



Leading digital media management and distribution system now fully platform independent

Through the release of Online Studio, Digital View has further enhanced its powerful RemoteTransfer™ digital media content management system

Digital View's industry-leading digital media management and distribution system is now fully platform independent, following the release of a significant enhancement to RemoteTransfer, its web based **media management and distribution** system. As well as **now being fully browser-based**, the system now offers significantly improved functionality and ease-of-use.

DV's RemoteTransfer™ Content Management and Distribution (CMD) system* for out-of-home and retail digital media networks is the most powerful solution of its kind currently available. Until now, however, the playlists - used by the video players in the network to control play order, as well as any interactivity, such as button presses, motion sensor actions and barcode interactions - had to be generated offline, using separate software. Although this was **an effective** process, the new service - *DV Online Studio* - which allows full online playlist management via a standard web interface, is even more intuitive to use and more flexible.

DV Online Studio offers multiple benefits. As well as the simplicity of browser-based control, playlist creators have full visibility of all available files, thus eliminating any possibility of creating an invalid playlist. The system also features an intelligent feedback

function which warns users of possible compilation errors, therefore ensuring all playlists will work first time. Many users will find this a major advantage.

Playlist creators can also manipulate playlists extremely easily, allowing them to change playing order, or edit list content, with the press of a mouse button. A graphical touchscreen editor is also supplied, and media details (such as file length) can be easily viewed. DV Online Studio adds genuine flexibility to playlist control, allowing users to switch play order to any order required, influence track behaviour (e.g. the number of times a track plays), or add interactivity.

* Offered as an ASP-type managed service, DV's **RemoteTransfer** is an extremely cost-effective, content management, distribution and **network management system** which provides a proven and reliable remote update capability, enabling advertisers to deliver centrally-controlled video messaging displayed on the company's RemotePlayer 3™ (RP3) video players. Designed to play MPEG 1 & 2 video, JPG stills and audio, the RP3 uses advanced solid-state technology, which eliminates many of the risks and costs associated with DVD and PC-based systems, and is sufficiently compact to be incorporated into and cost any out-of-home location, vending or kiosk application, allowing media owners to deliver highly targeted, premium rate advertising campaigns.

RemoteTransfer™ is designed to be uniquely accessible and compatible. It can be used to design and schedule advertising and promotional campaigns through a standard browser on a normal internet connected PC. This allows the user to easily plan and develop new campaigns with central control over 10 to 10,000 remotely installed video players.

Using the RemoteTransfer™ content management system, advertisers can easily change messages throughout the day, and by location, to single or groups of displays keeping branding fresh and relevant. Unique in its market space for offering total transparency and central control of network performance (users can see and control the status of all displays at all times), RemoteTransfer™ offers the benefits of

guaranteed network implementation. The software allows users to reliably and efficiently manage networks of remote displays in any out-of-home location, with remote content updating and manipulation, scheduling, and screen grouping. Used with Digital View's interactive accessories, barcode scanners, and motion sensors, RemoteTransfer™ delivers sophisticated marketing and customer interaction data, giving improved measurability, higher value advertising and better targeted promotions.

The RemoteTransfer™ service consists of a web site for content uploads and network management, a database, and the intelligence of the proprietary CIMP™ protocol on both the server and player side. Users can monitor and control the status of all players at all times, and have access to a wide range of marketing data collected by players in the field. RemoteTransfer™ is an Internet-based service running 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 worldwide professional monitoring and systems administration.

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