

## **DV adds even more flexibility with split-screen capability**

*By adding split-screen capability to its established digital media players, DV gives users yet more options for capturing in-store attention*

**London, 27 July 2005.** Digital View has added significant new functionality to its widely used range of digital media players. The all-new **split-screen capability** gives in-store and other digital network operators an even wider range of options, such as the ability to add value through the inclusion of adding multiple automatic “RSS”-type newsfeeds, and the opportunity to sell more advertising space on the network.

DV’s range of compact, solid-state media players (which contain no moving parts) have become the established standard in the out-of-home advertising and POP environment. Their superior mix of high 24/7 reliability, functionality and cost-effectiveness makes them obvious choice over PC-based alternatives. Now, users of DV systems also have access to the flexibility of a split-screen option well known to the users of PC-type systems.

Offered as a new part of DV’s RemoteTransfer™, the company’s industry-leading Digital Media Network management environment, split-screen functionality is powerful and easy to use. Using a simple web-based interface, users of RemoteTransfer can now divide their display screens up into a background area, a video area, and “news”-type feed areas. Each of these areas has its own playlist, enabling a wide range of flexible information programs to be displayed.

“The ability to display different types of information on a single screen at any one time is of increasing importance to many of our customers,” commented Richard Cobbold, Digital View's UK managing director, “and this enhancement offers the flexibility such customers need to maximise the in-store value and ROI of their digital media network.”

#### **About RemoteTransfer™**

An extremely cost-effective, Internet-based network solution, Digital View's RemoteTransfer™ content management and distribution system provides a proven and reliable remote update capability, enabling advertisers to deliver centrally-controlled video messaging displayed on the company's RemotePlayer video players. The software allows users to reliably and efficiently manage networks of remote displays in any out-of-home location, with remote content updating and manipulation, scheduling, and screen grouping. Previously, RemoteTransfer system settings were controlled by two pre-defined users, but now any number of individual user accounts can be supported, allowing users at any level to be authorised to configure settings to meet their own requirements. Used with Digital View's interactive accessories, barcode scanners, and motion sensors, RemoteTransfer™ delivers sophisticated marketing and customer interaction data, giving improved measurability, higher value advertising and better targeted promotions.

#### **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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