

CASE STUDY, JUNE 2003

# Digital Advertising Network

## ABOUT DAN

The Digital Advertising Network, (DAN) headquartered in Montreal, Quebec, is a national network of large format, digital screens. Centrally controlled, they deliver full motion "real time content" and advertising to the food courts of Canada's premier shopping malls and other high traffic venues.

Each DAN location has a 4' high X 16' wide screen that is projected onto by 3 LCD Projectors to display eye-catching still images, animated backgrounds, and full motion video.

*DAN needed a simple yet reliable way to distribute content to their network of video screens.*



## PROJECT DESCRIPTION

Content to some of DAN's Mall locations is provided on-site by Visual Circuits 4 channel POP media player where the "DAN Show" is stored. This Show is then forwarded to the screens for display in accordance with its respective play list and schedule. The 3 images across the screen are kept in perfect synchronization with each other using the POP Players Cross Channel Synchronization feature.

The Visual Circuits POP Video Player with multi-channel (1,2, 4 or 8) MPEG-2 playback, remote updating and the ability to schedule live web content was the obvious choice for DAN. In fact the POP Players Web Module helped DAN secure a deal with Bell Globemedia who signed an exclusive content agreement placing Bell Globemedia's high-profile news, information, sports and entertainment content on all of DAN's screens.



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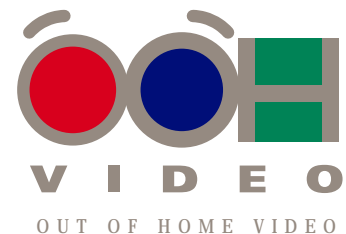


*"We're an actual broadcast medium, mixing content with advertising. That keeps viewers focused."*

*Warren Stelman, President and CEO  
Digital Advertising Network*

## POP APPLICATIONS

POP Media Players can be installed across wide geographic boundaries, yet may be completely controlled from a central location via Internet or satellite. Players can be controlled individually or as a network creating a private, inexpensive video broadcasting system. Retail, entertainment and corporate venues can use networks of POP Video Players for merchandising, promoting, advertising and informing customers and/or employees, quickly and easily with a combination of video, audio and still images.



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