

Heavy duty media server reduces cost and increases performance of DMNs

The introduction of MediaMaster™ from Digital View offers real benefits to companies which control their digital media network using DV's management and control system

Digital view has introduced a powerful addition to its widely used digital media network (DMN) management and control system. Users of this system (RemoteTransfer™) can now own and control their own heavy duty media server, offering a range of benefits including significantly decreased bandwidth cost and download time.

DV's RemoteTransfer is an established web-based service that enables users to manage Internet-connected DMNs in the field, enabling network management, content update and manipulation, scheduling, and screen grouping, and allowing convenient field marketing data collection. However, while RemoteTransfer can, and does, act as a powerful media server, organisations are increasingly looking for solutions which allow them to have their media content served from a separate location. This can be for a variety of reasons - for example, as a cheaper co-locate facility, a higher-bandwidth location, or as a location within the user's own network.

The new product, Digital View **MediaMaster™** provides this solution. Designed as an auxiliary platform for RemoteTransfer, it allows companies to own and control their own media server, while still using the Digital View service RemoteTransfer for reliable network control, feedback and other functionality as usual. Among the benefits of MediaMaster are lower download bandwidths and times, a facility for users to keep media downloads inside their own network, an ability to locate the media server in the best location for handling heavy traffic, and a stable OS without software license cost or administration.

As a separate media server, MediaMaster uses the CIMP™ protocol to connect to RemoteTransfer as an intelligent remote device. When new content is available in any groups it serves, MediaMaster downloads it and serves it to media players on command from RemoteTransfer. This allows content to be served up from a separate location under customer control, such as a location within the customer's own network, thus decreasing both bandwidth cost and data transfer time.

About RemoteTransfer™

An extremely cost-effective, linux-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 3™ (RP3) video players. Designed to play MPEG 1 & 2 video, JPG stills and audio, the RP3 uses advanced solid-state technology, which eliminates many of the costs associated with DVD and PC-based systems, and is sufficiently compact to be incorporated into almost any out-of-home location, vending or kiosk application, allowing media owners to deliver highly targeted, premium rate advertising campaigns.

Remote Transfer™ is designed to be uniquely accessible and compatible. It can be used to design and schedule advertising and promotional campaigns through a standard browser on a normal internet connected PC. This allows the user to easily plan and develop new campaigns with central control over 10 to 10,000 remotely installed video players.

Using the RemoteTransfer™ content management system, advertisers can easily change messages throughout the day, and by location, to single or groups of displays keeping branding fresh and relevant. Unique in its market space for offering total transparency and central control of network performance (users can see and control the status of all displays at all times), RemoteTransfer™ offers the benefits of guaranteed network implementation. 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. 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.

The RemoteTransfer™ service consists of a web site for content uploads and network management, a database, and the intelligence of the proprietary CIMP protocol on both the server and player side. Users can see the status of all players at all times, and have access to a wide range of marketing data collected by players in the field. RemoteTransfer™ is an Internet-based service running on an ultra-reliable cluster architecture of servers, offering 24/7 uptime, no scheduled outages, over 20 direct backbone Internet routes, very high levels of physical security, and worldwide professional monitoring and systems administration.

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