

Digital View Unveils Latest Digital Video Player for Retail Use

New York, N.Y. (February 4, 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 introduced the latest addition to its VideoFlyer™ line of plug-and-play digital video players. The new 6.4-inch-sized model delivers promotional and advertising messages to consumers at the point of purchase.

“Today, digital POS in-store displays are increasingly recognized as powerful sales drivers and purchase decision influencers,” explains Stuart Armstrong, chief operating officer for Digital View’s U.S. operations. “This latest addition to our VideoFlyer line offers retailers all the features and functions they need to enhance the impact of in-store promotions, kiosks or vending display, using state-of-the-art digital media technology.”

Armstrong notes that the 6.4-inch VideoFlyer model is designed to play MPEG video and audio, as well as MP3 and still (JPG) images in alphabetical order or from a playlist. The unit features built-in speakers and can be securely mounted at the shelf edge or on a wall.

“The units can be accessorized to include audio, touchscreen capabilities and proximity sensors, which will trigger audio or video communications when a customer nears the shelf,” Armstrong says. “They offer retailers and brands the ability to create and deliver personal and differentiated communications within a broad range of retail environments.”

He adds that the player offers easy plug and play installation, using advanced solid-state technology that provides 24/7 reliability.

Digital View also offers a range of remotely updatable video players through its RemoteFlyer™ series, which can be combined with the company’s proprietary RemoteTransfer™ content distribution and

management network to create a single, integrated digital media network solution.

“With a centrally-controlled update capability, retailers and media owners can update and change advertising messages throughout the day and by location, keeping branding timely, fresh and relevant,” Armstrong says.

The VideoFlyer and RemoteFlyer products have no moving parts as well as a self-cooling design, which is ideal for continual play.

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.

- END -