



**Media Contact:**

Sylvie Tongco  
Reichert Communications, LLC  
415.248.0230 x7017 or sylvie@reichertcom.com

*For Immediate Release*

## **DT Research Advances Digital Signage System with Proximity Advertising**

### ***WebDT Signage System Improves Customer Service and Speeds Sales Cycles through Event-triggered Advertising***

**KioskCom Self Service Expo – NEW YORK – October 15, 2008** – DT Research™, Inc., an industry leader in the development of information appliances for vertical markets, today announced the immediate availability of the WebDT Event Trigger Digital Signage System. This innovative system extends current interactive digital signage capabilities from touch screens to events that occur in close proximity. The system detects when a customer picks up a product, walks up to a product display or enters into a demo zone. This motion triggers a multimedia advertisement or product information to begin playing on a nearby digital sign. One of the leading U.S. mobile operators is currently piloting the system in nearly 100 stores across the country.

The WebDT Event Trigger Digital Signage System offers significant benefits to retailers, hospitality companies and consumers. Consumers immediately receive pertinent information about a product that they are interested in without having to find a sales person, wait in line or leave the store to conduct research online. Retailers and hospitality companies are able to provide timely, high-quality customer service without adding sales staff. Ultimately, the system speeds up sales processes by providing customers with immediate, accurate and up-to-date information about products they are considering buying – at the point-of-purchase.

In-store advertising has shown to have a significant affect on consumer purchasing behavior. A recent study conducted by Nielsen Media Research that examined in-store media showed that 68 percent of consumers would be swayed in their product purchasing decisions by in-store messages, while another 44 percent said they would swap a product they had planned to buy for one advertised on the network.

“Today’s consumers want to be well-informed about the products they purchase,” said Dr. Daw Tsai, president of DT Research. “Multimedia content delivered on digital signs is one of the most compelling ways to educate consumers in-store and speed up the sales cycle. This new system adds the ability to use both proximity and touch-screen prompts from customers to deliver the information that they want and helps bridge the gap between non-targeted advertising and product education.”

The WebDT Event Trigger Digital Signage System includes the following hardware and software components.

**SA1008-140 Signage Appliance** - A compact signage appliance that weighs only 1.2 lbs and is compatible with a wide range of displays. The device runs the Microsoft® Windows® XP Embedded operating system and includes four USB ports and eight trigger ports to activate selected content to display on a screen.



**WebDT Content Manager** – A web browser-based application manages content scheduling and distribution, including device grouping, playlist creation, multi-zone preset and customizable templates, ticker feeds, reporting, auto-recovery and general system administrator functions. A virtual on-screen keyboard is easy to read with two size options. Store managers can pick content from a list to be displayed when signaled by the trigger point. Unlike other content management applications, the WebDT Content Manager is easy-to-use and requires minimal, often self-guided, training.

**WebDT Device Manager** - All computing displays can be remotely monitored and controlled from any location that has network/Internet access, ensuring optimal uptime and issue resolution. Installation of operating systems and applications can be administered remotely. Unique auto-recovery functionality restarts the system without onsite manual intervention.

### **About DT Research**

DT Research™ develops and manufactures web-enabled information appliances for vertical applications. The WebDT family of products is based on thin computing platforms for secure, reliable, and cost-effective computing. WebDT products include wireless tablets, digital signage solutions, compact modular systems, and display-integrated information systems. These systems emphasize mobility, wireless connectivity and touch displays. Powered by Windows® Embedded and Windows XP operating systems, WebDT devices offer durability and ease in integration, leading to solutions that can be remotely managed with the user-friendly WebDT Device Manager software. For more information, visit <http://signage.dtri.com>.

**DT Research and WebDT are trademarks of DT Research, Inc. All other brands and product names may be trademarks and/or registered trademarks of their respective owners.**

###