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*For Immediate Release*

## **New DT Research WebDT Signage Systems Enhance Customer Experience through Convergence of Digital Signage and Kiosks**

### ***15- and 17-Inch Digital Signage Solutions Offer Self-Service Hardware for More Personalized Interactions***

**DIGITAL SIGNAGE EXPO, LAS VEGAS, NV - February 27, 2008** - DT Research™, Inc., an industry leader in the development of information appliances for vertical markets, today announced the expansion of the WebDT Signage System to include 15-inch and 17-inch dynamic displays that integrate self-service hardware elements. The DS1500 and DS1700 each features integration of a media player with a high resolution LCD, with options for a touch screen, fully-integrated magnetic stripe reader and barcode scanner for greater flexibility and enhanced customer experience.

Businesses can now simultaneously deploy and manage a wide variety of digital signage, self-service and kiosk applications that can run advertisements, directory assistance, customer service, news and emergency communications from one system. With the WebDT Signage System, companies can create a more personalized customer experience by using the integrated self-service hardware and WebDT Content Manager's real-time web capability and multi-zoning feature to deliver targeted messages and advertising.

"Businesses are looking to digital signage technology to create targeted communications that can connect with specific audiences," said Dr. Daw Tsai, president of DT Research. "We recognize the need to provide a solution that offers greater flexibility – whether to perform self-service functions such as price checks, or run advertisements and other types of communication when not used as a kiosk. Retailers, hotels/resorts, casinos, restaurants, educational institutions, corporations, healthcare and transportation facilities are no longer limited to deploying signage- or kiosk-only systems and now have a broader set of sizes and interactive options to better address their business needs."

The WebDT DS1500 and DS1700 feature all-in-one LCD-integrated computing displays, which include remote management software for device and content administration. The displays offer infrared (IR) or resistive touch options that can be activated over eight independent zones or over the entire display. Ideal for a variety of kiosk and self-service applications, the signage systems are available with any combination of the optional hardware elements. The integration of the magnetic stripe reader and barcode scanner provides a seamless information-capture experience for users. The WebDT DS1500 and DS1700 also include an optional Presence Sensor Module, which can be programmed to detect when kiosk applications are not in use so as to display advertising.

The WebDT DS1500 and DS1700 include the following components and key features:

**LCD-Integrated Computing Display** - 15-inch and 17-inch LCD-integrated computing displays are each presented in a slim, mountable package. The all-in-one interactive system runs the Microsoft® Windows™ XP Embedded operating system, which provides a rich feature set and allows a wide variety of media types to be displayed. The systems feature a fanless and energy-efficient design, which offers greater reliability and reduces power consumption. The displays can

be customized with either infrared (IR) touch with anti-glare glass or resistive touch screen options. Optional integrated hardware applications include any combination of a magnetic stripe reader and 1D/2D barcode scanner. Integration of these self-service hardware applications eliminates any concerns over compatibility of components and enhances the interactivity of each display. Options for built-in 802.11b/g or 802.11a/b/g WLAN for wireless connectivity are also available.

**WebDT Content Manager** – Easy-to-use, web-enabled server software provides central management of the WebDT signage appliances. The WebDT Content Manager manages content distribution, including device grouping, playlist creation and media management, multiple-zones, preset and customizable templates, urgent casts, reporting, auto-recovery and system management. Using the WebDT Content Management software, businesses have the ability to incorporate traditional self-service applications in selected zones on the display while serving interactive advertising or media on other zones. The WebDT DS1500 and DS1700 also include an optional Presence Sensor Module, which can be separately programmed to automatically display advertising when the unit is not being used as a kiosk.

**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. The WebDT Device Manager utilizes “push and pull” technology to interact with remote appliances, allowing system administrators to install operating systems, inventory hardware, update software applications and access logging and scheduling remotely. In addition, the support for auto-recovery allows the restart of the systems without onsite manual intervention.

#### **Availability**

The WebDT DS1500 and DS1700 are available end of March 2008 directly from DT Research and through approved resellers and partners. For more information, visit <http://signage.dtri.com>.

#### **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. These systems emphasize mobility, wireless connectivity and touch displays. WebDT products include digital signage systems, wireless tablets, compact modular appliances, and display-integrated information systems. Powered by Windows® CE and Windows XP Embedded 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 [www.dtresearch.com](http://www.dtresearch.com).

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