

For Immediate Release

WebDT Signage System Lights Up Outdoor Advertising on Shanghai's Nanjing Road

SAN JOSE, Calif., - October 13, 2010 - DT Research™, Inc., an industry leader in the development of information appliances for vertical markets, today announced the deployment of the WebDT Signage System for an outdoor digital signage project on Shanghai's Nanjing Road district. The SA2000 and WebDT Content Manager software enabled replacing static posters and billboard advertising with a dynamic out-of-home advertising network.

Nanjing Road is one of the most famous tourist sites in Shanghai, a must-see metropolitan destination attracting 1 million visitors daily from all over the world. With over 600 businesses, from traditional stores to modern shopping malls, specialty stores, theatres, restaurants, and hotels, Nanjing Road is an ideal location for reaching a desirable target audience.



The WebDT SA2000 digital signage appliance player was chosen for the Nanjing Road outdoor digital signage project for its robust, high-performance processing. Each SA2000 player is paired with a 6 foot tall outdoor LED display and connected to advanced wireless access points for continuous, secured data transmission. In case of signal breakdown, transmission can resume automatically to prevent any interruption of the broadcasting of advertisements.

The WebDT SA players support content synchronization on multiple screens. Mainly used as an advertising platform, the LED signs on Nanjing Road can display the same advertisement in chorus and change concurrently to provide an impressive visual experience and increase brand recognition.

The web-based WebDT Content Manager (WCM) software allows administrators to remotely monitor the signage players and LED signs on Nanjing Road, and update real-time data and playlists without onsite personnel support, saving staff time, maintenance efforts and management costs. Administrators can also schedule the power on-and-off timing on the players and LED screens, reducing energy consumption.

The WCM software uses encryption to ensure that only the authorized SA players, software and servers can have access to the network. To protect the data against unauthorized modification or destruction, a warning immediately alerts administrators if any unidentified device, such as a USB, is accessing the system. The WCM software's watchdog function tracks the status of the SA players and the system can reboot automatically if a crash occurs.



The WebDT Signage System offers a seamless integration between the WebDT signage players and the WCM software, eliminating system compatibility issues and reducing operation problems. The WebDT Content Manager software is efficiently designed to secure data transmission and provide network safety. The WebDT Signage Appliances provide the media operator a reliable, quality performance digital signage medium for their clients to promote products and branding.

About DT Research

DT Research™ develops and manufactures web-enabled information appliances for vertical applications. The WebDT family of products is based on embedded computing platforms for secure, reliable, and cost-

effective computing. WebDT products include digital signage solutions, wireless tablets, point-of-service handhelds, 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 comprehensive WebDT Content Manager and WebDT Device Manager software. For more information, visit <http://signage.dtri.com>.

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