MagicBox Catalog

February 2010

Aavelin System Units	
Description	**Part #**

Aavelin   AV100

Complete, turnkey digital signage and video messaging system. Includes player unit for stand-alone, 24-hour operation, unlimited (10,000+) page capacity, up to four simultaneous schedulable crawl lines, smooth, dynamic transitions, built-in Ethernet all in a heavy-duty 2-space rack enclosure (also adapts to desktop use). Supports Composite Video and VGA at 1024x768. Primarily used in Cable TV and Satellite TV Applications. Includes Aavelin Composer software for layout and scheduling of pages and transfer of projects to player unit. Image file formats supported include: JPEG, JPEG2000, PCD, TIFF, BMP, RLE, DIB, EPS, GIF, PNG, TGA, IMG, DXF, PCX, DCX, WMF Clipart, Adobe Flash (.SWF & .FLV formats). New Alpha Transparency Support. Runs on **Windows XP/VISTA/7**. **Ships with Training DVD.**

Aavelin RT (Video Pass Through & MPEG Support)   AV200

All of the features of the standard Aavelin system, plus **Video Pass through**. Includes **4x1 video and 3x1 audio switcher.** Video Pass Through allows the Aavelin Player to display video full screen or in a scalable window. Common sources include VCR's, DVD Players, Camera, MPEG Players, satellite or cable feeds. Crawl lines and logo may run overtop of incoming video signal. The Aavelin RT allows for switching between 3 composite inputs and 1 S-Video input. **Ships with Training DVD.**

Upgrade Aavelin to Aavelin RT   AVUP200

All hardware and software required to upgrade system from AV 100 to AV 200. Upgrade is easily done in the field. **Includes update to latest software.**

Aavelin 720   **AV 720**

Complete, turnkey digital signage and video messaging system. Includes player unit for stand-alone, 24-hour operation, unlimited (10,000+) page capacity, up to four simultaneous schedulable crawl lines, smooth, dynamic transitions, built-in Ethernet all in a heavy-duty 2-space rack enclosure (also adapts to desktop use). Supports VGA Output at 1280x720, 1280x768, and 1376x768. Supports 720P on DVI Output. Primarily used for Digital Signage Applications. Includes Aavelin Composer software for layout and scheduling of pages and transfer of projects to player unit. Image file formats supported include: JPEG, JPEG2000, PCD, TIFF, BMP, RLE, DIB, EPS, GIF, PNG, TGA, IMG, DXF, PCX, DCX, WMF Clipart, Adobe Flash (.SWF & .FLV formats). New Alpha Transparency Support. **Includes 4x1 video and 3x1 audio switcher.** Video Pass Through allows the Aavelin Player to display video full screen or in a scalable window. Crawl lines and logo may run overtop of incoming video signal. Runs on **Windows XP/VISTA/7**. **Ships with Training DVD.**

Aavelin 1080P   **AV1080P**

Includes all features of the Aavelin 720 with faster motherboard and processor designed to support a 1080P signal. Supports 1920x1080 on VGA or 1080P DVI Output. Supports Portrait or landscape application. Good for heavy Flash Content and video playback. **Includes 4x1 video and 3x1 audio switcher** card for standard definition inputs. **Faster processor increases Adobe Flash Performance and pending DIVX and H.264 support. Ships with Training DVD.**

Aavelin HD-P   **AV400P**

Aavelin HD-P is designed for high-resolution display support, perfect for large and wide format plasmas or LCD monitors with a **VGA input. Supports 1280x720, 1280x768 and 1376x768.** Create content with the included Aavelin Composer Software. **Has Parallel Port which supports OPTIONAL DVD/VCR Control. Ships with Training DVD.**

Aavelin SignMate   **AV800**

Small form-factor Aavelin unit designed to be mounted behind a display. Supports high-resolution VGA output & DVI. Dimensions are 8.7"x 5.3"x 1.7", weighs only 2.76lb. Supports VGA at 1280x720, 1280x768, or 1376x768. Supports DVI at 720P. Both VGA and DVI outputs are hot at the same time. **Ships with Training DVD.**

Aavelin SignMate (Video Pass through & MPEG Support)   **AV800V**

All of the features of the Aavelin SignMate **2 source Video Pass Through**—1 Composite and 1 s-video, with single audio input. Video Pass Through allows the Aavelin Player to display video full screen or in a scalable window. Common sources include cable or satellite tv feeds, live cameras, and MPEG Players. Crawl lines and logo may run overtop of incoming video signal. **Ships with Training DVD.**

	Maximum Resolution		Outputs			Inputs	
Model	Standard(4:3)	Widescreen (16:9)	Comp/SVid	VGA	DVI	Video	Audio
AV100	800x600	1066x600	X	X		0	2
AV200	800x600	1066x600	X	X		4	3
AV400P	1024x768	1376x768		X		4	2
AV720P	1280x1024	1376x768		X	X	4	3
AV800	1280x1024	1376x768		X	X	0	1
AV800V	1280x1024	1376x768		X	X	2	1
AV1080P	1280x1024	1920x1080		X	X	4	3

Aavelin Software Options

Description	Part #

Aavelin Composer – Extra Seat (Single) AVC1

This is the same software that comes bundled with the Aavelin playback unit. Order this item if you require an <u>additional</u> copy to be used on a separate computer. This is helpful if you have multiple users on the same network.

Aavelin Composer – Extra Seat (Five) AVC1-5

This is the same software that comes bundled with the Aavelin playback unit. Order this item if you require up to 5 <u>additional</u> copies to be used on separate computers. This is helpful if you have multiple users on the same network. Call for quote on large volume software seats requirements.

Aavelin Emergency Blast Software AVEB1

Easy to use, Emergency Blast software is designed to allow multiple users to remotely access the Aavelin to post critical time sensitive messages. E-Blast is a separate application from the standard Aavelin Composer that is simple to operate and sits on the desktop of a PC. Content may be quickly created from a set of templates and then "blasted" to the Aavelin unit via Ethernet. The content may be a single page or a crawl line and may also be scheduled to both trigger and expire at specific times. Common applications include: weather and traffic alerts and civil emergencies. Multiple users may easily access the system, which allows government or corporate installations to post urgent messages.

Aavelin Emergency Blast Software – 5 Seat License AVEB1-5

Order this item if you require multiple licenses to be used on separate computers.

Aavelin EZ Stream AVEZS

Customizable program for interfacing Aavelin to PC data sources and databases. Useful for displaying conference schedules, meeting room schedules, Mfg Statistics, price updates, Tee Times, etc. Aavelin EZ Stream automates the entire process of creating page information and posting the results to your screen. Content is displayed in columns and rows. File formats supported include relational databases (SQL), XML, .TXT, Access, MS Exchange, Excel and Google Calender. Commercial databases supported include Dean Evans EMS, PeopleCube Scheduler Plus and Resource Scheduler, Newmarket's Delphi and CollegeNet R25. Includes license for one player. Call for quote on multi seat license.

Aavelin EZ Stream Database Integration AVEZSD

Design and implementation of template and query. Includes up to 4 hours of engineering time to create templates and write and implement query. Additional development can be ordered as required.

Aavelin EZ Stream Building Directory AVEZSBD

Packaged solution that includes EZ-Stream content management software, templates, and excel spreadsheet. No database is required. Use the provided spreadsheet and quickly create a building directory that can be updated at any time through the spreadsheet. Display Companies by Floor or by Suite. Customizable banner at the top for Building name and artwork.

Aavelin EZ Stream Restaurant Menu AVEZSRM

Packaged solution that includes EZ-Stream Software, templates, and 2 excel spreadsheets. No database is required. Template and Spreadsheet combinations allow you to show an entire menu, or show different menus for breakfast, lunch, and dinner. You can also highlight weekly specials in the middle of the screen while the menu is on either side (3 column look). Customizable banner at the top of the menu for Restaurant name and branding.

Background Expansion Set #1 AVB1

CD-ROM with 1,000 professional backgrounds for use in Aavelin Composer or any Windows graphics application. There are 200 basic backgrounds (including the 100 that come with Aavelin Composer) and 5 thematic variations of each background, for a total of 900 additional backgrounds.

Holiday and Events Background Expansion Set #2 AVBH1

CD-ROM with 1,000+ professional backgrounds for use in Aavelin Composer or any Windows graphics application. There are 1,000+ unique backgrounds focusing on major holidays and events such as Snow Days, Community Notices, Birthdays and many more. See website for thumbnails.

Professional Software (NEW Project Preview) AVC2

Aavelin Composer Professional includes additional capability beyond the standard software.
1.) HTML output allows users to place presentations directly onto websites. This HTML file consists of an index page of thumbnails that can be included or excluded based upon date. **2.) Credit Roll** allows the user to link to a .TXT file and move information vertically up the screen like credits at the end of a movie. Content can also be placed over incoming video or Flash. **3.) Page Filtering** allows the user to hide or display pages based upon their type or scheduling properties (i.e. hide expired pages, show video overlay pages only, etc.) **4.) Increased scheduling** capacity allows additional conditions to be applied to a page or crawl item. **5.) Project Preview:** allows the Aavelin project to be played back in a window within Composer Software. Allows the end user to see a project before it is transferred to the player. **6.) PowerPoint Support** allows the user to import a PowerPoint files which automatically convert it to Adobe Flash by uploading it to a dedicated server. Bring in large PowerPoint files and use them full screen or as a page element.

MagicWidget—Serial Control AVMWD

Control any device with a DB9 serial port. Ability to turn monitors off and on remotely. Monitors must support ASCII serial commands. Recommend LG. Also used for triggering of High End Pro DVD Players via Serial Commands. Recommend Pioneer. Call for details.

MagicWidget—RSS Data Feed AVMWD1

Widget for pulling in a customer supplied RSS Feeds into the Aavelin Player. Displays in overlay/crawl regions.

MagicWidget—Notification AVMWD2

Post messages from your 3rd Party Notification and Emergency Alert System. Messages are RSS based and displayed in one of the four Aavelin Crawl regions. Commercial products supported include CentrAlert, HyperAlert Clarion, Omnilert e2Campus, and High Ground Solutions SchoolCast.

Macromedia Flash Creative Services AVFCS

Custom Flash content creation. MagicBox will create Flash content to your specification for display on the Aavelin System. Content creation is billed on an hourly or project basis. For more information, please call or email.

Aavelin Web Applications

Description	Part #

Aavelin E-Blast – WEB (Single Seat)   **Coming Q2 2010**

Web based E-Blast application. Allows user to remotely update the Aavelin from any web enabled PC.

Aavelin E-Blast – WEB (Multi Seat)   **Coming Q2 2010**

Web based E-Blast application. Allows user to remotely update the Aavelin from any web enabled PC. Multiple User License

Data Logger Service – WEB   **No Charge Beta Version**

Allows user to remotely log into an Aavelin unit and extract information on the number of times a specific piece of content player and total duration. For example, Page 5 (Restaurant Advertisement) ran 1500 times during January for a total exposure of 6.25 hours. Provides proof of advertising for billing purposes.

Aavelin Hardware Options

Description	Part #

| Weather Display System – Standard | AVW1 |
| Weather Display System – Deluxe | AVW2 |

This system includes weather instruments, which monitor local temperature, wind speed & direction, and rainfall in real-time. Additionally, wind chill is calculated and displayed. The Deluxe model adds sensors for barometric pressure and humidity / dew point.

| VTR/DVD Control Package – 2 VTR/DVD | AVVTR2 |
| VTR/DVD Control Package – 4 VTR/DVD | AVVTR4 |

Allows the Aavelin to control 2 or 4 consumer VCRs or VCR/DVD Combination Players via infrared transmitters. Hundreds of models are supported. Primary supported manufacturers are Sony SLV Series, Panasonic, and JVC. No timebase corrector required. With Aavelin RT/HD, VTR/DVD can be used as source to pass through the Aavelin while maintaining crawl lines over top of incoming video. **Used with AV 100, 200, & 400P ONLY.**

Uninterruptable Power Supply   **UPS1**

Protects your Aavelin unit from possible data-loss due to power spikes, surges, and outages. Strongly recommended for areas with frequent power outages.

USB Publishing   **AVUSB1**

USB 2.0 embedded flash drive and extension cable for the PC. Allows for publishing of content from PC to Aavelin.

Video Distribution Options

Description	Part #

VGA Over Cat5 Transmitter – Single Port   **AVT5**

Single port Transmitter. Sends VGA over Cat5 up to 1,000 feet at 1920x1080 and 1,300 feet at 1366x768 resolution with stereo audio and serial to a single Receiver.

VGA Over Cat5 Transmitter – 8 Port   **AVT85**

8 port Transmitter. Sends VGA over Cat5 up to 1,000 feet at 1920x1080 and 1,300 feet at 1366x768 resolution with stereo audio and serial to as many as 8 receivers. Expand up to 512 Receivers by adding Line Splitters.

VGA Over Cat5 Transmitter – 16 Port   **AVT16**

16 port Transmitter. Sends VGA over Cat5 up to 1,000 feet at 1920x1080 and 1,300 feet at 1366x768 resolution with stereo audio and serial to as many as 16 receivers. Expand up to 1024 Receivers by adding Line Splitters.

VGA Over Cat5 Receiver--Short   **AVR5S**

VGA over Cat5 receiver. Receives signal from transmitter or hub from up to 300 feet at 1920x1080 or 1366x769 resolution with stereo audio and serial.

VGA Over Cat5 Receiver--Long   **AVR5L**

VGA over Cat5 receiver. Receives signal from transmitter or hub from up to 1,000 feet at 1920x1080 or 1366x768 resolution with stereo audio and serial.

VGA Over Cat5 Dual Cascade Long Receiver   **AVDCL**

VGA over Cat5 receiver. Receives signal from transmitter or hub from up to 1,000 feet at 1920x1080 or 1366x768 resolution with stereo audio and serial. Has two outputs. Designed for installations where two remote monitors are in close proximity to each other.

VGA Over Cat5 Hub/Line Splitter   **AVH5**

Hub/Line Splitter for extending VGA over Cat5 signal to additional receivers up to another 1000 feet.

VGA Over Cat5 Video Tuning Unit   **AVTTU**

VGA over Cat5 receiver tuner. Allows user to tune in correct settings on receivers.

VGA Over Cat5 Transmitter – 8 Port Video & Audio   **AVDST**

AVDS 8 port Transmitter. Sends VGA over Cat5 up to 300 feet at 1920x1080 with stereo audio to as many as 8 receivers.

VGA Over Cat5 Receiver – Video & Audio   **AVDSR**

AVDS VGA over Cat5 Receiver. Receives signal from transmitter or hub from up to 300 feet at 1920x1080.

HDMI Over Cat5e/6 Splitter   **AVHDMIS**

HDMI Splitter w/2 outputs. Can extend up to 200 feet at 1920x1080 with extenders. Must run 2 Cat5e/6 cables to extenders.

HDMI Over Cat5e/6 Extender   **AVHDMIE**

HDMI Over Cat5e/6 Extender. Requires 2 Cat5e/6 cables. Up to 200 feet at 1920x1080.

MPEG Encoding & Decoding Options

Description	Part #

Edje HD 4111 MPEG Player — AVEdjeHD

The Edje HD is both an SD and HD digital video player that decodes MPEG 2 and MPEG 4 video. The Unit contains an 160 gig hard drive. With SD Video this allows the user to playback 62 hours of content at a 5 megabit encode rate. Content is transferred to the player via a 100baseT network connection. The Edje HD can be a stand-alone system or controlled by the Aavelin over IP. MPEG video passed through the Aavelin is **Standard Definition** and can be full screen or in a scalable window.

SignEdje SD 80 Gig — AVSESD-80

Supports MPEG 2 & MPEG 4 playback in Standard Definition. 80 gig drive provides for approximately 32 hours of MPEG2 playback at a 5 megabit encode rate.

Edje 4000 Streaming Encoder — AVEdje-SE4

Edje MPEG 4 IP streaming encoder w/MPEG audio. Takes a composite video input and outputs both an MPEG 4 file as well as an IP Stream. Allows user to stream at approximately 1.2 to 1.5 megabits for high quality signal. Use Amino Set top boxes or SignEdje SD 4 for decoding.

SignEdje SD 4 Gig — AVSESD-4

MPEG2 & MPEG4 Streaming Decoder. Use in conjunction with Edje 4000.

Aavelin Training Support & Warranty

Description	Part #

Aavelin WebTraining — AVTR1

MagicBox software training is available via the web. A one-hour training session hosted by MagicBox covers Aavelin Composer Software and optional software components. Training includes one Web Connection. This virtual training class can include multiple trainees. For each additional Web Connection add $35 per hour.

MPEG Support & Integration — AVTRAD

Support for setting up Adtec MPEG interface to Aavelin Unit. This support is **included** with the purchase of the AVEdjeHD 4111 and and AVSESD-80. Includes free phone support for set up and configuration. Required when MPEG Player purchased from 3rd party vendor.

Aavelin Bronze Warranty — AVWAR

Standard Warranty is one-year parts and labor. Extended Bronze Warranty **adds one year** and includes return UPS Ground Shipping of Aavelin Unit if repairs are necessary. Please contact MagicBox directly or visit our website for detailed warranty documentation.

Aavelin Silver Warranty — AVWAR1

Standard Warranty is one-year parts and labor. Extended Silver Warranty **adds two years** and includes return UPS Ground Shipping of Aavelin Unit if repairs are necessary. Please contact MagicBox directly or visit our website for detailed warranty documentation.

Aavelin Gold Warranty AVWAR2

Standard Warranty is one-year parts and labor. Extended Gold Warranty **adds two years** and includes **overnight shipping** of replacement parts if required. Also **includes free software upgrades during warranty period**. Please contact MagicBox directly or visit our website for detailed warranty information.

Aavelin TxStream Service-NOAA Weather AVTX1*

TxStream NOAA weather allows the customer to receive the NOAA weather zone forecast for their local area over a network connection. Forecast data is displayed in one of the 4 overlay/crawl regions. Up to 5 separate geographic regions may be specified. Includes customizable forecast length up to 7 days in advance. Service is for 1 year.

Aavelin TxStream Service-Data Services AVTX2*

TxStream Data Services available include data feeds for World, National Business, and Entertainment News, Financial Highlights, and Sports Highlights. Service is for one year. Call or email for further information.

Combined AVTX1 & AVTX2 AVTXC

Combines NOAA weather and TxStream Data Services listed above. Service is for one year. Call or email for further information.

Custom Stock Symbols AVTXCS

One time set up fee for up to 25 stock symbols on Nasdaq, AMEX, or NYSE. Display of stock symbols included with AVTX2.

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