

## **Latest firmware increases performance and reliability of digital media networks**

*Digital View has announced the latest release of the firmware at the heart of its video player technology. The result is a new performance standard for DMNs.*

**London, 9 July 2004.** Digital View has again set a new performance standard for connected video players in large-scale digital media networks. The latest release of the company's firmware, which lies at the heart of all its players, not only means that networks can be made even more scalable and reliable, but will reduce support costs while increasing availability.

DV's **RemotePlayer 3™** (RP3) video players are specifically designed to enable highly cost-effective implementation of dynamic outdoor and in-store digital media networks. Updateable via a range of high-speed fixed-line and wireless technologies, including ADSL, satellite and GPRS, the products connect through RemoteTransfer™, an Internet-based service that runs on an ultra-reliable cluster of centrally managed servers, providing simple, reliable and scalable content distribution and management. The new player firmware, (version 1.6) which can be applied to existing players, makes this process even more reliable and offers even higher functionality.

In particular, the functionality provided by the latest firmware now includes: weekday-based multiple playlist scheduling, GPRS (2.5G) support, optional RS-232 ASCII output of played filenames, a "resume" function for interrupted FTP transfers, more functionality and detailed error reporting, and automatic playlist integrity checking by player. In addition, the new firmware contains dozens of other small improvements and new settings. Extensively tested under extensive real-world conditions, it makes DV's RP3 technology the most solid, versatile player currently available.

### **Notes to editors - about the DV RP3**

Unlike DVD and PC-based video player systems, which require disks and fans, the Digital View RP3 is based on solid-state technology, so it does not need moving parts. Its self-cooling design guarantees continual play and a long lifespan, while its low-power requirements are deliverable from existing lighting fixtures. Unlike most PC-based applications, the product's non-Windows operating system requires no expensive software licenses. Offering standard, scheduled or looped playback options, it 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 sensors and barcode control for the control of promotional messages.

Combined with Digital View's RemoteTransfer content distribution and management network, the RP3 becomes an extremely flexible, scalable and centrally controlled system offering full 24/7 client visibility. RemoteTransfer also enables easy collation and analysis of system performance data, plus real-time marketing feedback using interactive accessories, barcode scanners, and motion sensors. Multiple RP3s in one location can be synchronised using Digital View's CenterPoint™ file transfer proxy and synchronisation master.

### **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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