

New media player designed for high-end digital media applications

Digital View's latest generation of media players offers even higher speeds and supports MPEG-4 and Flash

London, 12 December 2005 A media player platform designed for high-end digital signage applications where video quality, format flexibility and maximum file compression are essential has been introduced by Digital View. With the same degree of reliability and enhanced flexibility compared to previous DV players, the latest generation offers more power and supports many additional media and screen formats, including MPEG-4 and Macromedia Flash™

A Linux-based, small form-factor, media player that plays locally stored media files, and is managed through the Digital View RemoteTransfer™ Internet-based service, the Digital View QN4 RemotePlayer complements Digital View's range of RemoteTransfer - connected digital signage devices. Supporting all the formats of other DV media players (including MPEG-1 & MPEG-2), the new product also plays high-definition video (720p) with true 16:9 widescreen, and supports additional file formats such as MPEG-4 and Macromedia Flash™. This combination of speed, flexibility and robustness makes the product ideally suited to use for all high-end digital media networks and other digital signage applications.

Controlled by Digital View's RemoteTransfer, the QN4 plays media to a wide variety of screens. Because RemoteTransfer is a Web-based media distribution system, the user fully controls all network management, file management and content distribution using only a PC or Mac with a standard web browser. As with all other Digital View networked media players, the QN4 benefits from the CIMP™ protocol to connect as an intelligent remote device to RemoteTransfer.

Featuring a fanless design for ultra-high reliability and quiet operation, the Digital View QN4 also has a "pull" type communications architecture for the highest levels of security and operates from a low-power 12V power supply.

About RemoteTransfer

Digital View's RemoteTransfer is a Web-based service that enables users to manage Internet-connected Digital Media Networks in the field, enabling network management, content update and manipulation, scheduling, and screen grouping, and allowing convenient field marketing data collection. RemoteTransfer is uniquely reliable, scalable and secure.

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 300,000 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 40,000 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 Toys 'r Us, P&G, Kraft, Starbucks, Swatch Group, Lego, L'Oreal, TAG Heuer, Logitech and Hutchison 3.

www.digitalview.com

For more information, please contact James Henry at Digital View. T +44 (0) 207 631 2150 or james.henry@digitalview.com

- ends -

Press contact at Vector Marketing Communications is peter.hayward@vector.co.uk
T +44 (0) 1442 877167