

New VideoFlyer ideal for latest-generation POP signage

06/06/2005

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

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."

For more information, please contact James Henry at Digital View.
T +44 (0) 207 631 2150 or james.henry@digitalview.com

Press contact at Vector Marketing Communications is peter.hayward@vector.co.uk
Tel+44 (0) 1442 877167 Web: www.vector.co.uk

For more information see: <http://www.digitalview.com>

Recent news

- World's first digital escalator posters use technology from DV
- DV adds power while simplifying DMN content management
- Multi-user support adds new dimension of control to digital media networks
- New firmware addresses key issues in effective use of digital media networks
- DV adds 6.4" product to Videoflyer range for retail
- Leading digital media management and distribution system now fully platform independent
- DV upgrades RemoteTransfer™ to give even greater management and control of digital networks
- DV introduces next generation of high-impact indoor and outdoor merchandising systems
- World's most compact digital POS solution
- Latest firmware increases performance and reliability of digital media networks