

## **DV raises price-performance of digital media players still higher**

*New additions to Digital View's established range of digital media players mean that the products are even more powerful, flexible and cost-effective*

**London, 7 July 2005.** Digital View has announced significant enhancements to its range of digital media players designed for use in out-of-home advertising and POP applications. The improvements deliver real benefits in terms of both cost and quality, and have consolidated the company's products as market leaders in price-performance.

Designed to provide high-impact video signage solutions for in-store and other applications, DV's VideoFlyer and ViewStream products are widely used for their unique blend of power, flexibility and cost-effectiveness. By adding a progressive scan video output, VGA output and support for MPEG-4, the products are now even simpler and cost-effective to use. OEM subsystems are also available for system builders.

Typically, digital media players must be connected to a video monitor, which, in the case of LCD displays, adds cost. Now, however, the DV media players will connect directly to a standard LCD monitor, which are available at significantly lower cost than video monitors. The image quality produced by this solution is excellent.

Another enhancement is the addition of MPEG-4 support. Because this standard allows relatively small files to be played at very high quality, users can store more files on a compact flash memory card. The DV products also support MPEG-1, MPEG-2, JPEG and MP3. It is possible to play MP3 audio while showing a JPEG at the same time. The products also offer playback control, stereo audio output and USB interface, as well as a number of optional features such as barcode interface, touch screen, data logging and even playlist scheduling.

"With any technology based product, it's essential to continually add features and improve quality while reducing cost," said Ian Larkman, retail solutions manager at Digital View. "These further enhancements have raised the price-performance bar yet another notch, and keep our core technology at the leading edge of digital media development."

### **Digital View**

Established in 1995, Digital View Group is one of the world's foremost suppliers of advanced connectivity solutions for the flat panel digital display market, and a world leader in the implementation of out-of-home advertising and digital signage networks. The company has over 250,000 systems deployed across the world in sectors which include medical, broadcast, marine, retail and transport.

Since 1999, when Digital View pioneered the development of solid-state digital media players, the company now has over 20,000 video systems in use at the 'point of sale', many remotely connected to the company's own unique central data management and content distribution system, Remote Transfer™. This data and content management system gives customers control over content and activity of the display network, as well as the ability to monitor audience and usage figures – key to measuring the effectiveness of brand campaigns.

Digital View is now also a major provider of customised private media networks, capable of delivering high impact advertising content into any outdoor or in-store environment and offering a one-stop-shop for design, installation, content and support services. The company is the name behind many of the

largest out-of-home media networks such as Camelot, I-VU, Warner Howard Media and Pharmacy TV in the UK and major brand clients around the world including P&G, Kraft, Starbucks, Swatch Group, Lego, L'Oreal, TAG Heuer, Logitech and Hutchison 3.

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