

NOTE: This is a replica of original Matrox press release. The original press release may have been removed from Matrox website since then and some of the website links in this document may be outdated.

YCD Multimedia Selects Matrox Graphics Cards to Drive Digital Signage Application at Aroma Cafés

Matrox M9140 multi-display graphics solution drives six channels of digital messaging on YCD MuVi Wall multi-screen video wall

Montreal, Canada, September 16, 2009/PRNewswire / — Matrox Graphics, the leading manufacturer of specialized graphics solutions, today announced that [YCD Multimedia](#) has chosen the [Matrox M9140 graphics cards](#) to drive the [YCD MuVi Wall™](#) video wall solution at Israel's [Aroma](#) cafés. The high impact YCD MuVi Wall uses Matrox M9140 graphics solutions to drive six channels of promotional digital messaging, all from a single PC workstation.

YCD Multimedia, a leading provider of smart in-store digital media solutions, was hired by Aroma to design a digital signage application within their coffee shops to help retain and expand their customer base. The criteria for the new digital signage solution included the ability to centrally manage all promotional, sales, and marketing content, while incorporating a design that would address the needs of both the quick service and in-café clientele. Using [YCD | Platform](#), [YCD | Player](#) & MuVi Wall components, YCD revitalized the cafés, and imbued their atmosphere with ambiance via custom music playlists and dynamic digital video. The attention-grabbing YCD MuVi Wall in particular, has had a tremendous impact on sales as the Aroma head office remotely controls content to display the most accurate and relevant advertisements and promotions to café customers, even at the point of decision.

"Matrox cards are very stable, and allow YCD | Player to run HD content with high-performance on a wide selection of displays," states Dani Zeevi, Chief Technical Officer, YCD Multimedia. "YCD's MuVi Wall, together with the Matrox graphic cards, creates an advanced and powerful solution that delivers one of the highest levels of content quality in the world today."

To read the complete story, visit [Great Digital Signage Brewing at Aroma Café](#).

About YCD Multimedia

Founded in 1999, YCD Multimedia enables businesses to realize rapid, measurable returns on investment with its end-to-end suite of smart onsite digital media solutions. With its turn-key solutions and proprietary content management and delivery platform, YCD Multimedia enables clients' onsite digital media applications including merchandising and promotions, enriched customer experiences and branding, and corporate communications or training. To date, the company has partnered with over 1,200 customers, in the retail, hospitality, banking and automotive industries, including some of the world's most recognized brands such as Toyota, American Airlines, Pizza Hut, Kodak, Hilton Hotels, Cartier, and Hugo Boss.

For more information, visit [YCD Multimedia](#).

YCD Multimedia Press Contact:

Orly Gonen, YCD Marcom and PR

Tel: +972-54-3155844

E-mail: OGonen@ycdmultimedia.com

About Matrox Graphics Inc.

Matrox Graphics is a leading manufacturer of graphics solutions for professional markets. In-house design expertise, top-to-bottom manufacturing, and dedicated customer support make our solutions the premier choice in industries that require stable, high-reliability products. Matrox is a privately held company headquartered in Montreal, Canada.

For more information, visit [Matrox M-Series graphics cards](#) or [Contact Matrox Graphics](#)