



Shhh...quiet, they are still in stealth mode. But **ExXothermic**, a new Silicon Valley company, invited guests at InfoComm to view its system for venues with muted TVs; they deliver a personalized audio experience directly to patrons' smartphones or tablets.

Stealth mode or not, you can find their **Streamcatcher app** already in the iTunes store...for free.

With ExXothermic ,**users at sports bars and casinos can now listen to their favorite game while they watch the game on that publicly-muted TV.**

ExXothermic says their streaming media solutions can enhance the consumer experience in venues such as bars, restaurants, gyms, casinos, hotels, theme parks, malls, museums and airports. In these places, owners often place multiple screens showing sports or entertainment but are forced to mute the sound to cater to patrons who are not interested in the particular content (while other patrons are sometimes desperately interested to watch and hear the latest score or programme).

Their hardware will let their software platform add audio content to digital signage beyond the traditional video-only-content methods for video displays, significantly increasing the effectiveness-- without being disruptive or adding to ambient noise concerns.

## Add Audio Content to Digital Signage

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Now if ExXothermic can only figure out how to deliver personalized cigarette smoke to exactly those patrons who wish it, then they will have solved both of the two biggest problems in public places like airports.

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