

• ProFusion M5

The Ultimate On-Premise Solution to IMPact Your Business

Digital Signage, Full-Motion Video, Web Content Integration, Audio and Message Marketing

DMX IMPact (Integrated Media Promotions), powered by 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, full-motion video and advertising, in an all-in-one easy-to-use 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.

Unlimited Promotional Possibilities. One Platform

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 and TV commercials to Web content and music videos, can be playing simultaneously. Combine visuals with music, audio and video message marketing and Web content, to create a custom in-store experience, at the touch of a button.

Put ProFusion M5 Into Action – Effortlessly

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 exact 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 one of three ways: via Ethernet, the Web or disc which is sent to your business and loaded into the DMM for easy, quick downloading and instant playback.

ProFusion M5 ensures 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



On-Demand Delivery at the Right Place, Right Time

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. Your messages will automatically play locally, regionally or nationally. 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 MUSIC's 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.



ProFusion M5 Specifications

Superior Programming Features

Thousands of hours of high-quality digital audio and visual storage
Automatic scheduling by time of day, day of week and seasonal/promotional events
Hands-free operation
LCD front panel displays STA (style name, title of song and artist) and menu options
Seamless content interchange between audio and visual elements

Technical Excellence

Secure digital network delivery
Corporate content server capability
Automatic online hardware and software maintenance
Integrates with existing systems
Based on open industry standards
Application upgrades conducted regularly
Supports diverse distribution methods including Internet, LAN/WAN, Intranet connectivity and disc updates

High-Performance Hardware

Pentium 4 class CPU
Windows XP operating system
DirectX9 compatible graphics card

DMX IMPact, powered by ProFusion M5, a flexible, effective, and powerful solution for integrated media promotions.

- **Full-Motion Video**
Get stunning video quality for higher in-store impact that stops customers in their tracks
- **Digital Signage**
Support easy centralized management of store messages, regionally and nationally, and increase cost savings
- **Web Content Integration**
Feature relevant news and general information from reliable sources pulled from the Internet, right on the spot
- **Message Marketing**
Capture customers' attention and interest at the point of purchase with on-site audio messaging combined with visual clues
- **Music Programming**
Targeted programming that fits your business image and runs in tandem with digital signage

All of these media elements can work together to simplify your digital signage solution. Your total IMPact service can include everything from the design of creative content to installation and after-sale maintenance. Start enjoying the powerful and empowering benefits of IMPact, powered by ProFusion M5.



dmxmusic.com/business

Worldwide Headquarters
11400 Olympic Blvd.
Suite 1100
Los Angeles, CA 90064
1.800.345.5000



Audio Performance*

Sampling Rate: 44.1 KHz
Frequency Response: 20.0 Hz to 20.0 KHz+/-3.0 dB
Digital Audio: 1 zone

Video Performance*

DVI - 800 x 600 at 60Hz
VGA - 800 x 600 at 60Hz
Composite - NTSC or PAL

Power*

Power: Worldwide 115 VAC – 240 VAC, 50 Hz – 60 Hz
Consumption: 100 watts maximum

Front Panel*

Push-Button Controls: Power and menu navigation buttons
Backlit LCD: 2 lines x 20 characters
DVD-ROM Drive

Connectivity*

Internet-enabled
Ethernet: 10/100 Mbps

Rear Panel*

Analog Audio: 1 zone, 1/8" connection
Video: DVI, VGA, S-Video, Composite Video
Power: Power cord

Certifications

FCC Part 15B/Class A, CE Class A, UL/CSA listed
Manufactured in ISO 9001 certified facility

Mechanical*

Dimensions: 17.5" x 6.25" x 18.75" (W x H x D)
Weight: 36 lbs.
Convection cooled

*Design and specifications are subject to change without notice.

