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Barix Audio Signage Solutions Give Screens a Voice

Multichannel audio streaming solution engages consumers on mobile devices in retail environments

ZURICH, SWITZERLAND, January 22, 2014 — Barix comes to ISE 2014 and the Digital Signage Expo (DSE) with a unique retail solution that enhances the shopping experience for consumers and adds value for retailers through mobile connectivity and synchronized promotional content.

The unique solution aims to give the screen a voice, engaging consumers at shopping windows and inside stores through visual content and associated audio streams. A free Barix smartphone app called Barix Audio Point, to be available in traditional App Stores, prompts consumers to scan a QR Code for stream access, which provides relevant and captivating audio content in synchronization with on-screen video. The combination brings higher awareness to promotions, store branding and other messaging through deeper engagement with shoppers – and addresses the retailer's goal of increasing basket size.

At ISE 2014 (February 4-6, RAI Exhibition Centre, Amsterdam, Stand 8-E275) and DSE (February 12-13, Las Vegas Convention Center, Booth 1716) Barix will demonstrate a complete audio signage solution with screenFOOD, a dynamic in-store merchandising company whose content management system automates video delivery. The Barix solution can work with any Digital Signage player to achieve this multi-sensorial approach, with Barix encoding and streaming high-quality audio through access points near each screen. Those access points enable the Wi-Fi connection that delivers audio to mobile devices in perfect harmony with video playing out on screens.

The complete solution gives systems integrators and end users an all-in-one package that is quick to deploy, with ongoing reliability. Multichannel audio capacity additionally supports multiple streams, allowing retailers to provide audio signage content in several languages.

Barix CEO Ronni Guggenheim believes the bring-your-own-device trend in retail makes audio signage a natural step in advancing the customer journey, from redeeming special coupons delivered alongside mobile streams to receiving information about online shopping after stores have closed.

“The act of seeing and listening together raises the grade of perception, and through this solution retailers can give their customers a more complete experience that raises the potential to drive purchases,” said Guggenheim. “Barix excels at moving audio over IP networks with very minimal delay, and our audio signage solutions feature content management systems from screenFOOD and other suppliers to help retailers deliver an enjoyable in-store audio visual experience to consumers.”

screenFOOD CEO Pierre Farine believes that this concept advances communication at retail touchpoints to a new level, moving past solitary audio or visual to bring greater context to the shopping environment.

“Good sounding audio helps to focus customer attention and extend their journeys into the mobile universe while on premises,” said Farine. “Overall, this solution breathes new life into visual screen content. Barix also shares our philosophy of high-quality, reasonably priced technology and customer-centric solutions, and we see this as a unique opportunity to bring an innovative and exciting retail solution to market.”

Systems integrators can add more value by using the same network architecture to separately deliver Barix in-store radio solutions with dynamic ad insertion; and live paging and intercom. Retailers can deploy the latter at help points alongside display screens to expand customer service channels.

Barix: We Move Audio (www.barix.com)

Barix supplies simple and reliable solutions and components to systems integrators and end users worldwide. We move high-quality audio across IP networks, adding value to customer solutions for more than a decade with hundreds of thousands of devices installed worldwide. Background music distribution with dynamic advertising insertion for retail shops, bars and hotels; public address solutions for schools and public spaces; and intercom and entry systems for facility surveillance, protection and security are among the many applications of Barix solutions. Barix also supports OEM projects for a number of Global 500 listed companies serving many industries worldwide.

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