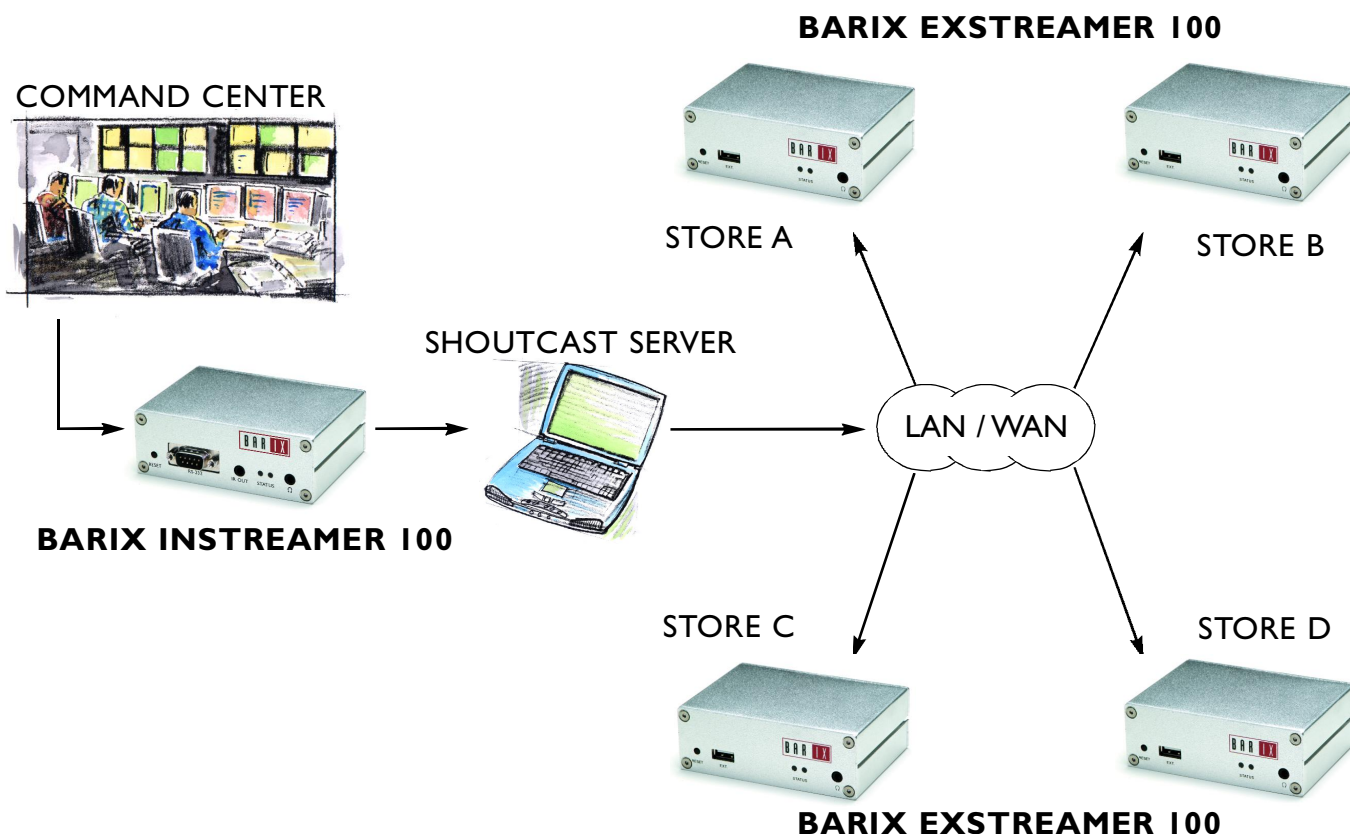


Instore Advertisement and Entertainment System



Cool Sound From England Sets the Mood in U.S. Supermarkets

Barix crosses the boundaries of space and time. Barix streaming components play a key role in an innovative solution that the British company Makeni Applied Webcasting developed for audio distribution in a supermarket chain.

Using the Barix Instreamer, a centrally stationed server in England streams MP3 files in real-time through the Internet to the desired branch of the supermarket chain in the U.S.A.

At the supermarket branch the Barix Exstreamer then transforms the data back into music and announcements that is then broadcasted through the supermarket's speakers.

With Barix, audio can soar through time zones to arrive at the right moment to the right place.

For further information, detailed technical specification and information about other versions and products please visit www.barix.com