



**MEDIA RELEASE**

**July 28, 2009**

### **Directtv Create Content in Real Time at Retail 2020**

"Let's create the content in real time". This simple notion that a marketing message should always be relevant and could be dynamic given the advent of digital POS was conveyed to a young dedicated team with an average age of 22. Four years later the small Directtv team of multi skilled individuals has developed and brought to market a world class product with clear advantages.

To quote Arthur C Clarke "Any sufficiently advanced technology is indistinguishable from magic." With project partners, NICTA and major companies like Caltex Australia, Directtv has initiated a major Research and Development project. Demonstration of the Oasis Project Platform will be able to be viewed at the Caltex section of **Retail 2020 Store of the Future**.

"Directtv, in its simplest form, is a communications tool," says Bill Horton, CEO and Founder of Directtv. "Retail 2020 and the Retail Expo 2009 will provide an opportunity for all sectors of the industry to communicate. Retail 2020 as a platform for Directtv is simply amazing we can meet existing and future clients to explore, plan and evaluate the future."

An invitation is offered to the industry to come and play with the technology and while you're there seek out Bill or David from Directtv and offer your suggestions or support for the project. Be among the first to see some of the discontinuous research being undertaken by Australia and take some time to see the videos outlining some the technologies that are being incorporated into this exiting new retail product of the future.

Direct TV benefits three entities:

- The advertiser is the entity that plays their content on the system
- The client is the entity that has the system running in their location
- The consumer is the entity that views the content

The Directtv system includes a suite of software programs that evolve on a daily basis and offers retailer and suppliers a system that can be controlled dynamically or by user interaction.

Volume can be adjusted by a user or automatically during busier periods due to ambient noise sensors, particular media can be played at specific times/time periods and users can interact directly with the system to get more information on a particular product. A typical media player system contains roughly 360 hours of high quality video, however, thanks to the 'dynamic creation system' Directtv can actually store up to 2000 hours of high quality content.

The simple content management software can include customer specific offers, entertainment, infotainment and sponsorship. Directtv content extends the use of existing advertising and marketing assets with updated offers by store or location linked direct to your P.O.S system or remotely maintained via secure web.

Other features include advertisement flexibility to automatically update pricing changes from point of sale systems reflected immediately on the system, as well as promotions that can be scheduled in advance to play at certain times.

Ultimately, Directtv allows retailers and advertisers to completely control what is being played and when, either locally at the system or remotely across the internet. With Directtv's 'dynamic ticketing system', advertisements can be made rapidly and deployed instantly at a fraction of the cost to create a fully produced video file.

**Events:** 2009 Retail Expo [www.retailexpo.com.au](http://www.retailexpo.com.au)

**Venue:** Melbourne Convention and Exhibition Centre

**Dates:** 2009 Retail Expo Australasia 11-13 August 2009

**Event Organiser:** Diversified Exhibitions Australia

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