addition to his production and customer service roles, John also manages key engineering projects to make sure they stay on track.

When he's not at Keywest Technology headquarters, John can be found on site at customers' facilities, training them on how to use the company's products. John conducts training on a variety of Keywest Technology products.

John earned a degree in Computer Science from Baker University in spring 2001.

DANNY CATES

Systems Engineer - Keywest Technology

Danny Cates is a systems engineer in the Keywest Systems Group where he manages various digital signage integration projects. He also provides Level 2 technical support for customers.

Danny frequently travels on-site to assist clients with digital signage system installation and integration. Among his on-site projects are sizable digital signage projects at the Atlantis Resort in Nassau, Bahamas, the U.S. Naval Academy Lacrosse Hall of Fame in Annapolis, MD, and The Omaha World Herald in Omaha, NE.

Danny was graduated from Oklahoma Baptist University, where he majored in math, the spring of 2000. He earned an MBA from Cameron University in Lawton, OK in 2003.

JIM COLLINS

Principal, DSX Media

Jim Collins is one of the principal partners in DSX Media, a digital signage content creation company that specializes in hybrid, interactive digital signage.

Jim has a strong entrepreneurial spirit and an extensive business background. Among his many business successes is advancing from a middle management position to CEO of an independent oil and gas exploration company. In that capacity, he built the 75-year-old business from a small independent to a medium-large independent and sold the company.

Other successful entrepreneurial endeavors include starting, building and ultimately selling an adventure travel business and an aircraft interior manufacturing company.

Jim was first introduced to digital signage while managing a specialty, exotic car sales business he founded in Wichita, KS. While running the business, Jim learned firsthand how effective digital signage can be, using Keywest Technology-based digital signs to showcase videos and images of high-dollar cars without having to keep them in inventory.

Based on that successful experience, Jim founded DSX Media to create compelling digital signage content for other entrepreneurs and businesses. Among DSX Media's many successful projects was the creation of hybrid, interactive digital signage content for a retail garden center. That project recently garnered DSX Media a prestigious Digi Award for the Best Retail Touchscreen Application.

While hybrid, interactive digital signage content is DSX Media's specialty, the company also is adept at producing conventional, linear content for the medium.

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John Jewett
1 Boston Scientific Place
Natick, MA, 01760
(508) 650-8535
Jewettj@bsci.com

CableOne Advertising – United States

Laura Ziz-Landry
283 Debuys Rd.
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228-701-2415
lzlandry@cableone.net

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Mark Phillips
719 Old Route 9 North
Wappingers Falls, NY, 12590
(845) 296-3587
mphillip@cablevision.com

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Shawn Merrow
2105 W. Park Court
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(217) 373-7877
merrow.s@insightma.com

JW Marriott Hotel - Hong Kong

Yvonne Yip
Pacific Place, 88 Queensway,
Hong Kong
(852) 2841-3845
yvonne.yip@marriotthotels.com

Marriott International – India

Parry Cephas
Opp Hussain Sagar Lake
Tank Bund Road
Hyderabad, AP, India
+91-4027522050
parry.cephas@marriott.com

Matas Cosmetics – Denmark

Jens Villamuessen
Rormosevej 1,
Allerod DK-3450, Denmark
45 48 16 55 55
jensv@tdcadsl.dk

Prairie Meadows Racetrack and Casino – United States

Tony Stork
1 Prairie Meadows Dr.
Altoona, IA, 50009
(515) 957-3070
tony.stork@prairiemedows.com

The Ritz-Carlton Hotel and The Park Residences – Japan

Ditie Seydou
Tokyo Midtown 9-7-1, Akasaka
Minato-Ku, Tokyo 107-6245 Japan
(81) 3-6434 8189
ditie.seydou@ritzcarlton.com

University of Tennessee Football Hall of Fame - United States

Gerry Dickey
UT Athletics
P.O. Box 15016
Knoxville, TN 37901-5016
(865) 974-1224

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