

## **New firmware addresses key issues in effective use of digital media networks**

*A major upgrade to Digital View's video player technology makes large-scale DMNs more powerful, flexible and reliable than ever before*

**London, 25 January 2005.** Digital View has announced a major upgrade to the already powerful firmware at the heart of its video players designed for use in large-scale digital media networks. Version 2.0 of DV's firmware brings even more flexibility, functionality and reliability to DMNs based on the company's established RemotePlayer and RemoteTransfer technology.

The new features of DV's video players are designed to address some of the issues seen by the market as key factors in the implementation of a truly effective communications strategy. For example, in many situations content is time-critical - an advertisement designed for, say, a January promotion should not be playing in February and beyond. With most DMN infrastructures, however, this level of content management is difficult to achieve. DV's latest technology offers self-expiring media content, guaranteeing that if a player fails to update for some reason (loss of connectivity, for example), the content will not continue to play.

Another difficult issue to resolve is that of downloading and managing the very large files increasingly associated with digital media networks. The introduction of DV's **IntelliMirror™** feature means that such files can be preloaded onto hard disks or media cards while still allowing the control system to recognise and manage content.

This approach minimises download times without compromising management functionality.

Another problem presented by video files is that of bandwidth - the download process can easily overload a network infrastructure or Internet connection. DV's **Bandwidth Throttling** feature, however, allows the maximum bandwidth used by a video player to be controlled, so that its use does not compromise performance on other parts of the network. This not only helps to optimise network performance, but allows video players to be easily added to existing networks.

Other features added to the latest version of DV firmware include upgraded support for WiFi and GPRS (the products also have full ADSL capability - the communications protocol recommended by DV) extending freedom and flexibility in location, and an on-screen clock, which increases the application scope of video players.

### **Editor's note - DV's connected video player (RM-DN3) technology**

Unlike DVD and PC-based video player systems, which require disks and fans, the Digital View RemotePlayer video platform is based on solid-state technology, so it does not need moving parts. Its self-cooling design guarantees continual play and a long lifespan, while its low-power requirements are deliverable from existing lighting fixtures. The product's Linux operating system has a well established market reputation for robustness and reliability. Offering standard, scheduled or looped playback options, it has NTSC and PAL-compliant outputs and is capable of driving any size of TFT LCD, plasma or CRT screen.

The product's compact design means that it can easily be incorporated into an application with custom housings, and a range of accessory options are available, including interactive touchscreen, audio motion sensors and barcode control for the control of promotional messages.

Combined with Digital View's RemoteTransfer content distribution and management network, the RM-DN3 becomes an extremely flexible, scaleable and centrally controlled system offering full 24/7 client visibility. RemoteTransfer also enables easy collation and analysis of system performance data, plus real-time marketing feedback using interactive accessories, barcode scanners, and motion sensors. Multiple RM-DN3 in one location can be synchronised using Digital View's CenterPoint™ file transfer proxy and synchronisation master.

## **Digital View**

Established in 1995, Digital View Group 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 has over 250,000 systems deployed across the world in sectors which include medical, broadcast, marine, retail and transport.

Since 1999, when Digital View pioneered the development of solid-state digital media players, the company now has over 20,000 video systems in use at the 'point of sale', many remotely connected to the company's own unique central data management and content distribution system, Remote Transfer™. This data and content management system gives customers control over content and activity of the display network, as well as the ability to monitor audience and usage figures – key to measuring the effectiveness of brand campaigns.

Digital View is now also a major provider of customised private media networks, capable of delivering high impact advertising content into any outdoor or in-store environment and offering a one-stop-shop for design, installation, content and support services. The company is the name behind many of the largest out-of-home media networks such as Camelot, I-VU, Warner Howard Media and Pharmacy TV in the UK and major brand clients around the world including Toys 'r Us, P&G, Kraft, Starbucks, Swatch Group, Lego, L'Oreal, TAG Heuer, Logitech and Hutchison 3.

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