

MagicBox Pricing



March 2009



Avelin System Units

Description	Part #	Price
<p>Avelin</p> <p>Complete, turnkey digital signage and video messaging system. Includes player unit for stand-alone, 24-hour operation, unlimited (10,000+) page capacity, up to four simultaneous crawl lines, smooth, dynamic transitions, built-in Ethernet, slots for future expansion, heavy-duty 2-space rack enclosure (also adapts to desktop use). Supports virtually any type of display via Composite Video, S-Video, and VGA/RGB outputs. Includes Adobe Flash Support. Ships with Training DVD. Includes Avelin Composer software for layout and scheduling of pages and transfer of projects to player unit. Image file formats supported include: JPEG, JPEG2000, PCD, TIFF, BMP, RLE, DIB, EPS, GIF, PNG, TGA, IMG, DXF, PCX, DCX, and WMF Clipart. Runs on Windows 2000/XP/VISTA.</p>	AV100	\$3,695
<p>Avelin RT (Video Pass Through & MPEG Support)</p> <p>All of the features of the standard Avelin system, plus 4 source Video Pass Through. Video Pass Through allows the Avelin Player to display video full screen or in a scalable window. Common sources include VCR's, DVD Players, Camera, MPEG Players, satellite or cable feeds. Crawl lines and logo may run ovetop of incoming video signal. The Avelin RT allows for switching between 3 composite inputs and 1 S-Video input. Avelin RT includes software interface to control Adtec line of MPEG Players. Includes Adobe Flash Support. Ships with Training DVD.</p>	AV200	\$4,295
<p>Upgrade Avelin to Avelin RT</p> <p>All hardware and software required to upgrade system from AV 100 to AV 200. Upgrade is easily done in the field. Includes Adobe Flash Support and update to latest software.</p>	AVUP200	\$800

Aavelin HD**AV400****\$4,495**

Aavelin HD is designed for high-resolution display support, perfect for large and wide format plasmas or LCD monitors with a DB-15 input. With additional performance enhancements and native content authoring, Aavelin HD opens a wide array of uses for messaging and advertising opportunities. Create content with the included Aavelin Composer Software, which designs messages to drive XGA, WXGA and SXGA displays. Aavelin HD brings higher performance and more versatility to the growing array of digital signage needs. Includes player unit for stand-alone, 24-hour operation, unlimited (10,000+) page capacity, up to four simultaneous crawl lines, smooth, dynamic transitions, built-in Ethernet, and heavy-duty 2-space rack enclosure. **Includes Adobe Flash Support. Ships with Training DVD.**

Aavelin HD-P**AV400P****\$4,645**

Includes all features of the Aavelin HD with additional processing power for Portrait Displays. Monitors standing on edge continue to attract traditional print signage clients. Also used in Landscape applications with heavy Flash content. **Faster processor increases Adobe Flash Performance. Ships with Training DVD.**

Aavelin 1080P**AV1080P****\$4,850**

Includes all features of the Aavelin HD with faster motherboard and processor designed to support a 1080P signal on a 15 Pin VGA Dsub connector. Supports Portrait or landscape application. Good for content with heavy Flash Content. Includes video pass through card for standard definition inputs. **Faster processor increases Adobe Flash Performance. Ships with Training DVD. Available Q3 2009.**

Aavelin SignMate**AV800****\$3,995**

Small form-factor Aavelin unit designed to be mounted behind a display. Supports high-resolution VGA output & DVI. Dimensions are 8.7"x 5.3"x 1.7", weighs only 2.76lb. **Faster processor increases Adobe Flash Performance. Ships with Training DVD.**

Aavelin SignMate (Video Pass through & MPEG Support) AV800V**\$4,195**

Small form-factor Aavelin unit designed to be mounted behind a display. Supports high-resolution VGA output & DVI. Includes Composite and S-Video Input and 1 audio input. Allows user to pass video through either full screen or in a scalable window. Must Dimensions are 8.7"x 5.3"x 1.7", weighs only 2.76lb. **Faster processor increases Adobe Flash Performance. Ships with Training DVD.**

Model	Maximum Resolution				Outputs		Inputs
	Standard (4:3)		Widescreen (16:9)		BNC/SVid	VGA	Pass-Thru
	Landscape	Portrait	Landscape	Portrait			
AV100	800x600	600x800	1066x600	600x1066	X	X	
AV200	800x600	600x800	1066x600	600x1066	X	X	X
AV400	1024x768	768x1024	1376x768	1376x768	X	X	X
AV400P	1280x1024	1024x1280	1376x768	1376x768	X	X	X
AV800	1280x1024	1024x1280	1376x768	1376x768	X	X	
AV800V	1280x1024	1024x1280	1376x768	1376x768	X	X	X
AV1080P	1280x1024	1024x1280	1920x1080	1080x1920	X	X	X

Aavelin Software Options

Description	Part #	Price
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Aavelin Composer – Extra Seat (Single)	AVC1	\$395
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This is the same software that comes bundled with the Aavelin playback unit. Order this item if you require an additional copy to be used on a separate computer. This is helpful if you have multiple users on the same network.

Aavelin Composer – Extra Seat (Five)	AVC1-5	\$695
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This is the same software that comes bundled with the Aavelin playback unit. Order this item if you require up to 5 additional copies to be used on separate computers. This is helpful if you have multiple users on the same network. Call for quote on large volume software seats requirements.

Aavelin Emergency Blast Software	AVEB1	\$595
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Easy to use, Emergency Blast software is designed to allow multiple users to remotely access the Aavelin to post critical time sensitive messages. E-Blast is a separate application from the standard Aavelin Composer that is simple to operate and sits on the desktop of a PC. Content may be quickly created from a set of templates and then “blasted” to the Aavelin unit via an Ethernet or dial-up modem internet connection. The content may be single pages, or a crawl line and may also be scheduled to both trigger and expire at specific times. The flexibility of the program provides a great deal of remote administration capability. Common applications include: School administrators posting inclement weather alerts. Fire Departments posting information on fires or traffic accidents. The Mayor’s office issuing information on civil emergencies. Multiple users may easily access the system, which allows government or corporate installations to post emergency messages. This opens a vital channel for a variety of departments to communicate effectively and quickly with their viewing audience.

Aavelin Emergency Blast Software – 5 Seat License	AVEB1-5	\$895
Aavelin Emergency Blast Software – Unlimited	AVEB1-U	\$1,495

Order these items if you require multiple licenses to be used on separate computers.

Aavelin EZ Stream Overlay Region	AVEZS-O	\$750
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Same as EZ Stream above however content is displayed in the overlay regions/crawl lines.

Aavelin EZ Stream	AVEZS	\$1,000
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Customizable program for interfacing Aavelin to PC data sources and databases. Useful for displaying conference schedules, meeting room schedules, price updates, Tee Times, etc. Aavelin EZ Stream automates the entire process of creating page information and posting the results to your screen. Content is displayed in columns and rows. File formats supported include relational databases (SQL), XML, .TXT, Access, MS Exchange and Excel. Common databases applications include Dean Evans EMS, PeopleCube Scheduler Plus and Resource Scheduler, and Newmarket’s Delphi. Includes license for one player. Call for quote on multi seat license.

Aavelin EZ Stream Database Integration	AVEZSD	\$495
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Design and implementation of template and query. Includes up to 4 hours of engineering time. Additional development can be ordered as required.

Aavelin EZ Stream Support	AVEZSSA	\$300
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Software assurance and support. Required 1st year.

Aavelin EZ Stream Building Directory	AVEZSBD	\$500
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Packaged solution that includes EZ-Stream content management software, templates, and excel spreadsheet. No database is required. Use the provided spreadsheet and quickly create a building directory that can be updated at any time through the spreadsheet. Display Companies by Floor or by Suite. Customizable banner at the top for Building name and artwork. 1st year Aavelin EZ Stream Support required.

Aavelin EZ Stream Restaurant Menu	AVEZSRM	\$500
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Packaged solution that includes EZ-Stream Software, templates, and 2 excel spreadsheets. No database is required. Template and Spreadsheet combinations allow you to show an entire menu, or show different menus for breakfast, lunch, and dinner. You can also highlight weekly specials in the middle of the screen while the menu is on either side (3 column look). Customizable banner at the top of the menu for Restaurant name and branding. 1st year Aavelin EZ Stream Support required.

Background Expansion Set #1	AVB1	\$150
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CD-ROM with 1,000 professional backgrounds for use in Aavelin Composer or any Windows graphics application. There are 200 basic backgrounds (including the 100 that come with Aavelin Composer) and 5 thematic variations of each background, for a total of 900 additional backgrounds.

Holiday and Events Background Expansion Set #2	AVBH1	\$225
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CD-ROM with 1,000+ professional backgrounds for use in Aavelin Composer or any Windows graphics application. There are 1,000+ unique backgrounds focusing on major holidays and events such as Snow Days, Community Notices, Birthdays and many more. See website for thumbnails.

Professional Software (NEW Project Preview)	AVC2	\$375
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Aavelin Composer Professional includes additional capability beyond the standard software.

1.) HTML output allows users to place presentations directly onto websites. This HTML file consists of an index page of thumbnails that can be included or excluded based upon date. **2.) Credit Roll** allows the user to link to a .TXT file and move information vertically up the screen like credits at the end of a movie. Content can also be placed over incoming video or Flash. **3.) Page Filtering** allows the user to hide or display pages based upon their type or scheduling properties (i.e. hide expired pages, show video overlay pages only, etc.) **4.) Increased scheduling** capacity allows additional conditions to be applied to a page or crawl item. **5.) Project Preview:** allows the Aavelin project to be played back in a window within Composer Software. Allows the end user to see a project before it is transferred to the player. **6.) PowerPoint Support** allows the user to import a PowerPoint files which automatically convert it to Adobe Flash by uploading it to a dedicated server. Bring in large PowerPoint files and use them full screen or as a page element.

MagicWidget—Serial Control	AVMWD	\$375
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Control any device with a DB9 serial port. Ability to turn monitors off and on remotely. Recommend using monitors with ASCII serial control support. Triggering of High End Pro DVD Players via Serial Commands.

MagicWidget—RSS Data Feed	AVMWD1	\$325
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Widget for pulling in single custom RSS Feeds into the Aavelin Player. Displays in overlay regions.

Upgrade Aavelin to Macromedia Flash Playback	AVUPFL	\$250
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Software and license to upgrade Aavelin Player to playback Macromedia Flash Files. This upgrade is for customers that already have Aavelin units without the Flash Player. The Flash Player began shipping in version 2.80. Prior to upgrading, please contact MagicBox with your unit serial number and current version of software to determine Aavelin System compatibility.

Custom Flash content creation. MagicBox will create Flash content to your specification for display on the Aavelin System. Content creation is billed on an hourly or project basis. For more information, please call or email.

Aavelin Hardware Options

Description	Part #	Price
Weather Display System – Standard	AVW1	\$895
Weather Display System – Deluxe	AVW2	\$1,395

This system includes weather instruments, which monitor local temperature, wind speed & direction, and rainfall in real-time. Additionally, wind chill is calculated and displayed. The Deluxe model adds sensors for barometric pressure and humidity / dew point.

Modem Communications	AVMOD	\$225
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Includes a high speed 56K modem and connecting cables to allow an Aavelin unit to receive projects via modem. Your sending PC must also be equipped with a modem (33.6K or better recommended.)

VTR/DVD Control Package – 2 VTR/DVD	AVVTR2	\$245
VTR/DVD Control Package – 4 VTR/DVD	AVVTR4	\$395

Allows the Aavelin to control 2 or 4 consumer VCRs or VCR/DVD Combination Players via infrared transmitters. Hundreds of models are supported. Primary supported manufacturers are Sony SLV Series, Panasonic, and JVC. No timebase corrector required. With Aavelin RT/HD, VTR/DVD can be used as source to pass through the Aavelin while maintaining crawl lines over top of incoming video.

Uninterruptable Power Supply	UPS1	\$175
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Protects your Aavelin unit from possible data-loss due to power spikes, surges, and outages. Strongly recommended for areas with frequent power outages.

USB Publishing	AVUSB1	\$25
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USB 2.0 embedded flash drive and extension cable for the PC. Allows for publishing of content from PC to Aavelin.

VGA Over Cat5 Transmitter – Single Port	AVT5	\$425
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Single port Transmitter. Sends VGA over Cat5 up to 1,000 feet at 1920x1080 and 1,300 feet at 1366x768 resolution with stereo audio to a single Receiver.

Aavelin Training & Services

Description	Part #	Price
Aavelin WebTraining	AVTR1	\$250/hr

MagicBox software training is available via the web. A one-hour training session hosted by MagicBox covers Aavelin Composer Software and optional software components. Training includes one Web Connection. This virtual training class can include multiple trainees. For each additional Web Connection add \$35 per hour.

MPEG Support & Integration	AVTRAD	\$400
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Support for setting up Adtec MPEG interface to Aavelin Unit. This support is **included** with the purchase of the AVEdjeHD 4111 and AVSoloHD Units only. Includes free phone support for set up and configuration. Required when MPEG Player purchased from 3rd party vendor.

Aavelin Bronze Warranty	AVWAR	\$265
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Standard Warranty is one-year parts and labor. Extended Bronze Warranty **adds one year** and includes return UPS Ground Shipping of Aavelin Unit if repairs are necessary. Please contact MagicBox directly or visit our website for detailed warranty documentation.

Aavelin Silver Warranty	AVWAR1	\$395
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Standard Warranty is one-year parts and labor. Extended Silver Warranty **adds two years** and includes return UPS Ground Shipping of Aavelin Unit if repairs are necessary. Please contact MagicBox directly or visit our website for detailed warranty documentation.

Aavelin Gold Warranty	AVWAR2	\$795
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Standard Warranty is one-year parts and labor. Extended Gold Warranty **adds two years** and includes **overnight shipping** of replacement parts if required. Also **includes free software upgrades during warranty period**. Please contact MagicBox directly or visit our website for detailed warranty information.

Aavelin TxStream Service-NOAA Weather	AVTX1*	\$595/Yr.
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TxStream NOAA weather allows the customer to receive the NOAA weather zone forecast for their local area over a network connection. Forecast data is displayed in one of the 4 overlay/crawl regions. Up to 5 separate geographic regions may be specified. Includes customizable forecast length up to 7 days in advance. Service is for 1 year.

Aavelin TxStream Service-Data Services	AVTX2*	\$595/Yr.
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TxStream Data Services available include data feeds for World, National Business, and Entertainment News, Financial Highlights, and Sports Highlights. Service is for one year. Call or email for further information.

Combined AVTX1 & AVTX2	AVTXC	\$895/Yr.
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Combines NOAA weather and TxStream Data Services listed above. Service is for one year. Call or email for further information.

Custom Stock Symbols	AVTXCS	\$235
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One time set up fee for up to 25 stock symbols on Nasdaq, AMEX, or NYSE. Display of stock symbols included with AVTX2.

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Memo System Units

Description	Part #	Price
Memo	MEM01	\$2,395
<p>Complete, turnkey digital signage and video messaging system. Includes player unit for stand-alone, 24-hour operation, unlimited (10,000+) page capacity, built-in Ethernet, heavy-duty 2-space rack enclosure (also adapts to desktop use). Supports virtually any type of display via Composite Video, S-Video, and VGA/RGB outputs. Standard (4:3) aspect ratio supports 640x480 or 800x600 resolution. Widescreen (16:9) aspect ratio supports 852x480 or 1066x600 in both portrait and landscape orientation, NTSC or PAL.</p> <p>Includes Memo Composer software for layout and scheduling of pages and transfer of projects to player unit. Image file formats supported include: JPEG, JPEG2000, PCD, TIFF, BMP, RLE, DIB, EPS, GIF, PNG, TGA, IMG, DXF, PCX, DCX, and WMF Clipart. Runs on Windows 2000/XP/VISTA.</p>		
Memo Bronze Warranty	MWAR	\$265
<p>Standard Warranty is one-year parts and labor. Extended Bronze Warranty adds one year and includes return UPS Ground Shipping of Memo Unit if repairs are necessary. Please contact MagicBox directly or visit our website for detailed warranty documentation.</p>		
Memo Silver Warranty	MWAR1	\$395
<p>Standard Warranty is one-year parts and labor. Extended Silver Warranty adds two years and includes return UPS Ground Shipping of Memo Unit if repairs are necessary. Please contact MagicBox directly or visit our website for detailed warranty documentation.</p>		
Memo Gold Warranty	MWAR2	\$795
<p>Standard Warranty is one-year parts and labor. Extended Gold Warranty adds two years and includes overnight shipping of replacement parts if required. Also includes free software upgrades during warranty period. Please contact MagicBox directly or visit our website for detailed warranty information.</p>		

Memo Software Options

Description	Part #	Price
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Memo Composer – Extra Seat	MC1	\$295
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This is the same software that comes bundled with the Memo playback unit. Order this item if you require an additional copy to be used on a separate computer. This is helpful if you have multiple users on the same network.

Memo Composer – Extra Seat	MC1-5	\$495
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This is the same software that comes bundled with the Memo playback unit. Order this item if you require up to 5 additional copies to be used on separate computers. This is helpful if you have multiple users on the same network. Call for quote on large volume software seats requirements.

Memo Emergency Blast Software	MEB1	\$595
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Easy to use, Emergency Blast software is designed to allow multiple users to remotely access the Memo to post critical time sensitive messages. E-Blast is a separate application from the standard Memo Composer that is simple to operate and sits on the desktop of a PC. Content may be quickly created from a set of templates and then “blasted” to the Memo unit via an Ethernet or dial-up modem internet connection. The content is sent as a single page or a crawl line. It may be scheduled to both trigger and expire at specific times. The flexibility of the program provides a great deal of remote administration capability. Common applications include: School administrators posting inclement weather alerts. Fire Departments posting information on fires or traffic accidents. The Mayor’s office issuing information on civil emergencies. Multiple users may easily access the system, which allows government or corporate installations to post emergency messages. This opens a vital channel for a variety of departments to communicate effectively and quickly with their viewing audience.

Memo Emergency Blast Software – 5 Seat License	MEB1-5	\$895
Memo Emergency Blast Software – Unlimited	MEB1-U	\$1,495

Order this item if you require 5 E-Blast licenses to be used on separate computers. Call for quote on large volume software seat requirements.

Memo EZ Stream	MEZS	Call for quote
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Customizable program for interfacing Memo to PC database applications. Useful for displaying conference schedules, meeting room schedules, price updates, Tee Times, etc. This item sometimes requires a custom bid based on the specific application. Memo EZ Stream automates the entire process of creating page information and posting the results to your screen. Content is displayed in columns and rows. File formats supported include: SQL, XML, .TXT, Access and Excel.

Background Expansion Set #1	MB1	\$150
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CD-ROM with 1,000 professional backgrounds for use in Memo Composer or any Windows graphics application. There are 200 basic backgrounds (including the 100 that come with Memo Composer) and 5 thematic variations of each background, for a total of 900 additional backgrounds.

Holiday and Events Background Expansion Set #2	MBH1	\$225
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CD-ROM with 1,000+ professional backgrounds for use in Memo Composer or any Windows graphics application. There are 1,000+ unique backgrounds focusing on major holidays and events such as Snow Days, Community Notices, Birthdays and many more. See website for thumbnails.

Professional Software (NEW Project Preview)	MC2	\$295
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Memo Composer Professional includes additional capability beyond the standard software. **1.) HTML output** allows users to place presentations directly onto websites. This HTML file consists of an index page of thumbnails that can be included or excluded based upon date. **2.) Page Filtering** allows the user to hide or display pages based upon their type or scheduling properties (i.e. hide expired pages, show video overlay pages only, etc.) **3.) Increased scheduling** capacity allows additional conditions to be applied to a page or crawl item. **4.) Project Preview:** allows the Memo project to be played back in a window within Composer Software. Allows the end user to see a project before it is transferred to the player.

Memo Hardware Options

Description	Part #	Price
Weather Display System – Standard	MW1	\$895
Weather Display System – Deluxe	MW2	\$1,395

This system includes weather instruments, which monitor local temperature, wind speed & direction, and rainfall in real-time. Additionally, wind chill is calculated and displayed. The Deluxe model adds sensors for barometric pressure and humidity / dew point. Content is displayed as static content in a single overlay region.

Modem Communications	MMOD	\$225
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Includes a high speed 56K modem and connecting cables to allow an Memo unit to receive projects via modem. Your sending PC must also be equipped with a modem (33.6K or better recommended.)

Uninterruptable Power Supply	UPS1	\$175
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Protects your Memo unit from possible data-loss due to power spikes, surges, and outages. Strongly recommended for areas with frequent power outages.

USB Publishing	MUSB1	\$25
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USB 2.0 embedded flash drive and extension cable for the PC. Allows for publishing of content from PC to Memo.

Memo Training & Support

Description	Part #	Price
Memo WebTraining	MTR1	\$200/hr

MagicBox software training is available via the web. A one-hour training session hosted by MagicBox covers Memo Composer Software and optional software components. Training includes one Web Connection. This virtual training class can include multiple trainees. For each additional Web Connection add \$35 per hour.

MagicBox Pricing



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VIP – Video Information Player

Description		Part #	Price
VIP	720P	VIP5	\$2,350
VIP TV	Composite	VIP6	\$2,350

Economical, turn-key video messaging system. Create and schedule pages on your PC in the easy to use Composer Application. Playback using the compact, attractive stand-alone player. Low power consumption. Includes keypad for easy setup of IP address.

4x3

16x9

VIP 640x480, 1024x768 1280x720, 1280x768

VIP TV Composite Video, (S-video by request)

Both units support remote operation via Ethernet (TCP/IP) networking (DHCP or Static IP). Create your pages on a PC and then transfer them to one or more VIP units via the Internet or your corporate LAN.

Units come bundled with VIP Composer software for Windows 2000/XP/VISTA. VIP Composer allows you to create projects using images from your PC, including scanned pictures, digital photographs, etc. Comes with 100 professional backgrounds to get you started. Use any TrueType font to title over your backgrounds, then sequence your pages in any order and publish them to the VIP. Pages may be scheduled by date, day of week, and time. Image formats supported include .BMP, .JPG, .TIF and more.

VIP Composer Software includes the ability to place multiple image objects over the background as well as resize those images, add shadows/outlines, and adjust brightness/contrast. Also includes new fine control over object positions and sizes, object locking, and "Logo Bug" support for display of a logo in the corner of all pages.

VIP – EZ Stream Lite

Description	Part #	Price
VIPEZL EZStream Lite Single Unit	VIPEZL	\$2,395
6-10 Units		\$2,095
11-20 Units		\$1,795
21+ Units		\$1,495

Customizable program for interfacing VIP to PC data sources and databases. Useful for displaying conference schedules, meeting room schedules, price updates, Tee Times, etc. EZ Stream automates the entire process of creating page information and posting the results to your screen. Content is displayed in columns and rows. Data Sources supported include relational databases, (SQL), XML, .TXT, Access, MS Exchange and Excel. Common databases applications include Dean Evans EMS, PeopleCube Scheduler Plus and Resource Scheduler, and Newmarket's Delphi. Includes hardware player and software license.

VIP EZ Stream Database Integration	VIPEZSD	\$495
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Design and implementation of template and query. Includes up to 4 hours of engineering time. Additional development can be ordered as required.

VIP EZ Stream Support	VIPEZSSA	\$300
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Software assurance and support. Required 1st year.

VIP Software Options

Description	Part #	Price
VIP Composer - Extra Seat	VIPC3	\$150

This is the same software that comes bundled with the VIP Unit. Order this item if you require additional copies to be used on separate computers.

Background Expansion Set #1	VIPB1	\$150
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CD-ROM with 1,000 professional backgrounds for use in VIP Composer or any Windows graphics application. There are 200 basic backgrounds (including the 100 that come with VIP Composer), and 5 thematic variations of each background, for a total of 900 additional backgrounds.

Holiday and Events Background Expansion Set #2	VIPH1	\$225
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CD-ROM with 1,000+ professional backgrounds for use in VIP Composer or any Windows graphics application. There are 1,000+ unique backgrounds focusing on major holidays and events such as Snow Days, Community Notices, Birthdays and many more. See website for thumbnails.

VIP Hardware Options & Warranties

Description	Part #	Price
Uninterruptable Power Supply	UPS1	\$175

Protects your VIP unit from possible data-loss due to power spikes, surges, and outages. The VIP has a low power consumption rate and can run for hours on this UPS. Strongly recommended for areas with frequent power failures.

VIP Silver Warranty	VIPWAR1	\$395
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Standard Warranty is one-year parts and labor. Extended SILVER Warranty adds an additional two years and covers ground shipping as well. For detailed warranty information, please contact MagicBox directly.

VIP Gold Warranty	VIPWAR2	\$495
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Standard Warranty is one-year parts and labor. Extended GOLD Warranty adds two years and includes overnight shipping of loaner if required while customers unit is repaired. Please contact MagicBox directly or visit our website for detailed warranty information.



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