

Barix IP-instore media system: Tailor-made, cost-effective music and advertising concept at the POS

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Barix streaming components ensure music and loudspeaker announcements at the right place at the right time

Expensive satellite technology is no longer required for uniform background music and a customised advertising programme in all the branches of large chain stores. Barix AG, a technology company based in Zurich, now offers companies an innovative and cost-effective alternative with its IP-instore media system: the Barix streaming components of the system are based on the existing IP technology (Internet Protocol). They transform audio signals into digital streams, transmit them over an existing LAN/WAN network to the branches and then transform them back into speech and music again which can then be broadcast over the connected loudspeakers. The key feature: due to the use of the Barix devices based on IP technology and the streaming in real-time, no servers and no PC infrastructure are needed any longer. The devices offer high reliability, stable playback, work with low bandwidth requirements and are completely maintenance-free. Basically, an unlimited expansion of the system to as many different branches as desired is simple and unproblematic thanks to its modular structure. Initial users, including large supermarket chains with 1000 to 2000 branches (REWE and Coop), are already benefiting from the advantages and the sustainable cost effectiveness in comparison to other solutions.

At the Point-of-Sale, more and more innovative solutions on the basis of IP-based technology are moving into the position of expensive satellite antennas and high monthly fees, CDs and storage media. They not only fulfil leading edge demands but also realize enormous cost savings. At the production location of the in-store music, a Barix "Instreamer" transforms the analogue signals (music, announcements, advert spots) into digital streams and distributes them – if needed worldwide. At the target branch stores, the Barix "Exstreamer" (MP3 streaming box) transforms the stream again back into an analogue signal that can then be broadcast normally over loudspeakers. No further playing device, PC, storage etc. is required in the branch stores; the only prerequisite is a network or internet connection, enabling unlimited branches to be provided with music and advertising. These data streams can be individualised down to the level of sub-branches or departments with software solutions from partners, for example for local loudspeaker announcements or commercial breaks. And because a special technology from Barix is running in the devices instead of a classic operating system, they are extremely immune to network failures or disruptions. Due to the lack of moveable parts such as ventilators, there is no wear and tear on the devices. And all the while, both the "Instreamer" and the "Exstreamer" only need a maximum of 4 watts of electricity, and thus 24 times less energy than comparable solutions with a PC music server for each branch.

These advantages have already convinced several owners of large chains: In November, the large retail chain REWE Group Austria switched the music/sound production of their over 1900 Merkur and Bipa perfumeries and Billa branches from satellite transmission to Barix components. And the large Swiss distributor Coop is also going with the distribution of uniform background music and national/regional advertising in their 920 branches using the Barix IP-instore media system. Additional users have also already indicated their interest.

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About Barix AG (www.barix.com)

Barix AG, headquartered in Zurich Switzerland, specializes in research and development of state of the art IP based communication and control technology. Barix products are stand-alone and able to remotely connect worldwide over standard networks / Internet offering new and improved solutions to the professional audio distribution, communication and automation industry. Barix products provide solutions in audio over IP (audio distribution and monitoring, communication, security) and automation (remote controlling, monitoring and maintenance). They are used in various applications such as in-store music and advertisements for supermarkets, church broadcasting, distance learning, audio distribution for hotels, offices and hospitals, intercom systems and PAs, solutions for radio and studio broadcasting, M2M machine communication, automation

in lighting and doors, security solutions as surveillance and access control. The Barix team provides customers with state of the art technology offering standard and customized products, private labeling, licensing and OEM development.

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