

## **New VideoFlyer ideal for latest-generation POP signage**

*Digital View has introduced a 7" LCD unit with integral media player. Setting a new standard for price and display quality, the unit is ideal for today's POP applications*

**London, 6 June 2005.** A highly compact 7" LCD display offering extremely high display quality at a price point lower than that for any comparable product is now available from Digital View. With an integrated solid-state digital media player, and enclosed in an open frame (open chassis) for easy assembly, the self-contained unit is ideal for use in retail applications such as POP displays.

As one of Europe's leading suppliers of end-to-end digital media networks, Digital View has a high level of vertical integration, and designs and makes many of the components - such as media players - used in its own DMN solutions. This means the company has the technology and expertise to introduce highly innovative fit-for-purpose products at extremely competitive prices. The latest 7" POP VideoFlyer is a good example of this ability, and is ideal for use as a highly flexible and cost-effective promotional and branding tool at the point of purchase.

With a 16:9 display format, the new DV VideoFlyer supports MPEG-1, MPEG-2 and JPEG, with support for MPEG-4 to be announced in the next few months. There is also support for MP3 audio with the ability to play MP3 audio and show a JPEG simultaneously. The product also features playback control, allowing media to play in

simple alphanumeric mode or in accordance with a playlist file, and offers stereo audio output. A barcode interface is available as an option.

"Incorporating a video display into retail fixtures is becoming increasingly popular with a wide range of brands," commented Ian Larkman, Digital View's retail solutions manager, "and this 7" open-frame VideoFlyer breaks new ground in terms of ease of use and price point. It will be of real interest to all those implementing latest-generation in-store digital signage and messaging solutions."

### **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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