

Multi-user support adds new dimension of control to digital media networks

A significant enhancement to Digital View's RemoteTransfer™ offers real benefits to users of large DMNs

London, 25 February 2005. A development by Digital View consolidates the company's digital media content management and distribution solution (RemoteTransfer™) as one of the most powerful products of its type. Now including multi-user support, the software offers a range of significant benefits through the ability to individualise access, such as streamlined workflow, enhanced security and reduced chance of error.

Digital Media Networks (DMNs) are increasingly used in retail and other sectors for their communications power and flexibility. Content management of these networks is a major issue, and DV's Internet-based RemoteTransfer is recognised by the market as a leading solution. However, the latest version adds a new dimension of network control and flexibility, by allowing content management access rights to be assigned to any number of individuals such as store-level managers.

Users of large DMNs often want to give local outlets some control over their own in-store messaging. However, distributing the management task in this way can be difficult and inefficient as content management systems do not typically allow access rights to be assigned to multiple users - control is limited to a centralised function. DV's RemoteTransfer streamlines the control process by allowing any number of users to have (centrally defined) access rights, with anything from full to very limited control of network functionality and access to any subset of the network. The result is that individual stores can easily tailor in-store messaging to local requirements, according to the access rights they have been granted.

Improved security is another benefit of the latest version of RemoteTransfer. By enabling specific access rights to be attributed to specific users, network control is more easily monitored, and full audit histories are available for analysis. Furthermore, by providing the ability to break the management process into smaller tasks, the chance of error is significantly reduced.

The DMN functionality which can be controlled by sub-users via RemoteTransfer is set by a central administrator. For example, designated sub-users can choose playlists, upload files, control player volume, view logs and change many other settings. The rights of sub-users can also be individually defined, so that, for example, a sub-user can be authorised to add files in one group, change player settings in another group, do everything in a third group, and do nothing at all in all other groups. User rights can be changed, deactivated and reactivated at any time.

About

RemoteTransfer™

An extremely cost-effective, Internet-based network solution, Digital View's RemoteTransfer™ content management and distribution system provides a proven and reliable remote update capability, enabling advertisers to deliver centrally-controlled video messaging displayed on the company's RemotePlayer video players. 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. Previously, RemoteTransfer system settings were controlled by two pre-defined users, but now any number of individual user accounts can be supported, allowing users at any level to be authorised to configure settings to meet their own requirements. 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.

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 P&G, Kraft, Starbucks, Swatch Group, Lego, L'Oreal, TAG Heuer, Logitech and Hutchison 3.

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