

# MuVi™

Video is the wave of the present. Ride it to empower your brand image and add dimension to your customers' in-store experience.

- Manage audio, video, ads and messaging with one system
- Realize effective visual communication with synchronized sound for in-store advertising with impact
- Control the ambiance in different zones with multi channel capabilities
- Enjoy a simple to operate system
- Use smart scheduler to program day-parting, employee training, corporate messages and sales campaigns



YCD

inspire your senses

## *Do it with video.*

MuVi lets you bring your vibe to your store, bar, hotel, fitness center, shopping mall or bank. As YCD's in-store entertainment solution, **MuVi** is the world's leading platform for managing in-store video & audio content. It is the first solution in the world to fully synchronize between video and audio.

Create programming that at once enriches your branding, deliver advertising messages and enliven your customer's experience at your location. Work with YCD media experts to create the exact programming that grabs your customer's attention.

Manage 6 different video channels simultaneously throughout your venue and up to 20 audio channels - all from one PC, with a simple plug and play system. Each channel can be programmed to fit specific zones, delivering targeted campaigns or creating individual ads and messages. Every type of media is game. Combine HD, web content, RSS, and Flash animation overlays to create personalized messaging. **MuVi**'s extremely simple interface allows intuitive programming and scheduling, with endless combinations of sound and video.

## *Let them see your image.*

When your customers are in your venue, they are making some of their most important decisions that concern you. How they see you - and what they are going to buy. Armani and Hugo Boss discovered that their YCD system allows them unprecedented and effortless branding control of their branch network. For example.

**What can MuVi do for you?**

