



Digital View Taps Euro RSCG Exec To Lead U.S. Operations

New York, N.Y. (June 1, 2004) -- Digital View Group, a leading global provider of digital media networks and display technologies for brand marketing at retail and other environments, announces the appointment of Stuart Armstrong, a former executive of Euro RSCG Meridian, as chief operating officer for the company's U.S. operations.

In his new role, Mr. Armstrong will accelerate efforts to expand Digital View's large-scale digital media network programs with retailers, brands and agencies.

"Stu's expertise in technology, media and retail aligns perfectly with the direction of our business," said William Mitchell, CEO of Digital View Group, which is based in London. "He will be instrumental in helping us capitalize on tremendous opportunities in newer areas like connected digital media networks, designed to reach and inform consumers about brands and deliver information in-store as well as in other commercial venues."

"Digital View has both the engineering and service heritage to bring innovation and improved performance to the ways in which brands and retailers engage consumers at the point of purchase," said Mr. Armstrong. "I'm eager to help Digital View grow its business by building on the company's leadership position in the rapid emergence of digital media networks as a valuable promotion and training medium."

Digital View's business encompasses a broad range of product and service offerings including display electronics, retail and outdoor digital networks, content management and distribution systems, flat panel controllers, media systems and connected digital media services.

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Mr. Armstrong joins Digital View from retail management consulting firm Euro RSCG Meridian, where he served as vice president responsible for new business development. Prior to Meridian, he was vice president of sales at Gelco

Information Network. He joined Gelco from Performance Wave, Inc., where he was executive vice president and founding partner.

Mr. Armstrong also served as president of L.A. Image/Computer Graphic Resources. In addition, he was a product management/marketing director at Information Resources, Inc. (IRI).

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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