

DV upgrades RemoteTransfer™ to give even greater management and control of digital networks

The latest version of Digital View's RemoteTransfer™ software further extends the current management, delivery and measurement capability of today's out-of-home video networks

London, 13 October 2004. A significantly upgraded version of Digital View's RemoteTransfer™ Content Management and Distribution (CMD) system for out-of-home and retail digital media networks is now available. Now even more finely tuned to market requirements, the latest version of the software includes a range of powerful new features, including a sophisticated interface which allows faster network set up and access to real-time network performance feedback.

Designed to allow media owners, retailers and distributors to create dynamic, connected out-of-home advertising or in-store retail video networks, Digital View's highly secure and reliable RemoteTransfer™ software provides a means of driving sales uplifts and developing greater promotional effectiveness, supported by in-depth campaign and system performance feedback and measurement. With an installed base managing thousands of video systems daily worldwide, version 2.1 is the result of market feedback and external developments, and contains many new features including:

- Sophisticated interface which allows faster network set up and access to real-time network performance feedback
- New “real-time” on-screen messaging mechanism (OSM)

- New online PlayerSet™ mode, enabling all aspects of a player's behaviour to be controlled via the simple web interface
- New PlaylistViewer™ mode enabling playlists to be quickly and easily viewed and edited online
- New logo overlay functionality enabling a fast and easy way to offer a wide range of brand-sponsored content opportunities
- New “scheduled upload” functionality, enabling users to upload content now for automatic distribution later

RemoteTransfer™ 2.1 significantly extends the current management, delivery and measurement capability of today's out-of-home video networks and is available in both managed and enterprise (stand alone) versions.

About

RemoteTransfer™

An extremely cost-effective, linux-based network solution, Digital View's RemoteTransfer™ content management and distribution system provides a proven and reliable remote update capability, enabling advertisers to deliver centrally-controlled video messaging displayed on the company's RemotePlayer 3™ (RP3) video players. Designed to play MPEG 1 & 2 video, JPG stills and audio, the RP3 uses advanced solid-state technology, which eliminates many of the costs associated with DVD and PC-based systems, and is sufficiently compact to be incorporated into almost any out-of-home location, vending or kiosk application, allowing media owners to deliver highly targeted, premium rate advertising campaigns.

Remote Transfer™ is designed to be uniquely accessible and compatible. It can be used to design and schedule advertising and promotional campaigns through a standard browser on a normal internet connected PC. This allows the user to easily plan and develop new campaigns with central control over 10 to 10,000 remotely installed video players.

Using the RemoteTransfer™ content management system, advertisers can easily change messages throughout the day, and by location, to single or groups of displays keeping branding fresh and relevant. Unique in its market space for offering total transparency and central control of network performance (users can see and control the status of all displays at all times), RemoteTransfer™ offers the benefits of guaranteed network implementation. The software allows users to reliably and efficiently manage networks of remote displays in any out-of-home location, with remote content updating and manipulation, scheduling, and screen grouping. Used with Digital View's interactive accessories, barcode scanners, and motion sensors, RemoteTransfer™ delivers sophisticated marketing and customer interaction data, giving improved measurability, higher value advertising and better targeted promotions.

The RemoteTransfer™ service consists of a web site for content uploads and network management, a database, and the intelligence of the proprietary CIMP protocol on both the server and player side. Users can see the status of all players at all times, and have access to a wide range of marketing data collected by players in the field. RemoteTransfer™ is an Internet-based service running on an ultra-reliable cluster architecture of servers, offering 24/7 uptime, no scheduled outages, over 20 direct backbone Internet routes, very high levels of physical security, and worldwide professional monitoring and systems administration.

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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