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## MOH Technology Names Barix as Exclusive Hardware Partner for Centralized Audio Distribution System

*IP-based solution targets messaging/music-on-hold service providers and talking signage applications*

**BUCHS, SWITZERLAND, June 7 , 2010** — MOH Technology AG, a custom software developer specializing in audio distribution and monitoring applications, has named Barix AG as the exclusive hardware partner for its messaging/music on hold and triggered audio playback solution.

Barix, headquartered in Zurich, is a pioneering manufacturer of IP audio and control solutions for broadcast, security, transportation, in-store audio and general AV among other markets. MOH Technology is using Barix Audio over IP hardware for both on-hold audio injection and local playback of stored messages in “talking signage” applications.

MOH Technology has produced a cost-effective messaging/music-on-hold solution based on a central server that uses the internet to reliably distribute audio content. The same system uses low-cost Barix hardware to receive the audio content update and play it out as an analog source for “on-hold” audio over traditional telephone PBX systems. Optionally, the Barix device can present the audio as a network stream for use with SIP based phone systems.

Barix Annunicom IP devices are used for talking signage applications requiring triggered messaging at information points in retail stores, museums, theme parks and other venues and businesses. The built-in I/O of the Annunicom is ideal for triggering playback of a stored message file on activation of a local input, allowing a message to be played either on-demand (the user presses a button), or in response to a stimulus (a customer walking past, triggering a motion sensor).

MOH Technology sells the complete solution; individual service providers can own and operate their own service, freeing them from reliance on any third party company.

“Barix and MOH Technology first partnered on an IP-based ad insertion system for in-store audio and radio broadcast applications, where MOH Technology provided the enabling software to trigger location-specific advertising in a common audio stream at specific times,” said David Gostick of MOH Technology. “The relationship has evolved to where Barix Audio over IP hardware is helping to complete our solution. Aside from providing the physical in-location component, the Barix element is critical in allowing our customers to own and



operate their own messaging/music-on-hold services independent of subscription requirements.”

The MOH Technology messaging and music-on-hold solution provides a central server for uploading and scheduling audio content that is then automatically fetched via the internet by the in-location client hardware. Network-based distribution of downloads removes the need to manually prepare content media and physically send updates to remote locations, which can vastly reduce costs and effort compared to systems based on distribution of USB sticks or CDs. Updates can be active in customer locations in minutes, making businesses more responsive to their customers.

Multiple updates can be scheduled for each location in advance, allowing flexible planning of what plays when and where. Information can also be changed quickly and easily online for talking signage applications; for example, to advise customers of current specials or provide relevant information about an exhibit.

“Barix is pleased to partner with MOH Technology to give their customers a comprehensive and flexible IP Audio solution that can simplify existing operations and extend their business opportunities,” said Johannes G. Rietschel. “Barix Audio over IP devices are currently live in thousands of locations worldwide for music-on-hold services as OEM solutions, and provide MOH Technology with a proven IP-based hardware solution for integration into its own music-on-hold and pre-recorded audio playback solutions.”

**About MOH Technology AG ([www.moh-technology.com](http://www.moh-technology.com))**

MOH Technology AG, headquartered in Buchs, Switzerland, specializes in the development of IP-based audio distribution and remote monitoring software solutions for retail, commercial and industrial applications. MOH Technology has excellent pedigree in the On Hold Messaging industry, having for years supplied expertise and intellectual property to the premier solution provider in the business. MOH Technology applications enable customers to take advantage of the Internet to transform their businesses, using smart, reliable technology.

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