



Digital View Eases System Use with Web-Based Content Management Capabilities

New York, N.Y. (January 10, 2005) -- Digital View Group, a leading global provider of digital media networks and display technologies for brand marketing at retail and in other environments, has significantly enhanced its web-based RemoteTransfer™ media management and distribution system, to provide operability across any technology platform.

This new service, DV Online Studio, allows online management of program playlists using a standard web interface. This enhancement delivers better functionality, added programming flexibility and greater ease of use. Previously, playlists as well as the ability to provide interactive features for consumers, such as buttons, motion sensors and barcode reads had to be generated offline, using separate software.

Beyond added simplicity, DV Online Studio also gives users complete visibility of all available program files, thus eliminating the possibility of creating an invalid playlist. The system also features an intelligent feedback function that warns users of possible compilation errors, therefore ensuring that all playlists work the first time through.

With the click of a mouse, Online Studio users can easily manipulate playlists, to change playing order, adjust the number of track plays or edit list content. The system also features a graphical touchscreen editor and media details, such as file length, are easily viewed. Playlist creators have full visibility of all available files, eliminating the possibility of creating an invalid playlist and warning of possible compilation errors.

Digital View's RemotePlayer3™ video players are designed to play MPEG video and audio, as well as MP3 and still (JPG) images in alphabetical order or from a playlist. Its advanced solid-state technology eliminates many of the risks and costs associated with DVD and PC-based systems. The players are also sufficiently compact to be incorporated into any out-of-home location, vending or kiosk application, allowing media owners to deliver highly targeted and effective in-store advertising, marketing and promotional messages and campaigns.

RemoteTransfer enables advertisers to easily change screen messages throughout the day, by location and by single or groups of screens to keep branding fresh and relevant. RemoteTransfer runs 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 security, and world-class monitoring and systems administration.

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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