

## **News and Information**

For Immediate Release

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### ***ADVANCED COMMUNICATION DESIGN, INC. ANNOUNCES CONSOLIDATION OF ITS PATENTED TECHNOLOGIES INTO A SINGLE OPERATING PLATFORM:***

## **Adaptive Digital Signal Distribution™ (ADSD)**

**Minneapolis, MN (Date September 11, 2001)** – ACD, a leader in distributed audio/video technology, announced today the availability of full audio and video integration to further enhance the reliability of systems installed at major retailers worldwide. The core of the new ADSD's technology is an extensive suite of multi-media tools skillfully developed to conform to varied electronic needs of a physical retailer. Its inimitable design offers optimized multi-channel delivery of rich audio and video content with SINGLE computer.

### **ACD's Adaptive Digital Signal Distribution™ Allows Seamless Integration of:**

- An array of Audio and Video Interactive Devices
- Multi-zone Distribution/Broadcasting of full motion vide and audio files
- Digital Audio Management Utilities™ (DAMU)
- Open architecture supporting 3rd party extensions
- Full POS integration
- Real time streaming with "no wait" playback of digital audio/video content
- IP/V4,V6 streaming with intelligent bandwidth management and QOS/COS support
- Built in Frame Relay/DDS routing
- Preemptive cache management
- Meta-catalog tracking with automatic on-demand playback
- DVD Video, and CD Audio

- Dynamic Digital Signage
- Web browser and thin client support with intelligent proxy
- Open SQL database with 3rd party API for statistics processing, catalog management, and account tracking
- Full language localization for the international market.
- Multi-lingual capabilities for ethnically diverse regions
- Remote manageability

### **About Advanced Communication Design, Inc.**

*Advanced Communication Design, Inc.* (ACD) is a leading global developer and manufacturer of in-store interactive digital audio and video merchandising systems. Founded in 1986, ACD is headquartered in Minneapolis, Minnesota.

In 1989, ACD became the *first* company to introduce computer-based music sampling systems giving shoppers the chance to sample hundreds of music selections before buying the CD or cassette. In 1995, ACD pioneered the *first* multi-user, high-capacity music sampling system with the use of scanning technology. Due to ACD's relentless pursuit of new designs, ACD achieved another *first* by introducing full motion, multi-station video system.

ACD continues to lead the marketplace offering the most advanced and reliable technology in the US, Europe, South Africa and Asia. Sony Music Entertainment (SME) has licensed ACD technology to be manufactured and distributed in Japan under the Sony name. For more information, visit the company's Website at <http://www.acdstar.com>.

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