Mad SYSTEMS

THE ULTIMATE AFFORDABLE & FLEXIBLE AUDIOVISUAL SYSTEM

PROVIDE CUSTOMIZED CONTENT TO EACH VISITOR USING FACIAL OR COLOR RECOGNITION

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ONE SIZE FITS ALL?

Of course not. You want things to fit!

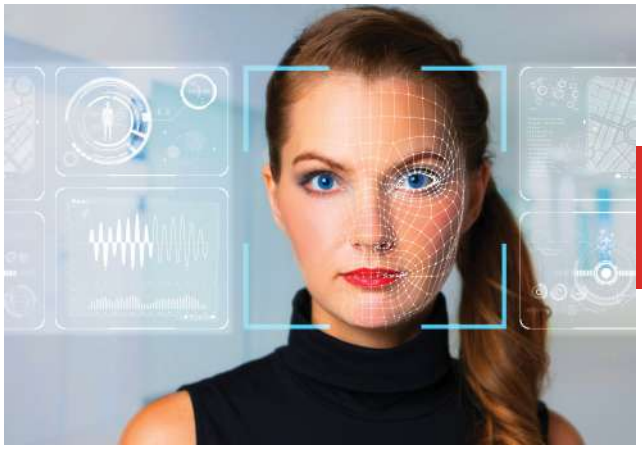
Information, like clothes, should fit. It's time we stop taking the 'one size fits all' approach in the way that we involve our audience.

You don't do it to your kids… Don't do it to your audience!

A 21st-century audiovisual and interactive solution for museums and visitor centers, QuickSilver™ provides the ultimate affordable flexibility.

Audiovisual systems and interactive technology in museums are tools that allow the visitor to fully engage themselves in an experience. These tools stimulate their senses (seeing, hearing, feeling) which creates a long-lasting sensory memory not to be forgotten. These visitors share their experience with friends and loved ones, and they keep coming back. Now imagine an audiovisual solution that completely customizes this experience, so that every one of your visitors is addressed individually.

The QuickSilver™ solution allows you to tailor media content to each of your visitors, using a variety of trigger methods including time-of-day scheduling, buttons, RFID, wristbands, infrared technology, phones, tablets, or our *patent pending* Facial Recognition or Color Recognition systems.



Facial Recognition Controlled Media Delivery Systems
patent pending

Color Recognition Controlled Media Delivery Systems
patent pending

If a visitor is identified as a child, kid-friendly content is displayed for their age group. A Spanish speaking visitor will have their show presented in Spanish, or if it is a mixed audience, possibly in English with Spanish subtitles. A visitor that prefers physics to history? No problem, physics it is. A visitor with limited time? The system will run the shorter version of the media file that provides less detail. Someone that needs easier access to interactive exhibits? QuickSilver™ will lower the buttons on the touchscreen. Other accessibility features such as a higher audio volume, or presenting high-contrast media are also possible, making QuickSilver™ the ideal solution to meet ADA requirements. Eliminate distraction and capture your audience's attention prior to a presentation by pausing nearby exhibit experiences at your leisure to allow for a docent introduction that isn't limited by time constraints or other exhibit interferences. With the QuickSilver™ solution, you are in control.

Select each visitor's preferences from home prior to arrival, at the entrance of the museum, or even at the first exhibit you come across, and each exhibit thereafter will remember those selections. QuickSilver™ knows how to tell your story in a way that matters to the visitor, using those preferences, such as preferred language, age group, interests or a predetermined time limit for their museum visit.

The flexibility of this system can apply to more than just visitor interaction and personalization. QuickSilver™ gives the museum or visitor center the opportunity to make changes to their programming at their leisure, whether that be a holiday-themed presentation or adding in new found research as part of a science exhibition. QuickSilver™ media may be updated by simply changing the content on a central drive. Change a file, and QuickSilver™ detects the revision, uploads it to the relevant device and the updated content is instantaneously displayed. You can continue to refresh the media without needing to change hardware.

The QuickSilver™ solution replaces fixed graphics and signage. With cost-effective ultra-short throw laser projectors now giving you many years of service, cost really is no longer a barrier - and QuickSilver™ helps you to exploit all that technology to create the most flexible solution you have ever seen.

Facial Recognition Controlled Media Delivery System

The Facial Recognition system is simple to use. To participate, either let the system see you when you enter the venue, submit a picture prior to your visit using your home computer or mobile device, or let the staff give you a hand. You can select your preferences, such as preferred language, age group, interests, or a predetermined time limit for your museum visit, and the Facial Recognition system will deliver media to you based on these selections.

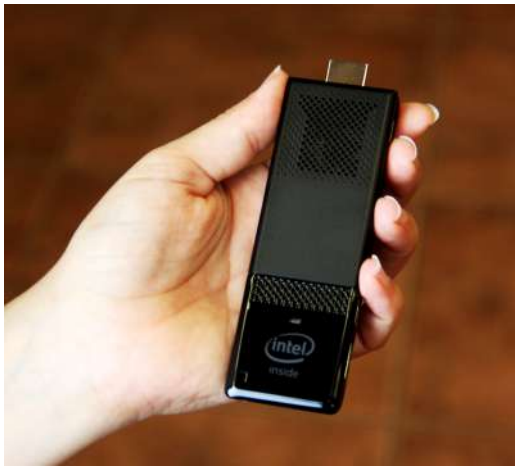
Recognition is based on mathematical data derived from visitors' faces. No images from the Facial Recognition system are kept or used within the system – encrypted dimensional information is the only thing that is stored. No facial information is sent across or accessible from the internet.

Color Recognition Controlled Media Delivery System

The Color Recognition system is based on a very simple presence: school groups and clubs often arrive at visitor centers wearing uniforms, printed shirts, scarves, hats or jackets that are bright colored and easily identifiable. When a group of visitors come to the entry, a camera looks at one of the shirts or jackets, and logs that color. A staff member, or a group member then tells the system what type of content to deliver - whether that is elementary content for younger children, or a more advanced experience for high school students. Even if no common color is worn, visitor center staff could hand out colored badges on lanyards or self-adhesive tags for clothing, and the system can still pick this color out to deliver customized content. For example, bright yellow could be used for vision-impaired guests, and blue for hearing-impaired visitors. Elementary kids could be issued red badges, a group of physics students could use purple. A Spanish language preference could be indicated by cyan, and other non-native English speakers could wear green. This unique system tailors your visitor's experience without wristbands, RFID, or other interfaces. It uses camera and sensors to look at the space in front of an exhibit to identify the previously defined colors to deliver media. No images are stored within the system. Color recognition is done based on approximation to the target color.

Our Facial Recognition and Color Recognition Controlled Media Delivery Systems can, in principle, be integrated with any audiovisual or interactive system. Our QuickSilver™ system was specifically designed to optimize the experience – but it is just one of the ways in which we can make this work for you.

MEDIA SERVER



Dimensions: 12mm x 38mm x 129mm

Resolutions: 1080p60, 4kp30

Supported file formats: mp4, mkv, mov

Supported video codecs: H.263, H.264, H.265, MJPEG

Number of languages supported: Not limited

Number of audio tracks supported: Not limited

Max memory size: Micro-SD up to 128GB

Output type: HDMI-1.4b

WiFi signal compatibility: 2.4Ghz and 5Ghz

AUDIO REPLAY UNIT

Dimensions: 40mm x 65mm x 95mm

Output: Stereo Line Out
30W/Ch Class D Amplifier
Number of outputs can be expanded via USB

File format: wav, ogg

Playback Type: Polyphonic with individual volume and balance per event.
Randomizing soundscape capability.

WiFi signal compatibility: 2.4Ghz

BUTTON INTERFACE

Number of inputs: 0 to 12 (depends on outputs needed)

Number of LED outputs: 0 to 12 (depends on inputs needed)

WiFi signal compatibility: 2.4Ghz

Motion sensor compatible: Requires dry contact closure

POWER CONTROLLER

Output: 1800 W max (non-reactive load)

Interface: Wireless mesh network

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