



## **Digital View Introduces Compact Video Messaging Unit for In-Store Marketing**

*Four-Inch Viewstream Model Delivers Communications to Consumers at Shelf*

New York, N.Y. (August 5, 2004) -- Digital View Group, a leading global provider of digital media networks and display technologies for brand marketing at retail and in other environments, today introduced Viewstream, an at-shelf video unit that delivers promotional and advertising messages to consumers at the point of purchase. Viewstream, only four inches in size, offers the most compact POP video messaging solution commercially available.

"Digital video right at the shelf is a revolutionary way to reach out, engage consumers and influence purchases," explains Stuart Armstrong, chief operating officer for Digital View's U.S. operations. "Viewstream's compact size and flexible shelf-unit compatibility provide a plug-and-play, cost-effective means to deliver high-impact and measurable promotional information and advertising directly to consumers. Viewstream elevates brand communications to a whole new level with a medium that stops consumers in their tracks, creates an interactive or educational experience and drives incremental sales for brands and retailers."

Armstrong explains that the units can easily be installed on almost any available surface, helping space-conscious retailers maximize marketing exposure in the aisles. The units can be accessorized to include audio, interactivity and proximity sensors, which will trigger audio or video communications when a consumer nears.

"Sample communications from a Viewstream unit to shoppers might include detailed information about a product, promotional offers, cross-promotional specials, brand advertising or other messaging, all designed to help educate consumers and enhance their overall shopping experience," he adds.

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"New promotional material, advertising messages or other communications can be inserted in the units simply by swapping out one pre-programmed, compact flash card for another," Armstrong notes. "Viewstream also offers detailed measurement

and reporting capabilities, so retailers can gauge consumer interaction, interest levels and other factors through retrieval and analysis of the unit's data."

The system's use of compact flash technology and the absence of moving parts eliminates the need for costly maintenance, batteries, software licensing costs and equipment downtime risks. Viewstream's plug-and-play capabilities also negate the need for employee intervention, whether for installation or ongoing maintenance.

Armstrong adds that the systems feature a self-cooling design that guarantees continual play and a long lifespan, while their low power demands can be met by connecting the units to existing light fixtures. Since Viewstream uses a non-Windows operating system, no expensive software licenses are required.

### **About Digital View**

Established in 1995, Digital View Group <<http://www.digitalview.com>> 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 develops display electronics products and services used in mission-critical applications, with growing expertise in delivering digital media networks in retail and other commercial environments. Current brands and retailers using Digital View solutions include Toys 'r Us, P&G, Kraft, Starbucks, Swatch Group, Lego, L'Oreal, Nokia, TAG Heuer, Logitech, Bose and Tempur-Pedic. Based in London, Digital View also has offices in Hong Kong, Toronto, Chicago, New York and Morgan Hill, Calif.

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