

DV adds power while simplifying DMN content management

By adding an RSS capability to its web-based network management service, Digital View has made content management of Digital Media Networks easier - but more powerful - than ever before

London, 22 April 2005. Digital View has added yet another dimension of flexibility and ease-of-use to RemoteTransfer™ the company's industry-leading Digital Media Network management environment. By adding an RSS capability to the fully-integrated, web-based media network management service, DV offers its customers yet another option for adding content and engaging audiences.

RSS (Really Simple Syndication) feeds are a powerful mechanism for displaying information sourced from other websites, and are increasingly used by news and information providers to provide near real-time data-feeds. Digital View's innovative use of the technology is extremely convenient for users, allowing them to unlock the thousands of available feeds, such as news, weather, or stock data, with full control over feed details, layout, background images, and frequency of update. Via RSS, RemoteTransfer provides network operators with a simple but sophisticated way of updating network content automatically on a weekly, daily or even hourly basis.

"We already have content creation tools within the RemoteTransfer system that allow people to enter message text against a background of their choice," commented Richard Cobbold, Digital View's UK managing director, " and the ability to use a dynamic on-screen messaging capability through RSS will allow many

of our customers to add another program to engage audiences".

Importantly, defining setting up an RSS feed and defining the onscreen layout needs no technical or artistic knowledge, meaning that creating professional information feeds is now in the reach of any network operator. Dynamic Messaging is being made available for a per-use fee to all new and existing users of RemoteTransfer. Licensing fees to the news or information provider may also apply.

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

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