

World's most compact digital POS solution

The latest addition to Digital View's range of in-store video messaging products sets a new world standard for cost-effectiveness and flexibility

London, 19 July 2004. Digital View has introduced a digital POS video messaging solution, believed to be the most compact in the world. Designed around advanced Compact Flash technology to minimise physical size, the product is an ideal fit-for-purpose shelf-edge promotional solution for space-conscious store managers looking to take advantage of the marketing power of the latest in digital video signage.

With a footprint of only 4", the new Digital View **Viewstream** video shelf unit is extremely flexible and can be easily and neatly positioned onto almost any available surface. With its simple "plug 'n' play" design, NTSC and PAL-compliant outputs, stereo audio and programmable playback, the **Viewstream** is designed to bring products alive, improving retailers' and brand's ability to improve customer touch and communication with their target customers.

The new compact product is the latest in Digital View's **Viewstream** range of highly cost-effective promotion and merchandising systems designed specifically for non-connected retail, kiosk and vending display applications. As with Digital View's video signage products, it offers all the video messaging advantages of DVD and PC-based systems, but with none of the maintenance, downtime implications and software licensing costs typically associated with them.

Designed to play MPEG 1&2 video and audio, as well as still images, the **Viewstream** products represent an extremely simple and cost-effective way to deliver high impact, measurable, cost effective promotional messaging and advertising into any retail environment right to the point-of-purchase. Because the position of the unit, and its display content, are extremely easy to change, a new promotion can be delivered without the need to print more PoS or other promotional material.

Unlike DVD and PC-based systems, which require disks and fans, Digital View's video messaging products use compressed digital files held on compact Flash memory, which eliminates the need for moving parts. Their self-cooling design is designed to guarantee continual play and a long lifespan, while their low-power requirements are deliverable from existing lighting fixtures. Unlike most PC-based applications, the products' non-Windows operating system requires no expensive software licenses.

Offering standard, scheduled or looped playback options, the Viewstream range 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 sensor and barcode control for the control of promotional messages.

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.

www.digitalview.com

For more information, please contact Sandy Westwater at Digital View.

Tel +44 (0) 207 631 2150 or swestwater@digitalview.com or Press contact at

Vector Marketing Communications is peter.hayward@vector.co.uk Tel +44 (0) 1442 877167

Web: www.vector.co.uk

m0615.dv