



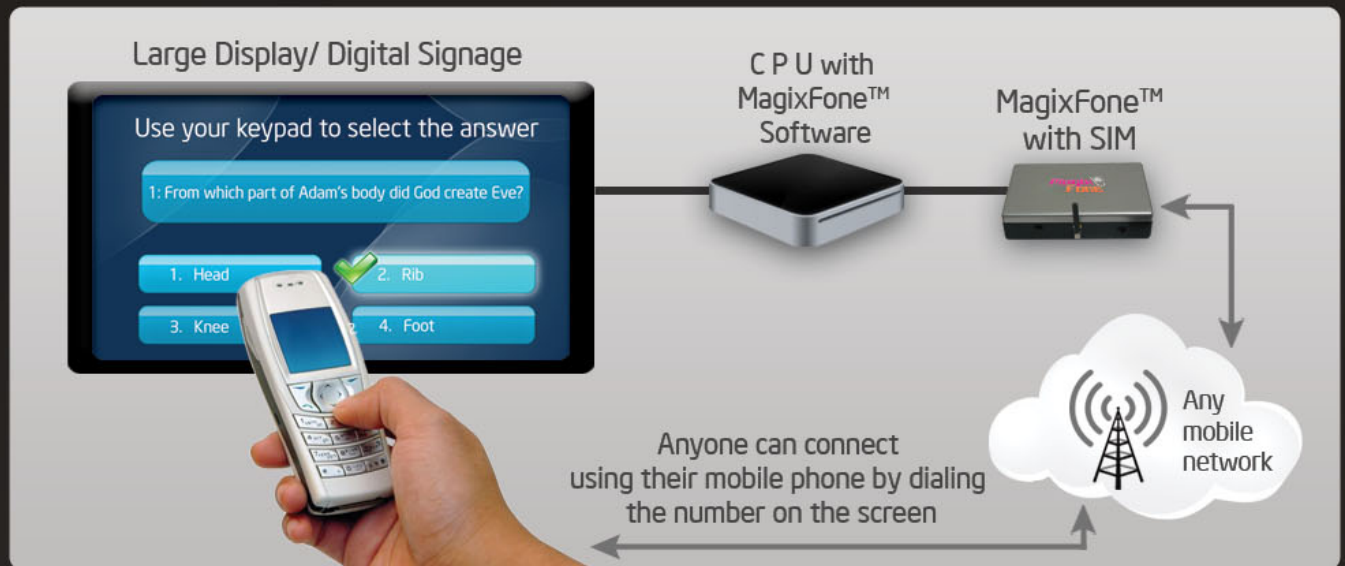
## What is MagixFone™?

MagixFone™ is a combination of hardware and software that allows any user to engage with a display using their mobile phone. A user can dial a number given on the screen at the point of interaction and the hardware can pick-up the call and allow the user to use his/her mobile's keypad to interact with the display with key tones. User can also interact with digital content via SMS.

## Features:

1. Converts any digital signage into interactive signage
2. Works with all mobile phone models
3. Provides user interaction statistics to measure impact of a campaign using this media
4. Receive multiple incoming calls to a single display by connecting multiple MagixFone™ devices to one CPU
5. Open API's available to develop interactive content using MagixFone™
6. Portable and easy to install

## How does it work:



## Application possibilities

- ▶ Multiple choice quiz played using mobile's keypad
- ▶ Post-it notes on message wall with SMS from spectators
- ▶ Real-time polls and prize draws using SMS
- ▶ Snake game on big screen using mobile phone
- ▶ Pinball on big screen using mobile phone
- ▶ Crowd driven jukebox
- ▶ And many more

## Where it can be used ?

- ▶ In Clubs, Discos and Parties to get crowd feel a social connection through media
- ▶ For advertising and branding campaigns to design consumer engagement games and applications
- ▶ Shopping malls and Retail outlets
- ▶ Events, festivals and concerts
- ▶ Convention and conference centers
- ▶ Gaming arenas

## Specifications

- Supports sending and receiving of SMS
- Supports DTMF key tones based interaction from connected mobile phones
- Supports voice prompts on response
- Incorporates inappropriate language filter and message moderation
- XML API supports interfacing with applications designed in C,C++, Flash, OpenGL, Java
- Supports any GSM SIM Card
- USB interface
- Dimension: 200mm x 120mm x 50mm
- Operating temperature: -5 °c to 65 °c
- Input: AC 100-240V (50-60 Hz)



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