

World's first digital escalator posters use technology from DV

Technology from Digital View is at the heart of Esprit Digital and Viacom's digital escalator posters, now live at Tottenham Court Road tube station.

London, 6 June 2005. The world's first digital poster system, specifically designed for use on escalators, is being trialled on the London Underground. A true media first which enables advertisers to use highly dynamic animation and text sequences, the system uses display and media network technology developed and supplied by a partnership of London-based Digital View and Esprit Digital, with content created by Junction 7 Productions, part of the Digital View Group.

The initial trial of the system, at Tottenham Court Road, is using 66 Digital Escalator Panels (D-EPs), with 33 situated on either side of the escalator. With the ability to display images which "transfer" from screen to screen, travelling either up or down the escalator, the system offers advertisers a novel and powerful way to reach consumers on the move, at any time of the day or week. The opportunities are many and various - local retailers, for example, can promote their latest special offers, while theatres, entertainment venues, clubs, pubs and bars can use the digital sites to communicate with travellers. Broadcasters can highlight different programmes from their daily schedule and target adverts at different times of day to attract different audiences.

At this stage, Viacom Outdoor (which sells advertising space on behalf of London Underground) has initially partnered with ten advertisers on the project, including BA, O₂, Direct Line and various theatre groups and book publishers. Tottenham Court Road was selected as the trial location as it is the busiest escalator on the underground network, and other sites are expected to follow.

The project was conceived, developed and implemented by Esprit Digital Ltd. Because the physical environment presents different challenges to other digital display environments, the company had to design and test a system, which ensured robustness and compliance with rigorous safety standards. Esprit Digital is a specialist manufacturer of media display and LED systems for Underground and Metro environments, and is currently working on a number of similar projects around the globe. Esprit Digital chose Digital View as the supplier of the display technology and digital media network technology due to the company's track record of successful media network implementations and its proven system reliability.

"DV were always going to be our first choice technology partner for this project as they quickly recognised the significance of transforming a key London Underground Station into a digital advertising environment," said Peter Livesey, MD of Esprit Digital. "They pulled out all the stops to ensure we have the ability to synchronise images through all the screens, giving both total flexibility to the advertisers and a unique experience for the audience."

The advertising content, too, required design and production techniques which do not typically apply in conventional broadcast or print environments. For example, advertisements were designed to fill 5-10 second slots, and messages need to be

accessible to a moving audience. As a result, most of the content creation has been outsourced to Junction 7 Productions, part of the Digital View Group, and one of the world's leading specialists in moving images.

“This project has exciting implications for retailers and other brand owners,” commented James Henry, Chairman of Digital View, “as it offers the potential for new levels of flexibility and creativity in advertising. It is yet another way in which digital media is demonstrating its power and relevance in today's highly mobile social environment, and we expect the idea to be enthusiastically adopted by the media community.”

Note to editors - key project partners

Viacom Outdoor - Launched the D-EP project in partnership with Esprit Digital
Esprit Digital - Developed the concept and implemented D-EPs; partner of Viacom Outdoor

Digital View - Designed and developed D-EP playback technology and the RemoteTransfer content management system.

Junction 7 Productions - Content developer in partnership with brand owners and their agencies

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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