

Barix Exstreamer-110: IP-Audio Decoder for Retail, Hospitality and Hotel Markets

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Agency: [Agentur Lorenzoni GmbH](#)



Barix AG, a pioneer in IP-based audio, intercom, control, and monitoring, introduces its Exstreamer 110, a new version of its Exstreamer IP audio decoder designed specifically for the in-store media and hospitality markets.

The Barix Exstreamer has built a strong reputation in the retail industry as a technically innovative and reliable device that can deliver music and advertising to stores without the need for expensive satellite links and complex server platforms. Retail chains in the U.S. and abroad of all sizes are successfully using Barix technology in point-to-multipoint configurations, delivering audio to thousands of branch locations at a fraction of the cost compared to traditional delivery models.

The new Exstreamer-110 retains the same features of previous Exstreamer generations and adds a backlit 2x16 character LCD to display stream metadata or file information. The Exstreamer-110 also has a relay and a built-in remote control receiver to enable channel selection from a variety of music streams, for use in clubs, restaurants, and hotel rooms.

In a typical Barix in-store media configuration, the audio is encoded into a compressed audio stream at the central office — using a Barix Instreamer IP audio encoder — and then streamed over IP to branch stores, where a single Exstreamer receives and decodes the stream for playback over the store PA systems. Alternative firmware allows the use of the devices in a typical “store and forward” configuration, where the device updates the contents of a plugged-in USB memory independently of playing back a predetermined playlist. Barix also provides an Exstreamer variant with a built-in amplifier, useable in smaller outlets without PA systems, and the Annunicom PA/Intercom solution that works seamlessly with Exstreamers for the implementation of sophisticated PA, background music and intercom solutions.

“The Exstreamer-110 adds new features tailored for our retail and hospitality customers, who have requested better access to incoming program information and remote communication with the central server, while retaining the reliability, scalability, and cost-cutting benefits that are the hallmarks of the Barix Exstreamer brand,” said Johannes Rietschel, CEO and Founder of Barix AG. “The Barix in-store media distribution model provides a low cost and reliable alternative to traditional satellite-based audio distribution models that can be expensive during and after installation and lack the flexibility of an IP based approach. And while the trend toward video signage has been very well-received in the industry, our customers are reaping the benefits of unintrusive in-store audio for both entertaining their clientele and effectively promoting their products at the point of sale.”

Barix AG, Seefeldstrasse 303, 8008 Zurich, Switzerland
Phone: +41 43 43322 11, Fax: +41 44 2742849, press@barix.com

Agentur Lorenzoni GmbH, Public Relations,

Beate Lorenzoni, phone: +49 (0)8122 / 55917-0; beate@lorenzoni.de; www.lorenzoni.de

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).

[You can find this press release here](#)