

DV introduces next generation of high-impact indoor and outdoor merchandising systems

Digital View's Videoflyer™ and Remoteflyer™ range of digital video players offers brand owners and retailers a wide range of benefits

London, 2 August 2004. A range of fit-for-purpose, high-impact instore digital POS systems has been introduced by Digital View. Available in both non-connected and remotely updateable forms, the products offer plug'n'play installation and are designed specifically to enhance the impact of any instore promotion or retail, kiosk or vending display application.

One-to-one digital POS in-store displays are increasingly recognised as powerful sales drivers and purchase decision influencers. The technology is also increasingly used in outdoor and other retail environments. While, for many applications, networks of connected systems can offer major benefits, others see advantages in the use of unconnected displays. Digital view offers both.

Available to buy or rent, the DV **VideoFlyer™** range come in a range of sizes to suit shelf edge, mid-gondola or gondola end promotional sites. For system builders, "open frame" versions are also available. The products offer easy "Plug 'n' Play" installation, and are designed using advanced solid-state technology, giving 24/7 reliability. Videoflyers are available with a range of accessories including interactive touch screen, audio and barcode control.

Offering media owners and retailers a cost-effective and robust network solution with real-time impact measurement capability, DV's **Remoteflyer™** can be combined with the company's proprietary RemoteTransfer™ content distribution and management network, resulting in a single, integrated digital media network solution. This includes content design scheduling & management, day-to-day network support, central control and reporting with 100% network visibility, as well as a range of installation support and maintenance services.

With a centrally-controlled update capability to distribute up-to-date information with minute-by-minute accuracy, 100% local compliance and accurate media measurement, the Remoteflyer enables retailers and media owners to update and change advertising messages throughout the day and by location, keeping branding fresh and relevant.

Comprising a TFT LCD panel with built-in speakers and high speed CompactFlash® memory card, and offering remotely programmable looped or scheduled playback, the Remoteflyer is fully scalable and supports multiple player synchronisation using DV's Centre Point™ file transfer proxy and synchronisation master. An additional DV AVP 1280 controller add-on board is available for very high quality resolution or specialist panel requirements. As with the Videoflyer products, the Remoteflyer has no moving parts (diskless & fan-less), and has a self-cooling design ideal for continual play. The products are RS232-controllable, enabling easy interface with a range of interactive accessories. The non-Windows operating system requires no expensive software licenses

Remoteflyers™ are available in 10.4” and 15” cased or open-frame formats. Panel sizes 20” and above are powered using a simple, compact cradle attachment with universal mounting bracket.

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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