## Matrox M9188 has you seeing BIG.

The Matrox M9188 takes center-stage in Las Vegas at InfoComm 2010 in booth #N1774 (Digital Signage Pavilion). Matrox M9188 is the world's first single-slot PCIe x16 DisplayPort graphics card that drives a total of eight displays. Add a second M9188 into the same system and drive up to sixteen displays using the Matrox Joined graphics card mode. With 2GB of memory, resolutions up to 2560x1600 per output, and a slew of Matrox PowerDesk features accompanying this graphics solution — it is sure to turn heads and have you seeing big. In addition, all M-Series owners can now take advantage of the newly released Matrox PowerDesk 4.00 display driver for Windows 7 and its support for stretched desktop mode – allowing content or applications to span across all displays.

At CeBIT in Hannover, Germany this past March, the M9188 PCIe x16 octal graphics card was combined with an M9148 LP PCIe x16 quad graphics card to drive twelve displays in a 4x3 configuration. Each of the twelve 26" displays ran at 1920x1200 for a total resolution of 7680x3600. Taking it a step further, the Matrox Bezel Management feature was used to compensate for the physical space created by display bezels, creating a more aligned, seamless view of the stretched desktop, with content designed to run across an effective resolution of 8100x3880. That's a lot of pixels.

For more information on the Matrox M9188 visit the Matrox Booth #N1774 at InfoComm or visit us online at: www.matrox.com/graphics/infocomm
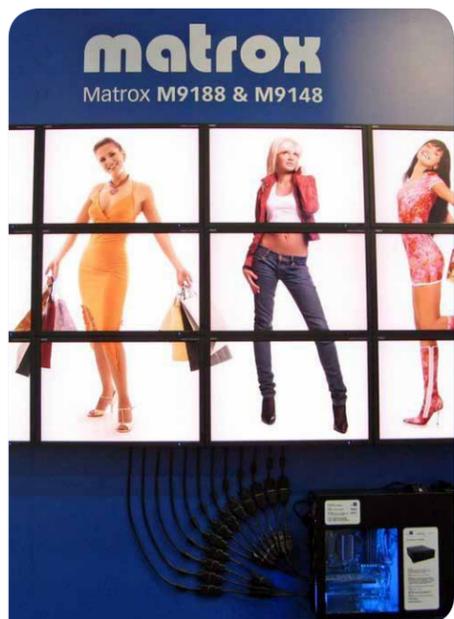
Matrox M9188 & M9148 graphics cards drive 12 displays from a single workstation at CeBIT 2010

Panoramic Installation Rejuvenates Nightclub

Club Vanilli reinvents their nightclub layout with a unique 42 display panoramic configuration using multiple Matrox TripleHead2Go's

Club Vanilli uses 15 Matrox TripleHead2Go external multi-monitor upgrades to power a sensational 42-display configuration

The Company
Club Vanilli has long been considered one of Austria's leading nightclub establishments. Located in Linz, the club boasts a distinctive style that has top national and international DJs catering to an upscale clientele, ranging from the over 20 generation up to the 'children of the 80s'.

The Challenge
Not interested in simply sustaining a competitive position as Linz's nightclub leader, Wolf Dieter Holzhey, owner of Club Vanilli, wanted to distance himself from the opposition by reinventing the establishment's interior layout. Working with what can be described as "a typical nightclub setting with several bars and designated lounging areas," Holzhey looked to vitalize the club with an arrangement of LCDs that were to be positioned strategically in high traffic areas. Holzhey outsourced the digital signage project to KRAFTWERK Living Technologies GmbH, who entrusted the VJ duo 4youreye to manage the panorama playout installation.

With 15 years worth of video jockeying experience, 4youreye partners Eva Bischof-Herlbauer and Gerald Herlbauer have managed a wide variety of digital signage installations for a number of different applications, including nightclub locales. After carefully examining the existing infrastructure and taking into account Club Vanilli's chic clientele, they proposed a bold new layout: over 40 side-by-side displays encircling the entire club.

The Solution
KRAFTWERK Living Technologies GmbH,

Austria's leading provider of complete technical solutions for the entertainment industry, installed all displays including cabling. 4youreye took care of the computer hardware part of this ambitious installation and considered a number of multi-monitor technologies before ultimately selecting the Matrox TripleHead2Go Graphics eXpansion Module (GXM), an external multi-display upgrade that connects directly to the computer's monitor output to drive three displays.

Despite the Matrox recommendation of using one TripleHead2Go under Mac® OS X, 4youreye was intrigued by the GXM's multi-display potential and decided to do some experimenting on their own. After several trial runs in a variety of multi-display set ups, they eventually engineered the right GXM/system combination: 15 Matrox TripleHead2Go Digital Edition units connected to three MIDI-synched Apple® Mac Pro workstations powering an astonishing 42 displays! Each Mac Pro was equipped with three dual dual-link DVI-enabled graphics cards, allowing for five TripleHead2Go units per computer

to successfully run 14 displays from a single system.

To vitalize the expansive desktop, 4youreye worked on the creative content using GarageCUBE Module8's real-time video mixing application. Incorporating works from the locally-based Lichttapete video artist group, 4youreye delivered an array of eye-catching video sequences, imagery, and loops that run at 800 x 480 per display for a total panoramic resolution of 33,600 x 480.

> The new club atmosphere is simply outstanding. Cool sounds and an exchanging play of colors deliver the perfect feel-good vibes. Best of all, we can instantly modify the mood for our customers, quickly adapting from a romantic light setting to a hard and flashy techno beat.
>
> Wolf Dieter Holzhey, Owner, Club Vanilli

The Result
The installation has been running flawlessly for close to two years while being conveniently operated by non-IT-specialists. More importantly, the unique visual concept has given Club Vanilli the market differentiator they were looking for, providing customers with a much more enjoyable clubbing experience, while simultaneously cementing their position as Austria's premier nightclub. Club Vanilli—and their patrons—could not be happier.

Great Digital Signage Brewing at Aroma Café

YCD Multimedia Uses Matrox Graphics Cards to Drive Interesting Digital Signage at Israel's Aroma Shefayim Café

Aroma coffee shop uses digital signage driven by the Matrox M9140 graphics card to increase sales and reduce wait times

About YCD Multimedia

As a leading provider of smart in-store digital media solutions, YCD Multimedia offers an end-to-end solution that enables retailers to realize rapid, measurable returns on investment from in-store digital media. For a decade, YCD has led the field in innovation and customized installations for over 1,200 clients on five continents.

The Challenge

YCD was hired by Aroma to design the digital signage within their coffee shops to help retain and expand their customer base. Aroma was looking for a digital signage solution that would simplify management of promotions and pricing across the different cultures and many currencies across their café chain, as well as gain full control over their marketing materials. In addition, for this particular café in the Shefayim courtyard, the design incorporated comfortable seating arrangements for prolonged stays, as well as quick errand, convenience services. The digital signage needed to address the needs of both categories of visitors and present a clean, modern brand.

The Solution

YCD Multimedia created a consistent, inviting environment using the YCD | Platform, YCD | Player & MuVi Wall™ components. These systems revitalized the cafes, and imbued their atmosphere with ambiance via custom music playlists and dynamic digital video. The high impact YCD MuVi Wall solution uses Matrox M9140 graphics cards to drive the six channel video wall, all from a single PC workstation.

> YCD's MuVi Wall, together with the Matrox graphic cards, creates an advanced and powerful solution that delivers one of the highest levels of content quality in the world today
>
> Dani Zeevi, Chief Technical Officer, YCD Multimedia

"Matrox cards are very stable, and allow YCD | Player to run HD content with high-performance on a wide selection of displays," states Dani Zeevi, Chief Technical Officer, YCD Multimedia. "YCD's MuVi Wall, together with the Matrox graphic cards, creates an advanced and powerful solution that delivers one of the highest levels of content quality in the world today."

Aroma is also able to control promotions across their branches with remote content management. This enables Aroma Head Office to quickly—and efficiently—program and distribute consistent advertisement and promotion information to all cafes. With AdScreen®, Aroma displays dynamic promotions directly to customers at the point of decision. Promotions can be managed by corporate, region, or individual franchisees, and pricing and content can be customized by region, store and day part.

"Ad flyers and posters can often create a cluttered appearance, and not quite catch the attention of the customer," says Zeevi. "The new YCD digital signage solution not only streamlines the café's interior, it boosts sales by completely integrating the menu and point of service (POS) displays."
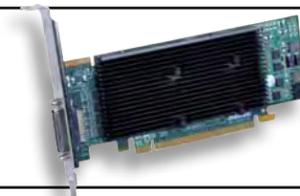
To further optimize in-store promotions through integration of promotions with real-time transaction data, Aroma is now beta-testing the YCD Real-Time Ad Management Platform (RAMP). This system integrates with their existing Retalix retail software, and tracks in-store sales in real-time, and allows corporate headquarters, regional directors, or franchisees to instantly modify promotions or adjust pricing.

The Result

Sales are up—especially on promoted items, franchisees are happier, and customer wait times and transaction times have been reduced. Even when customers do have to stand in line, they now report that the wait seems shorter as a result of this enhanced customer experience. In addition, Aroma headquarters is very pleased with the "always current" content and cost savings on print promotion, distribution, and logistics, now that the digital signage is up and running. The Six-Channel MuVi Wall has had a tremendous impact on the Aroma Shefayim café, and it clearly has a "WOW" effect on customers as a result of its elegant, horizontal-monitor design.

Attention All Shoppers…

When Clear Channel Norway landed the contract to create digital signage for 25 malls within the biggest shopping mall chains in Norway, they were looking to design a configuration of digital media panels that would capture the attention of shoppers. Clear Channel Norway initially used the Matrox P690 Plus graphics cards to power their challenging multi-screen setups within the Olav Thon Gruppen and Amfi Eiendom shopping mall chains.

"Each Matrox card can drive up to four displays, so they provide a cost effective multi-display solution for our Extreme Triple Screen," stated Jonas Michael, Development Manager, Clear Channel Norway AS. *"These passively cooled cards don't generate much heat, and because of their low-profile format, we can use small form factor PCs to save on space requirements."*

Clear Channel Norway has now moved on to using the new M9120 Plus graphics cards to future-proof their installations, since these cards offer even more graphics memory, resolution support, and use the same unified driver package as the P690 cards already installed.

Matrox offers a range of multi-display solutions for AV integrators

Clear Channel Norway designs digital signage solutions driven by Matrox M9120 Plus graphics cards

About Matrox Graphics, Inc.

Matrox Graphics is a leading manufacturer of specialized graphics solutions for professional markets such as finance, digital media, medical imaging, industrial, and enterprise computing. In-house design expertise, top-to-bottom manufacturing, and dedicated customer support make our solutions the premier choice in industries that require stable, high-reliability products. Fortune 1000 companies rely on our multi-display solutions-dual, quad, and beyond-to increase productivity and improve decision-making by enabling them to see more and do more.

Founded in 1976, Matrox is a privately held company headquartered in Montreal, Canada, with representation and offices in the Americas, Europe, and Asia. We focus on designing graphics solutions for industries that require stable, high-reliability products. Long product life-cycles, ease of deployment in corporate environments, and feature sets aimed at solving specific, real-world business issues set Matrox Graphics apart.

For more information and regular updates on Matrox products, visit www.matrox.com/graphics

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