

VIDEO

MUSIC VIDEOS HI DEFINITION STIMULEYE LANDSCAPE CITYSCAPE NATURE



PROFUSION M5

INTEGRATED MUSIC, VIDEO, MESSAGE

ProFusion M5 seamlessly integrates audio and visual communication with cutting-edge digital signage in one high-tech, high-touch solution to amuse, communicate and train your customers and employees. ProFusion M5,



a high-performance multimedia platform, delivers your brand image, music and messaging along with compelling digital signage and full-motion video in an all-in-one platform. If you're looking for a flexible, high-quality tool for all your multimedia needs, ProFusion M5 allows you to have the perfect mix of innovation, easy message rotation, fast updating, and adaptability.

ONE PLATFORM — UNLIMITED POSSIBILITIES

Only ProFusion M5 has the adaptability to deliver a variety of multimedia content from a single, space-efficient component. Multiple visual effects, from Macromedia® Flash™ animation to TV commercials to music videos, can be playing simultaneously. Combine visuals with music, audio and video message marketing content to create a custom in-store experience, at the touch of a button.

EFFORTLESS INTEGRATION

ProFusion M5 easily integrates with your existing network and delivers the best full-motion video and audio quality for maximum impact. Your ProFusion M5® Digital Media Manager (DMM) arrives pre-loaded with music, imaging and messaging per your specifications. It works seamlessly with most existing audio and video systems and can deliver images to LCDs, plasma screens, TVs, kiosks, and projectors. Content is updated via Ethernet or disc which is sent to your business and loaded into the DMM for easy, quick downloading and instant playback.

ON DEMAND DELIVERY

With ProFusion M5, your multimedia content is managed and scheduled from a centralized point. ProFusion M5 gives you total control to play your messages across several locations at the exact same time. You can change your messages to fit certain times of day, day of week or different areas around the country. Plus, your messages play right on schedule, seamlessly integrated with your audio and/or visual programs.

PROVEN TECHNOLOGY

ProFusion M5 is the latest platform from DMX highly successful ProFusion product line. Since its inception in 1999, the ProFusion family of platforms has been reliable, globally compliant, infinitely customizable, easy to operate, flexible in its update methodology, and scalable. Installed in over 50,000 businesses in 65 countries and growing daily, our ProFusion family of products has proven itself around the world. In addition, with unrivaled client management systems, you can be assured ProFusion M5 will manage and deliver your multimedia content reliably and effectively.

A high-quality, on-site experience

- Effortless integration with existing A/V components
- Ease of installation, maintenance and management
- Efficient and reliable distribution and management of content throughout multiple locations
- Seamless content interchange between audio and visual elements
- Optimized delivery of high-quality on-demand, rich multimedia content
- Supports multiple formats: Windows Media 9, HTML, Macromedia® Flash™, MPEG 1, MPEG 2, MPEG 4, JPEG, PNG and MNG



HIGH DEFINITION

3 Screen Visual Landscape Designed to stretch across 3 screens simultaneously for a fascinating viewer experience. **LIFESTYLE** ACTIVE MINDS WHO WANT TO BE ENTERTAINED.

👤👤 ALL AGES | e Stimulating, Mesmerizing, Entertaining | ↑ Quarterly | M5 ONLY

CONTENT EXAMPLES: UNDERWATER SCENES TO HIGH MOUNTAIN SCENICS

Aloha Everything under the sun from the Caribbean and Pacific Islands. Tropical beauty and pleasures of island life. **LIFESTYLE** ESCAPE MINDED; TRAVELER.

👤👤 ALL AGES | e Relax, Rejuvenate, Yearn | ↑ Monthly | M5 ONLY

CONTENT EXAMPLES: TROPICAL FISH, PALM TREES, SUNSETS, WAVES

Americana HD Stills with motion. Purple mountain majesties to amber waves of grain. A romantic visual trip across the U.S. Continent.

👤👤 ALL AGES | e Inspirational, Uplifting | ↑ Monthly | M5 ONLY

CONTENT EXAMPLES: COWBOYS, FAMOUS MONUMENTS, NATURAL WONDERS

Animals HD Stills with motion. All animals all the time for the animal lover.

👤👤 ALL AGES | e Fun, Warm-Hearted | ↑ Monthly | M5 ONLY

CONTENT EXAMPLES: PUPPIES, KITTENS, CUTE AND BABY ANIMALS OF ALL KINDS

Gritty City HD Stills with motion. Edgy, different, and interesting images in HD from the rougher edges of urbanity.

👤👤 ALL AGES | e Artistic, Compelling, Different | ↑ Monthly | M5 ONLY

CONTENT EXAMPLES: GRAFFITI, RUST, BROKEN GLASS, DECAY IN ALL ITS GLORIOUS FORMS

Natural Wonders An inspirational collection of the majesty of Mother Earth. **LIFESTYLE** NATURE LOVER; TRAVELER; ADVENTUROUS MINDED.

👤👤 ALL AGES | e Interesting, Soothing, Stunning | ↑ Monthly | M5 ONLY

CONTENT EXAMPLES: FROM ANIMALS TO MOUNTAINTOPS, FORESTS TO DESERT LANDSCAPES

Passport Beautiful images of exciting destinations around the world, both man-made and natural. **LIFESTYLE** TRAVELER, CURIOUS, EDUCATED.

👤👤 ALL AGES | e Exciting, Thought Provoking, Inspirational | ↑ Monthly | M5 ONLY

CONTENT EXAMPLES: PARIS AT NIGHT, THE GREAT WALL OF CHINA. TEMPLES TO TRAFALGAR

Stimuleye A stunning high-energy visual array of fast-paced images that fascinate. **LIFESTYLE** ACTIVE, BAR HOPPING, NIGHTCLUB LOVING.

👤👤 16-32 | e Upbeat, Mesmerizing | ↑ Monthly | M5 ONLY

CONTENT EXAMPLES: SPIRALS, GEOMETRIC PATTERNS, COMPUTER GENERATED IMAGES

Tee Time HD Stills with motion. Some of the greatest golf scenes from around the world combined with golf-tastic images of the sport to entertain everyone from rookies to pros.

👤👤 ALL AGES | e Relaxed, Inspiring | ↑ Monthly | M5 ONLY

CONTENT EXAMPLES: FAMOUS GOLF COURSES, CHIP SHOTS, SAND TRAPS AND MORE

Tranquility Designed to take you from any emotional state and draw you in to a feeling of equilibrium and peace. **LIFESTYLE** RELAX, ESCAPE.

👤👤 ALL AGES | e Calm, Soothing, Pleasurable | ↑ Monthly | M5 ONLY

CONTENT EXAMPLES: FALLING WATER, FORESTS, PEACEFUL NATURE SCENES

Wine Country HD Stills with motion. Images to inspire the heart of every wine lover and remind them of their vineyard trips from California to France.

👤👤 ALL AGES | e Soothing | ↑ Monthly | M5 ONLY

CONTENT EXAMPLES: GRAPES, VINEYARDS, WINE CASKS

ZenScapes HD Stills with motion. Similar to the Tranquility Channel, but at a calmer pace designed to help you relax.

👤👤 ALL AGES | e Mellow, Escapist | ↑ Monthly | M5 ONLY

CONTENT EXAMPLES: WATERFALLS, NATURE CLOSE-UPS, SUNSETS

STANDARD DEFINITION STIMULEYE

Concrete Fast paced time-lapse. Frenetic lifestyle imagery that will add energy to any environment.

👤👤 ALL AGES | e Fast Paced, Frenetic | ↑ Quarterly | M5 ONLY

Electric Energy, energy, energy. Lights and colors and relentless change defines Electric's vivid imagery.

👤👤 ALL AGES | e Upbeat | ↑ Quarterly | M5 ONLY

Flow Imagery defined by subtle changes in color, shape and movement.

👤👤 ALL AGES | e Soothing | ↑ Quarterly | M5 ONLY

Liquid Soothing, yet upbeat. Liquid is a tribute to all things viscous, with plenty of punch.

👤👤 ALL AGES | e Soothing, Upbeat | ↑ Quarterly | M5 ONLY

Nature Blast From landscapes to butterflies and flowers nature blast is a cycle of life through a kaleidoscope.

👤👤 ALL AGES | e Active | ↑ Quarterly | M5 ONLY

Overload Shift into high gear with fast changing animations, shapes and colors.

👤👤 ALL AGES | e Fast-paced, Frenetic | ↑ Quarterly | M5 ONLY

Smooth Calming imagery that blends into itself, with just enough punctuation to go with a beat.

👤👤 ALL AGES | e Calming | ↑ Quarterly | M5 ONLY

Vertigo Lights Lights and digital abstracts with little structure. A wild journey.

👤👤 ALL AGES | e High Energy | ↑ Quarterly | M5 ONLY

BARFLY MUSIC VIDEOS

Barfly '80s An energized mix of 80's favorites to include rock, pop and dance from the day-glow era. Will allow bar owners to drive an 80's theme night or use in smaller blocks for creating memorable variety. **LIFESTYLE** ACTIVE BAR-HOPPING AND NIGHTCLUB CUSTOMERS, DRINKING-AGE CUSTOMERS.

👤👤 21-35 | e Vibrant, Gen X | ↑ Monthly | M5 ONLY

ARTIST EXAMPLES: THE POLICE, MADONNA, PRINCE, VAN HALEN, U2, BLONDIE AND CYNDI LAUPER, DEVO AND THE GO GO'S

Barfly Gen-X For a mature late night crowd. Not old, just old enough to remember the music of the '90s and have trouble keeping up with all of the new artists. **LIFESTYLE** ACTIVE BAR-HOPPING AND NIGHTCLUB CUSTOMERS, DRINKING-AGE CUSTOMERS.

👤👤 21-35 | e Vibrant, Gen X | ↑ Monthly | M5 ONLY

ARTIST EXAMPLES: NIRVANA, JESUS & MARY CHAIN, NO DOUBT AND R.E.M

Barfly Gold A hit-based selection of the hottest up-tempo tracks from the pop, urban and rock charts. No ballads. **LIFESTYLE** ACTIVE BAR-HOPPING AND NIGHTCLUB CUSTOMERS, DRINKING-AGE CUSTOMERS.

👤👤 21-35 | e Vibrant, Gen X | ↑ Monthly | M5 ONLY

ARTIST EXAMPLES: U2, GWEN STEFANI, AEROSMITH, PRINCE, R.E.M., JET

Barfly Latin An up-tempo mix of chart-topping videos from the hottest acts on the Latin scene. **LIFESTYLE** VIDEOS INFLUENCED BY THE LOOK AND FEEL OF THE VIBRANT LATIN LIFESTYLE.

👤👤 21-30 | e Vibrant, Adult-oriented | ↑ Monthly | M5 ONLY

ARTIST EXAMPLES: ENRIQUE IGLESIAS, JENNIFER LOPEZ, DADDY YANKEE, KINKY, MALA RODRIGUEZ

Barfly Hits An active-tempo collection of chart-breaking hits. **LIFESTYLE** ESCAPE ACTIVE BAR-HOPPING AND NIGHTCLUB CUSTOMERS, DRINKING-AGE CUSTOMERS.

👤👤 21-30 | e Vibrant, Adult-oriented | ↑ Monthly | M5 / DVD

ARTIST EXAMPLES: WOLFMOTHER, PANIC! AT THE DISCO?, GNARLS BARKLEY, AKON, J. TIMBERLAKE

Barfly Urban An energized mix of urban music for a program without pop and rock. **LIFESTYLE** ACTIVE BAR-HOPPING AND NIGHTCLUB CUSTOMERS, DRINKING-AGE CUSTOMERS.

👤👤 21-30 | e Vibrant, Adult-oriented | ↑ Monthly | M5 / DVD

ARTIST EXAMPLES: DIDDY, NELLY, MIMS, MISSY ELLIOT, FERGIE, KAYNE WEST

Barfly Electro Lounge A visually unique music video channel driven by an eclectic mix of modern uptempo electronica. Not slow, but not always dance music either. **LIFESTYLE** LATE NIGHT BAR APPROPRIATE. NOT RETAIL SAFE.

👤👤 21-35 | e Mid to Uptempo | ↑ Monthly | M5 ONLY

ARTIST EXAMPLES: BOB SINCLAIR, THIEVERY CORPORATION, CHEMICAL BROTHERS, DJ SHADOW AND RÖYKSOPP

MUSIC VIDEOS

Adult Contemporary

A hot collection of fun contemporary and accessible pop favorites.

LIFESTYLE YOUNG PROFESSIONALS ON THE MOVE ENJOYING THE EXPERIENCE OF LIFE'S JOURNEY.

👤 18-35 | e Casual, Familiar | ↑ Monthly | M5 / DVD

ARTIST EXAMPLES: DAVE MATTHEWS, SHERYL CROW, GOO GOO DOLLS

Chart Attack

Contemporary artists for active environments catering to young, music-conscious audiences.

LIFESTYLE STUDENTS FOCUSED ON FOLLOWING THE PULSE OF THE LATEST TRENDS IN MUSIC, FASHION, AND CULTURE.

👤 15-24 | e Lively, Vivacious, Youthful | ↑ Monthly | M5 / DVD

ARTIST EXAMPLES: RIHANNA, MAROON 5, J. TIMBERLAKE

Hit Sweep

Active, entertaining and fun; instantly recognizable pop and rock chart toppers mixed with timeless favorites from the '80s, '90s and today.

LIFESTYLE YOUNG AT HEART, CONTEMPORARY ADULTS WHO STILL LIKE TO SHAKE IT UP TO THEIR FAVORITES.

👤 28-50 | e Active | ↑ Monthly | M5 / DVD

ARTIST EXAMPLES: ROB THOMAS, JEWEL, JAMES BLUNT, U2

Hot Traxx

Pop, alternative, urban and dance genres combine for a youthful blend of textures and styles.

LIFESTYLE STUDENTS FOCUSED ON FOLLOWING THE PULSE OF THE LATEST TRENDS IN MUSIC, FASHION, AND CULTURE.

👤 15-24 | e Current, Youthful | ↑ Monthly | M5 / DVD

ARTIST EXAMPLES: J. TIMBERLAKE, BLACK EYED PEAS, JASON MRAZ, BEYONCE

Latin Beat

A chart-driven program featuring the hottest acts on the Latin scene.

LIFESTYLE VIDEOS INFLUENCED AND EXCITED BY THE LOOK AND FEEL OF THE VIBRANT LATIN LIFESTYLE.

👤 15-24 | e Active, Current | ↑ Monthly | M5 ONLY

ARTIST EXAMPLES: THALIA, ENRIQUE IGLESIAS, JUANES, DIEGO TORRES

Modern Country

A collection of the top hits from the biggest names of modern country.

LIFESTYLE VIBRANT, LIVELY COUNTRY MUSIC LOVERS WHO ENJOY THE BEST THAT MODERN COUNTRY ARTISTS HAVE TO OFFER.

👤 15-24 | e Active, Current | ↑ Monthly | M5 ONLY

ARTIST EXAMPLES: TOBY KEITH, FAITH HILL, SHEDAISY, TIM MCGRAW

Modern Holiday Blend

Designed for teens and young adults blending today's hottest hits in pop, rock and urban music with contemporary versions of Holiday favorites.

LIFESTYLE STUDENTS FOCUSED ON FOLLOWING THE PULSE OF THE LATEST TRENDS IN MUSIC, FASHION, AND CULTURE WHO ARE IN THE HOLIDAY MOOD.

👤 15-24 | e Lively | ↑ Annual | DVD ONLY

ARTIST EXAMPLES: DESTINY'S CHILD, ASHLEY SIMPSON, JIMMY EAT WORLD

Holiday Favorites

Classic holiday music videos mixed with recent favorites.

👤 18-35 | ↑ Seasonal | DVD ONLY

ARTIST EXAMPLES: GLORIA ESTEFAN, JOHN COUGAR MELLENCAMP, U2

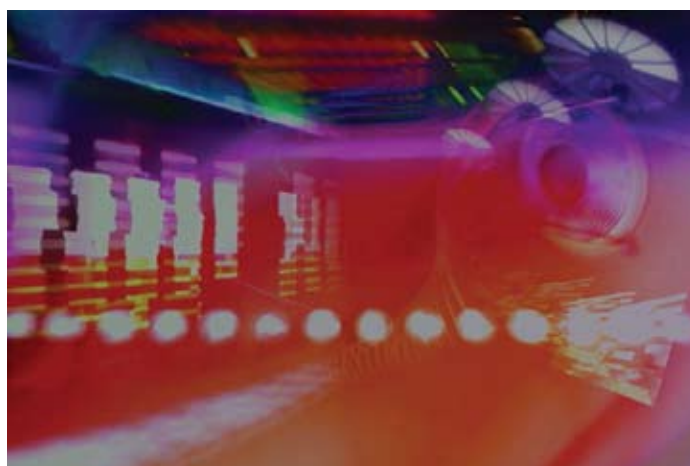
Urban Nation

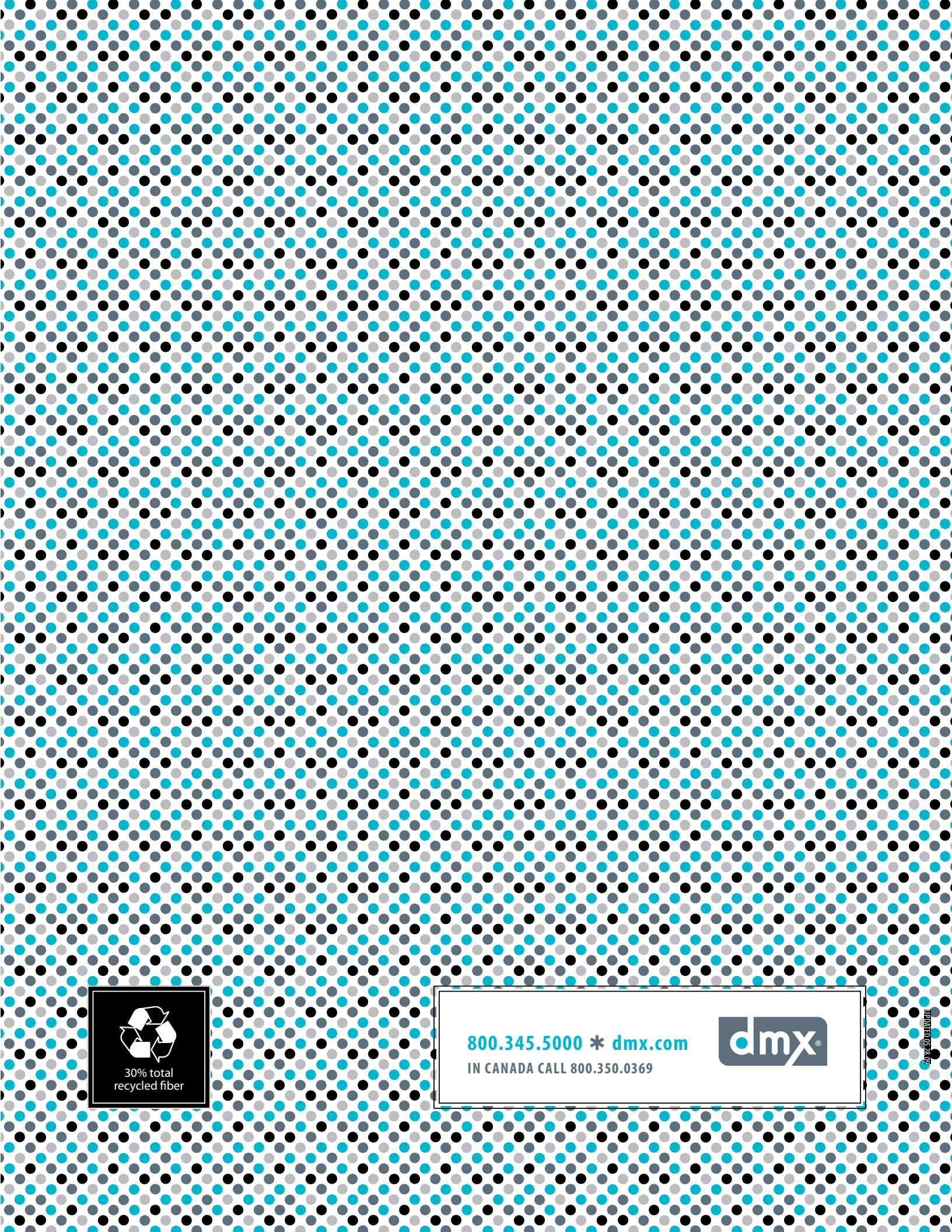
Streetwise jams for teens and 20s featuring adventurous rap, soulful fun, R&B and hip-hop.


LIFESTYLE VIDEOS INFLUENCED BY THE VIBRANT URBAN LIFESTYLE.

👤 15-24 | e Edgy | ↑ Monthly | M5 / DVD

ARTIST EXAMPLES: G-UNIT, OUTKAST, USHER, JAY-Z, KELIS





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