



I2F MEDIA PRODUCTS

The release of **I2F MediaBrick 3.0** is a good opportunity to spotlight the core of **I2F Media Products**. This software package is gradually earning recognition from professional system integrators.

The best way to pinpoint what **I2F MediaBrick** is about, is by explaining what it is **NOT**:

- ✓ *It is not* a tool for content manipulation or postproduction. Indeed enough excellent programmes have been developed specifically for this purpose and are being used by producers and editors.
- ✓ *It is not* a tool for hands-on special effects, allowing a skilful technician to play a leading role in the success of an event, critical by definition.

What **DOES** it do then?

It is an extraordinarily sophisticated tool for **reproduction of media**, at the same time exerting a **full control of all hardware involved**.

It takes advantage of the extensive processing capacities of the standard computer on which the software is installed, and turns it into a **standalone automatic mediaserver**.

Adding motion detectors, push buttons, touchscreens etc. you get a tool for **interactivity**.

This concept allows you to use *relevance* as a criterion for your "message", in addition to or instead of *absolute time*. When a creative management is backed up by a functional control (switching on/off/in standby of computer, projector, plasma screens ...) you achieve **effective communication** as well as **substantial savings** on energy and costly equipment!

Features of I2F MediaBrick are:

- ✓ *Switching* between media: high definition images, web pages, PowerPoint, sound reproduction, ... accurately synchronized on several screens if desired,
- ✓ 3 layers of content: *background*, *screen cutouts* in the desired shape and size, in which "active content" is shown, e.g. up to 8 URL's, *overlays*, allowing transparency zones, e.g. for interactive applications such as touchscreen or mousepointing,
- ✓ A *limited non linear editor* meant for small corrections of content on site, e.g. to cut a few redundant frames or to adapt a video clip for use in several different locations, thus solving problems on site when a deadline is near,
- ✓ Stretching or resizing content in order to fit it in a screen cutout, while keeping track of the native resolution,
- ✓ I2F MediaGuideEditor, a graphical user interface that can be put in for intuitive touchscreen or keyboard & mouse control by an untrained user,
- ✓ Using any switch, serial or TCP/IP input as an *event* and any switch, serial or TCP/IP output as an *action*.

Version 3.0 contains a few extra features, but most importantly the software has become even more user friendly.

PROGRAMMING IS REDUCED TO ASSOCIATING AND CAN BE DONE ON SITE AT THE SPEED OF LIGHT!

By adding a software plug-in (**I2F MediaComm's**) and/or a hardware accessory, the same computer can also control DMX, MIDI, Art-Net or any other protocol.

When large numbers of screens are involved, **I2F MediaDisplay**, the “passive” alternative for I2F MediaBrick, will do the job.

This product has all the above mentioned features for content management and display. It can operate as slave in a network and obeys instructions through TCP/IP, but has no control features.

Inter2Face promotes a decentralized management. However, if you need a human overall control & management on top of the hierarchy, you are looking for **I2F MediaController**. This product is tailor made for each application. It can provide a status check of all equipment and overrule pre-programmed I2F MediaBrick tasks.

Many years of practical experience of our team have been consolidated in this software!

Numerous applications exist or are feasible in the field of museums, exhibitions, trade fairs, digital signage, conference rooms, infotainment, domotics etc.



At ISE you will get an overview of what I2F Media Products can achieve in one eye-catching setup. Ask for your demo copy of I2F MediaBrick 3.0.



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