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Mvix

WHITE PAPER

Why Mvix?

A Digital Signage Pioneer
with **20 years** of Proven History

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In the fast-paced world of communication technology, where businesses and institutions need to capture attention, streamline operations, and elevate their brands, digital signage has become the gold standard. Among the many players in the market, one name consistently rises above the noise: **Mvix**.

Since 2005, Mvix has been a pioneer in the digital signage space, building a reputation for robust solutions, enterprise-grade software, and customer-centric services. With **20 years of proven expertise**, Mvix isn't just another vendor — it is a trusted partner that organizations turn to when they want to modernize communication, engage audiences, and achieve measurable returns on investment.

A Pioneer with a 20-Year Legacy

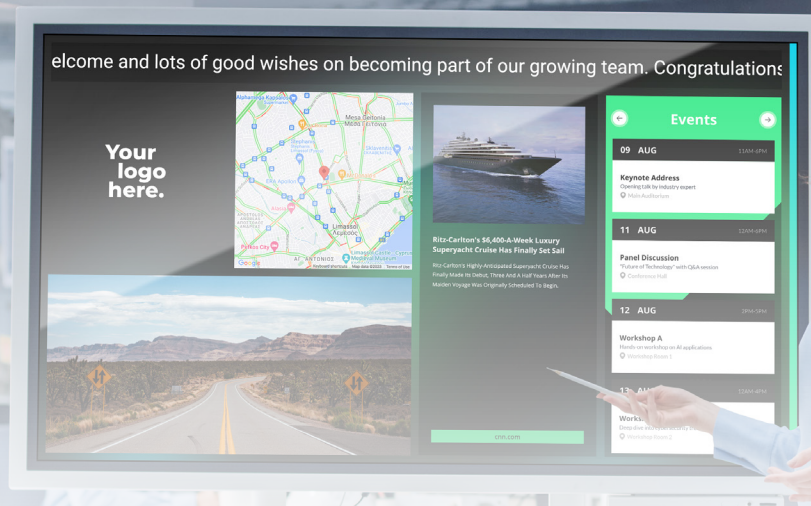
The digital signage industry has evolved dramatically over the past two decades. From basic static slideshows to dynamic, cloud-based platforms supporting video walls, dashboards, and interactive kiosks, the technology has transformed how organizations communicate.

Mvix has been at the forefront of this journey since its founding in 2005. Over **20 years**, the company has weathered industry shifts, adopted emerging technologies, and fine-tuned its offerings to deliver solutions that are **future-ready yet battle-tested**.

This longevity sets Mvix apart. Many competitors in the signage space are startups or niche providers with only a few years of experience. By contrast, Mvix offers two decades of lessons learned, innovations refined, and a track record of successful deployments across **healthcare, education, corporate workplaces, retail, hospitality, transportation, and government**.

For clients, this history means peace of mind: Mvix is not a fleeting brand but a **stable, proven partner** that will continue to support them for the long haul.





Making Mvix Unique

Choosing a digital signage platform isn't just about technology; it's about the value delivered over time. Mvix differentiates itself with a set of clear value propositions:



Enterprise-Grade Cloud Software with a One-Time Cost Model

While many vendors rely on recurring subscription fees, Mvix takes a refreshing approach. Its cloud-based CMS is bundled with its media players as a lifetime license. Clients pay once, and they own the solution. This model lowers the total cost of ownership (TCO) and eliminates the financial burden of per-screen, per-month subscription fees that add up quickly over years.

For organizations scaling to dozens or hundreds of displays, the savings are substantial. Mvix offers financial predictability, making it a budget-friendly yet enterprise-class solution.



Turnkey Hardware + Software Integration

Mvix designs its own media players optimized for 24/7 operation. By bundling hardware and software, clients avoid the integration risks and "finger-pointing" common when multiple vendors are involved. This seamless approach means:

- Faster deployment
- Higher system reliability
- Simplified support and maintenance

The result: a unified, hassle-free ecosystem that clients can trust.



Rich Content Ecosystem & Integrations

Mvix empowers clients to go beyond slideshows. With 150+ integrations — including live data feeds, Power BI dashboards, weather, news, social media, event calendars, and APIs — displays become dynamic communication tools.

This makes digital signage not just eye-catching but operationally valuable, delivering real-time insights to employees, students, patients, or travelers.



Robust Scalability & Multi-Site Management

Whether an organization operates a handful of displays or thousands across multiple locations, Mvix scales effortlessly. The CMS enables centralized control, role-based user permissions, and the ability to manage content globally or locally.

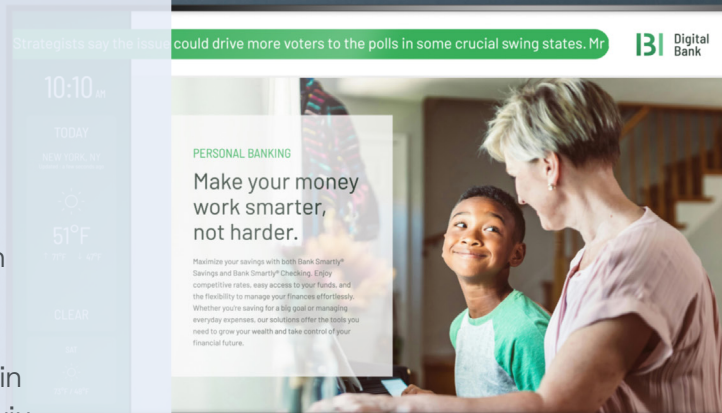
From retail chains with hundreds of stores to universities with sprawling campuses, Mvix provides the control, flexibility, and scalability enterprises demand.



Reliability in Any Environment

One of the hidden pain points in digital signage is connectivity. If a system depends entirely on the internet, outages can result in embarrassing blank screens. Mvix players include offline playback and failover capabilities, ensuring uninterrupted communication even when the network is unstable.

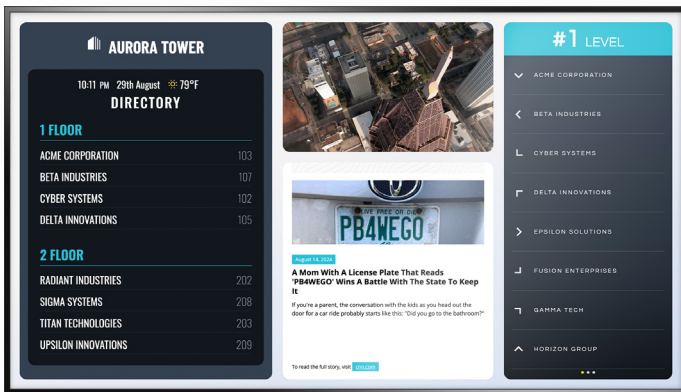
This reliability is critical for sectors like healthcare, manufacturing, transportation, or remote sites where downtime is unacceptable.





Enterprise Security and Compliance

In a world where data breaches are headline news, security is non-negotiable. Mvix solutions incorporate robust encryption, secure data transmission, user-role management, and compliance features that make them suitable for government, finance, and healthcare deployments.



Professional Services & Signature Care

Beyond technology, Mvix supports clients with implementation services, training, design, and managed support. Its Signature Care Program includes proactive monitoring, tech refresh options, and extended support — a hallmark of its customer-centric philosophy.

This focus on project success sets Mvix apart from “software-only” providers.



AURORA TOWER

10:11 PM 29th August ☀️ 79°F

DIRECTORY

1 FLOOR

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August 15, 2024

A Mom With A License Plate That Reads 'PB4WEGO' Wins A Battle With The State To Keep It

If you're a parent, the conversation with the kids as you head out the door for a car ride probably starts like this: "Did you go to the bathroom?"

To read the full story, visit [REALTOR](#)

#1 LEVEL

- ACME CORPORATION
- BETA INDUSTRIES
- CYBER SYSTEMS
- DELTA INNOVATIONS
- EPSILON SOLUTIONS
- FUSION ENTERPRISES
- GAMMA TECH
- HORIZON GROUP

RECEPTION

Mvix in the Marketplace

Digital signage is a competitive field, with providers ranging from low-cost SaaS platforms to high-end enterprise systems. So, why choose Mvix over others?



Stability vs. Startups

Many signage providers are startups chasing growth. While they may offer flashy features, their long-term viability is uncertain. Mvix's 20-year history signals financial stability and reliability, ensuring clients won't be left stranded by a vendor pivot or shutdown.



Lower Total Cost of Ownership

Subscription-based competitors may seem affordable upfront but often become costly at scale. For organizations deploying 50, 100, or more screens, subscription costs accumulate into six-figure annual bills. Mvix's one-time cost model is far more attractive for long-term deployments.



Breadth of Features vs. Niche Solutions

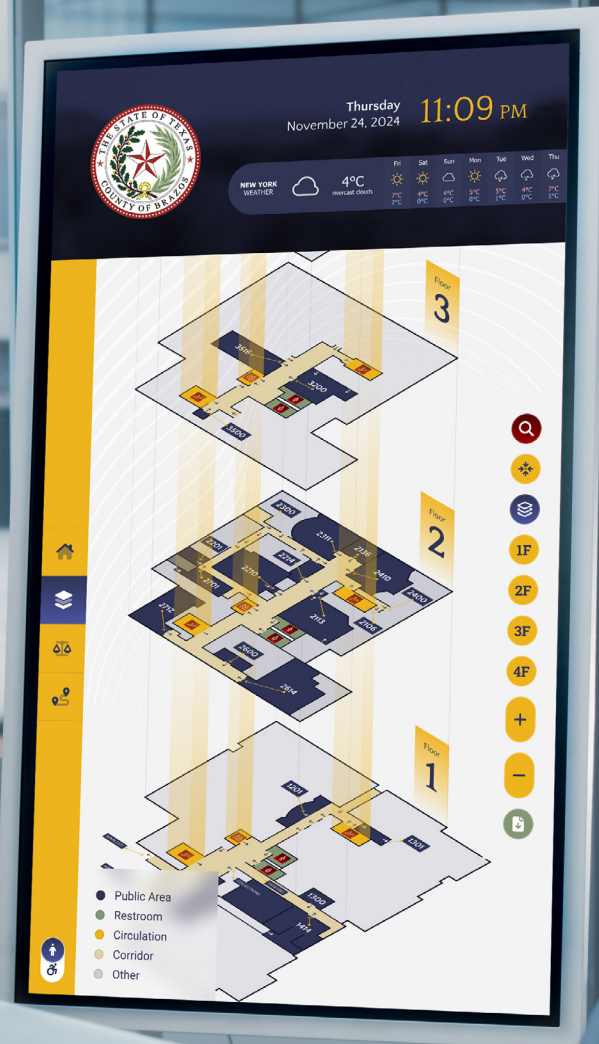
Some competitors specialize in a narrow use case (e.g., menu boards). Mvix covers the full spectrum — video walls, interactive kiosks, wayfinding, directories, dashboards, corporate communications, and more. This breadth future-proofs investments, allowing clients to expand use cases without switching platforms.

The digital display shows a school admission advertisement. At the top, there is a photo of three students (two girls and one boy) smiling and holding papers. Below the photo, the text reads: **ABOUT US**, Haywood Academy is designed to provide each student with an engaging learning environment to help excel in the STEM fields. Below this, a red banner contains the text: **Visit Our Main Campus Today**, 4501 Barrington Court Pine Bluff, AR 71601. The main body of the ad is yellow and features the text: **SCHOOL ADMISSION 2025**, Your Child Deserve The Best Education. Below this, there is a section titled **OUR BENEFITS** with a list of five items: Homework Help, Improved Grades, Intensive Learning, Study Groups, and Networking Events. To the right of this list is a red graphic with the text: **CONTACT US +1 803-346-6011**. At the bottom right, there is a photo of a large, multi-story brick building.



Proven Track Record vs. Limited References

Over two decades, Mvix has amassed a portfolio of thousands of successful deployments across industries. Prospects can find reassurance in case studies, references, and live networks — credibility that younger or smaller vendors simply cannot match.



Reliability vs. Fragility

Competitors that rely heavily on continuous internet connectivity risk failures in real-world environments. Mvix's offline playback and 24/7-rated hardware make it more robust in mission-critical deployments.

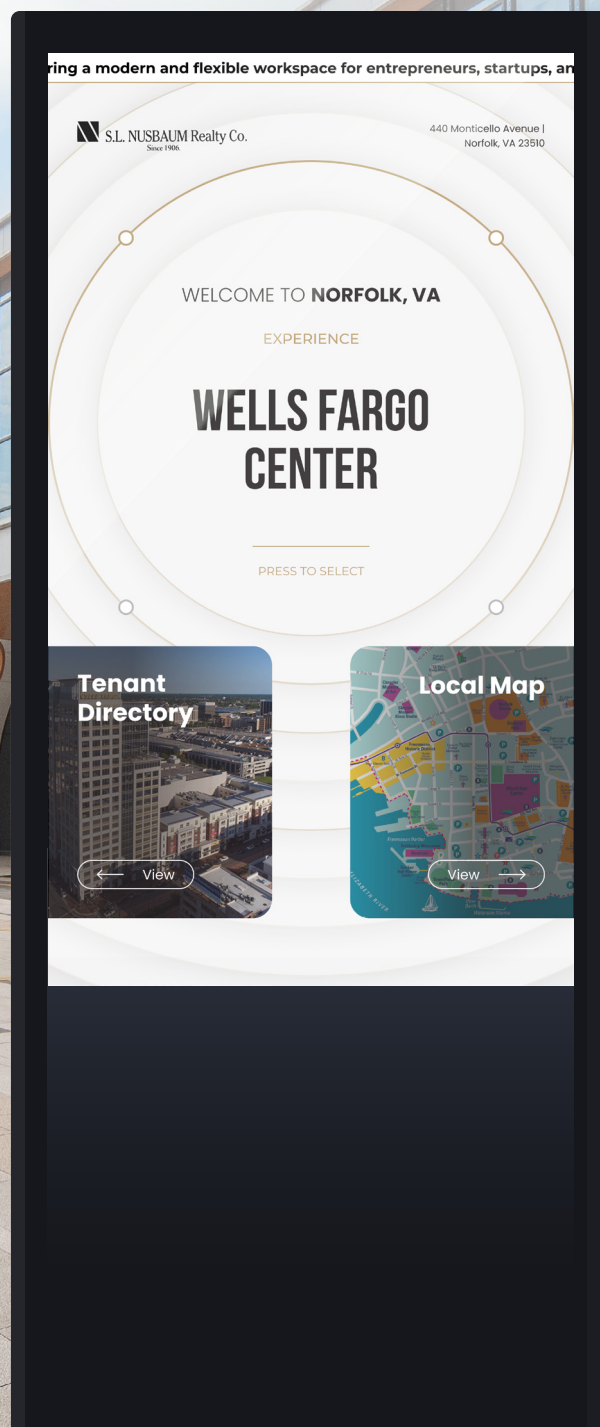


Enterprise Services vs. DIY Models

Many SaaS competitors leave deployment, design, and training entirely up to the client. Mvix, on the other hand, offers white-glove services, professional design, and managed care options, ensuring successful rollouts and adoption.

Expanding Horizons: Interactive Wayfinding & Touchscreen Kiosks

As organizations evolve, so do their communication needs. Beyond digital posters and corporate displays, Mvix has expanded its portfolio with Interactive Wayfinding and Touchscreen Kiosk solutions — tools that combine cutting-edge functionality with the same affordability and enterprise-class support that define Mvix's brand.



Affordability Without Compromise

Digital kiosks and wayfinding systems are often perceived as “luxury projects” with hefty price tags. Mvix challenges that perception by offering cost-effective solutions that deliver enterprise-grade performance without inflating budgets.

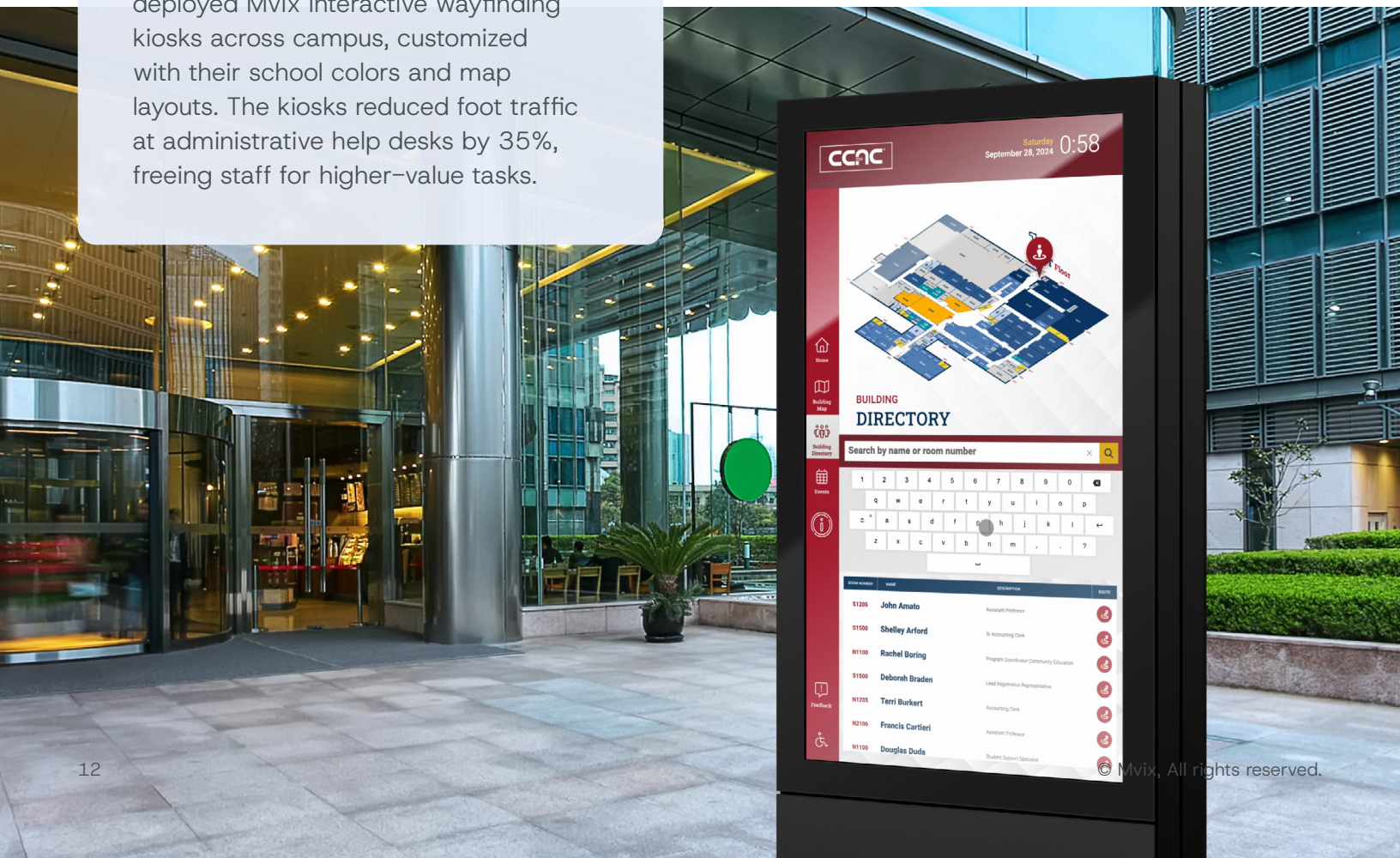
- **Modular Design Options:** Organizations can select kiosk sizes, screen types, and functionalities to suit their budget — whether a simple lobby directory or a large interactive wayfinding wall.
- **ROI-Driven Deployment:** With wayfinding kiosks reducing staff burden (e.g., fewer reception inquiries, smoother visitor navigation), clients often see rapid payback within the first year.

Client Example: A major university deployed Mvix interactive wayfinding kiosks across campus, customized with their school colors and map layouts. The kiosks reduced foot traffic at administrative help desks by 35%, freeing staff for higher-value tasks.

Bespoke Designs for Every Environment

One size does not fit all. Mvix takes pride in delivering custom-designed kiosks and wayfinding systems tailored to the brand, space, and audience.

- **Brand Alignment:** From custom colors and logos to fully branded UI layouts, Mvix kiosks reflect the organization’s identity.
- **Adaptive Functionality:** Whether guiding patients in a hospital, helping students find classes, or promoting events at a convention center, the design is built around the audience journey.
- **Future-Ready Flexibility:** The platform supports additional integrations like event calendars, directories, and advertising modules, making kiosks multi-functional.



Turnkey Installation & Support

Deploying interactive systems can be daunting. Mvix removes the complexity by delivering end-to-end turnkey solutions.

- **Site Survey & Planning:** Mvix engineers assess locations to recommend the best hardware and content layouts.
- **Fabrication & Installation:** From freestanding kiosks to wall-mounted touchscreens, Mvix handles delivery, installation, and setup.
- **Training & Support:** Teams are trained to manage and update the kiosks, while ongoing Signature Care ensures reliable performance and proactive refresh options.

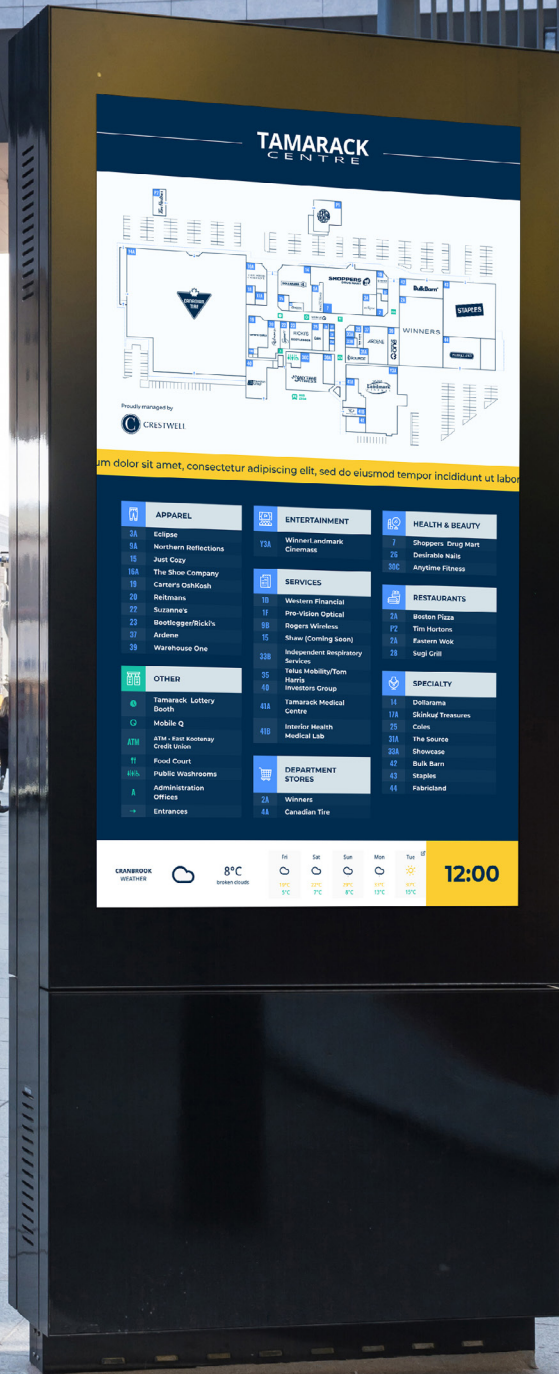
This turnkey approach ensures clients don't juggle multiple vendors for hardware, software, and content. Instead, they work with a single trusted partner from concept to deployment.

Mvix Interactive Media Services: A Solid Choice

Mvix Interactive Media Services are designed to simplify every stage of an interactive kiosk or wayfinding project.

- **Affordable** Enterprise-class technology with low CAPEX.
- **Custom designs** that elevate brand presence and user experience.
- **Simplified, turnkey rollouts** that minimize risk and speed time-to-value.

From hospitals and universities to hotels, convention centers, and corporate campuses, these solutions embody Mvix's philosophy: make advanced technology accessible, practical, and impactful.



Why Users Select Mvix

Ultimately, digital signage is an investment — in communication, engagement, and brand experience. Selecting the right partner is critical.

Here's why users select Mvix:

- 01 20-Year Pioneer:**
A trusted industry leader since 2005.
- 02 Lower Cost of Ownership:**
Lifetime software license bundled with hardware.
- 03 Unified Hardware + Software:**
Seamless, turnkey deployment with reduced risk.
- 04 Scalable & Flexible:**
From 5 screens to 5,000, Mvix scales smoothly.
- 05 Rich, Dynamic Content:**
150+ integrations bring screens to life.
- 06 Reliability Guaranteed:**
Offline playback ensures uptime in all conditions.
- 07 Enterprise-Ready Security:**
Suitable for compliance-heavy industries.
- 08 Customer-Centric Services:**
Signature Care, design, and training ensure success.
- 09 Future-Proof:**
Breadth of features allows growth across multiple use cases.
- 10 Proven References:**
A long track record of successful deployments worldwide.



The ROI of Choosing Mvix

Digital signage is often seen as a cost center, but with Mvix, it quickly becomes a **profit center and operational efficiency driver**. The return on investment can be measured across multiple dimensions: financial savings, revenue growth, operational improvements, and employee or customer engagement.

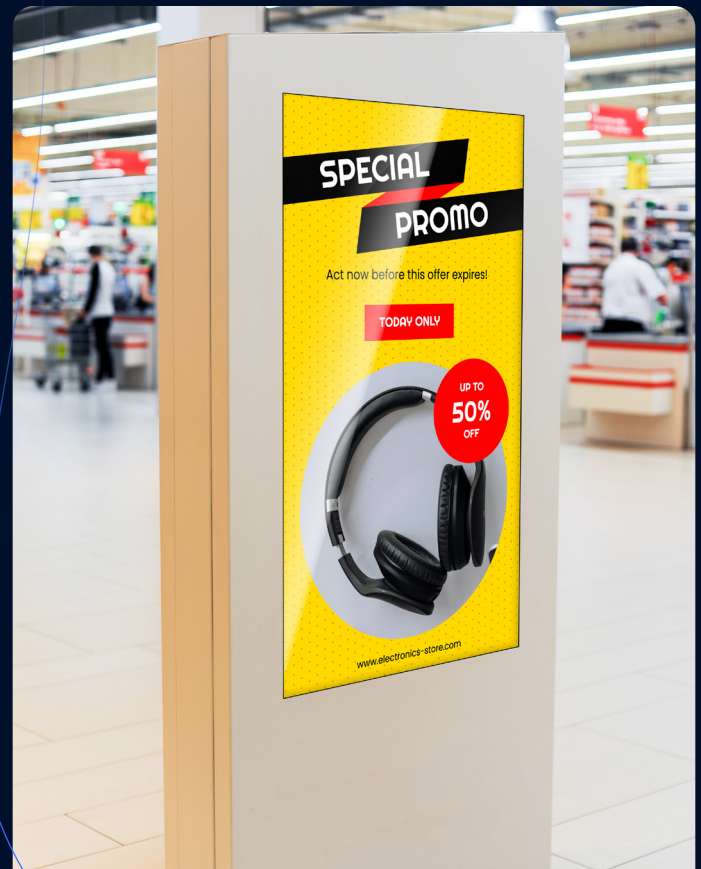
Cost Savings & Efficiency Gains

- **Print Replacement:** Organizations save thousands annually by eliminating recurring costs of posters, flyers, and static signs.



Example: A regional healthcare system reduced print spend by **\$75,000 per year** after deploying Mvix signage across 15 facilities.

- **Labor Savings:** Content can be updated instantly from a central dashboard, eliminating the need for manual updates.



Example: A nationwide retail chain saved **1,500 labor hours annually** by removing the need for on-site staff to manually refresh promotions.

- **IT Overhead Reduction:** With the Signature Care program and proactive monitoring, IT teams spend less time troubleshooting.

Revenue Growth & Marketing ROI

Retail & QSR: Digital menu boards and promotional screens lead to impulse purchases and upselling.

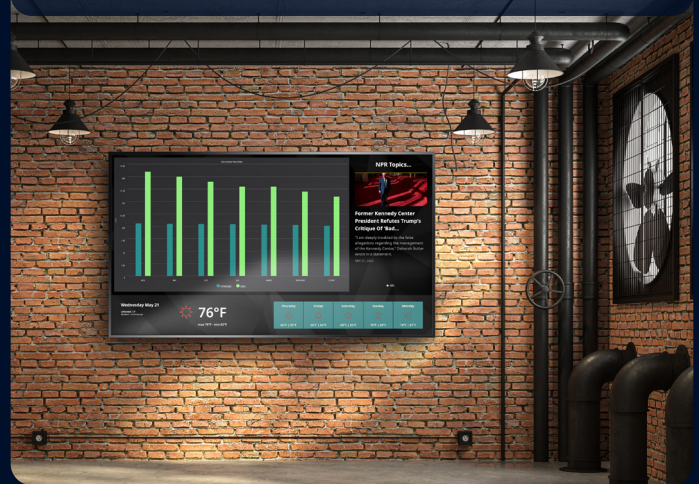
Example: A quick-service restaurant group reported a **22% increase in average ticket size** after switching to dynamic digital menu boards powered by Mvix.



Employee Productivity & Engagement

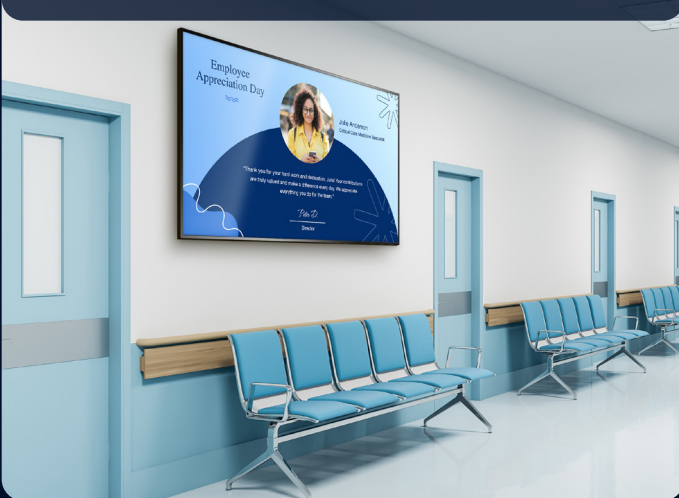
Manufacturing & Warehouses: Real-time dashboards and safety alerts reduce downtime and accidents.

Example: A logistics company improved on-time shipping by **15%** through real-time KPI boards powered by Mvix.



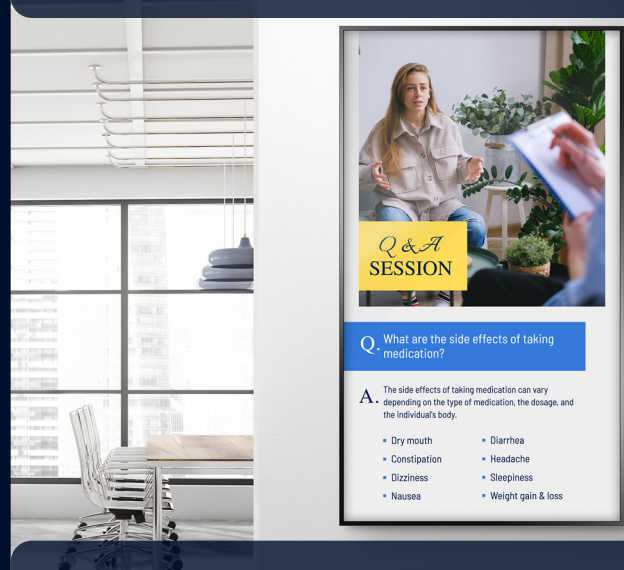
Hospitality & Entertainment: Digital signage boosts guest spending by highlighting events, promotions, and experiences.

Example: A major hospitality brand using Mvix signage reported **30% higher sales of premium experiences** when promoted through digital kiosks.



Corporate Communications: Companies reduce email clutter and improve message penetration.

Stat: Studies show employees retain **65% of information shown visually** versus 10% via text.



Example: A Fortune 500 client using Mvix signage for HR and safety updates saw a **25% increase in engagement** with compliance training.

Advertising Networks: Retailers and venues can monetize screens by selling ad space to local vendors, creating **new revenue streams**.

Customer & Patient Experience

- **Healthcare:** Digital wait-time boards and educational screens reduce perceived wait times.
- **Transportation:** Digital flight information displays (FIDS) reduce traveler confusion and missed flights.

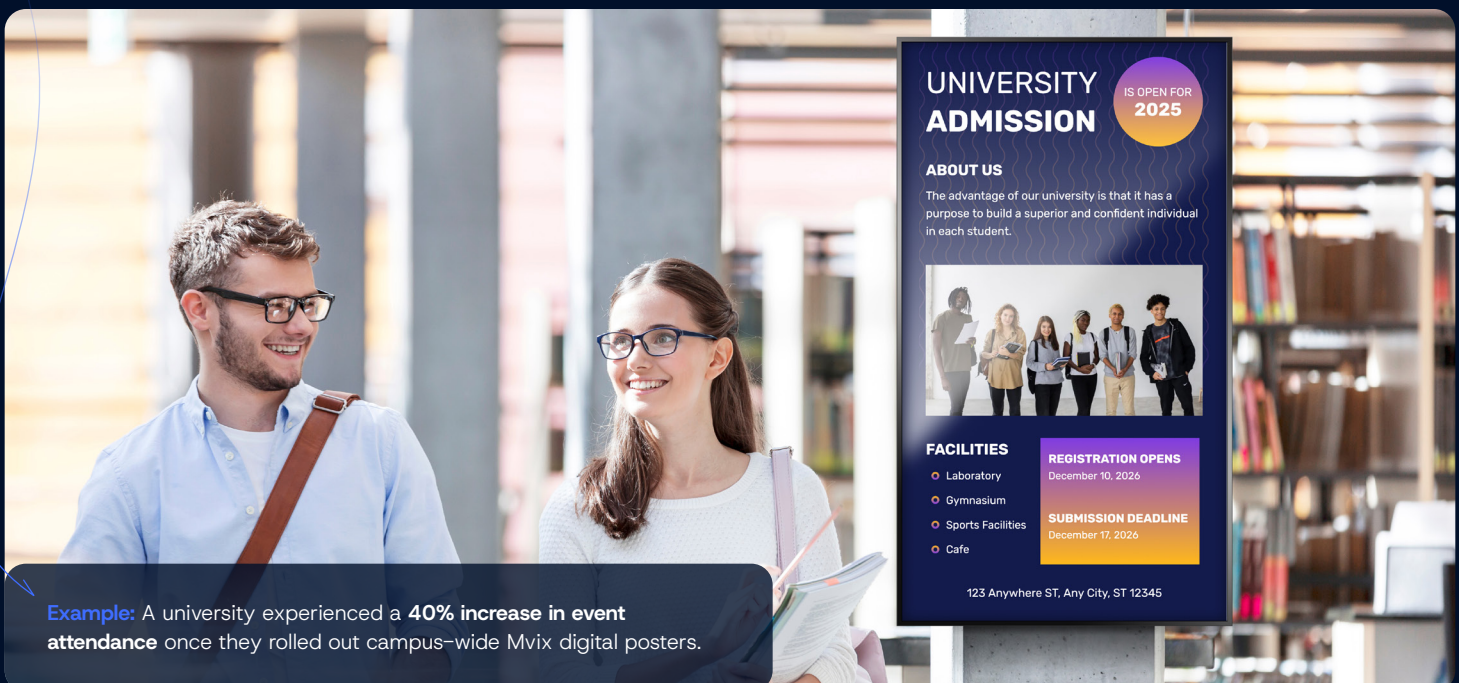
Example: A hospital using Mvix signage saw a **12-point increase in patient satisfaction scores** after deploying patient-facing displays.



Example: A regional airport reported a **20% drop in customer complaints** after switching to Mvix-powered FIDS.



- **Education:** Students and parents are better informed about events, deadlines, and alerts.



Example: A university experienced a **40% increase in event attendance** once they rolled out campus-wide Mvix digital posters.

Long-Term Asset Value

Unlike subscription-heavy competitors, Mvix's **one-time license model** ensures that ROI accelerates over time:

1
year



Year 1–2:

Rapid break-even point due to immediate print and labor savings.

2
year



Year 3–5:

Compounded ROI as avoided subscription fees create additional cost advantages (up to **50% savings compared to SaaS competitors**).

3
year



Year 5+:

Hardware refresh options through Signature Care extend system life, ensuring the network continues delivering value without costly replacements.

4
year



5
year



**AVOCET**
TOWER

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Bethesda, Maryland

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H : 72 °F L : 47 °F


STONEBRIDGE





Success Stories

Explore how our clients achieved their goals through creative digital signage solutions. Read their full stories on our [website](#) ↗



"This project has helped elevate our office in the eyes of the public, and has provided us with another way to demonstrate our mission statement."

→ **Teri Robinson** | Digital Signage Champion



"The Wayfinder with routes is especially helpful in this large building. I think students and visitors will benefit from being able to locate and see the path to where they need to go."

→ **Rebekah Jenkins** | Campus Administrator



"Simplicity of the Mvix implementation along with cost savings within our production environment made this an easy decision to make and this decision came with its own rewards."

→ **David Miller** | Director of IT



"The digital signs provide consistent messaging at all locations. The cloud-based software model gave us flexibility to serve many locations and it's really lightened the workload for everyone involved."

→ **Bryon Glock** | Assistant Director of IT



"We wanted a solution we could access at any time, from anywhere. The system has made working from home stress-free for our team."

→ **John Gonzales** | IT Technician



"You couldn't ask for a better customer experience then what we had with Mvix. Ryno was amazing and truly committed to seeing his customer's projects through to successful completion."

→ **Chris Herreweyers** | Building Maintenance Manager

Conclusion

In a crowded marketplace, Mvix stands apart. For two decades, Mvix has been at the heart of digital signage innovation, empowering clients like NASA, Smithsonian, Nike, Topgolf, and the U.S. Department of State. Its blend of proven expertise, enterprise-grade features, and customer-first philosophy makes Mvix not just a provider but a strategic partner for long-term success.

When organizations ask, “Why Mvix?” the answer is clear:

Because 20 years of **excellence**, **trusted by global leaders**, and a proven track record of results make Mvix the smart, **reliable choice** in digital signage.





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