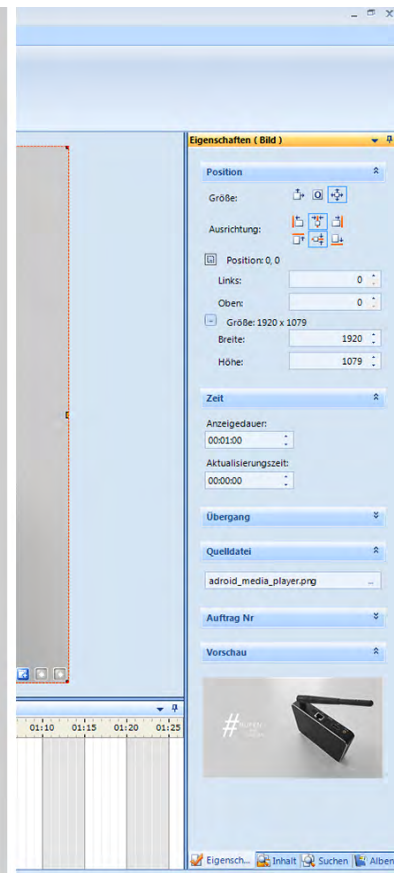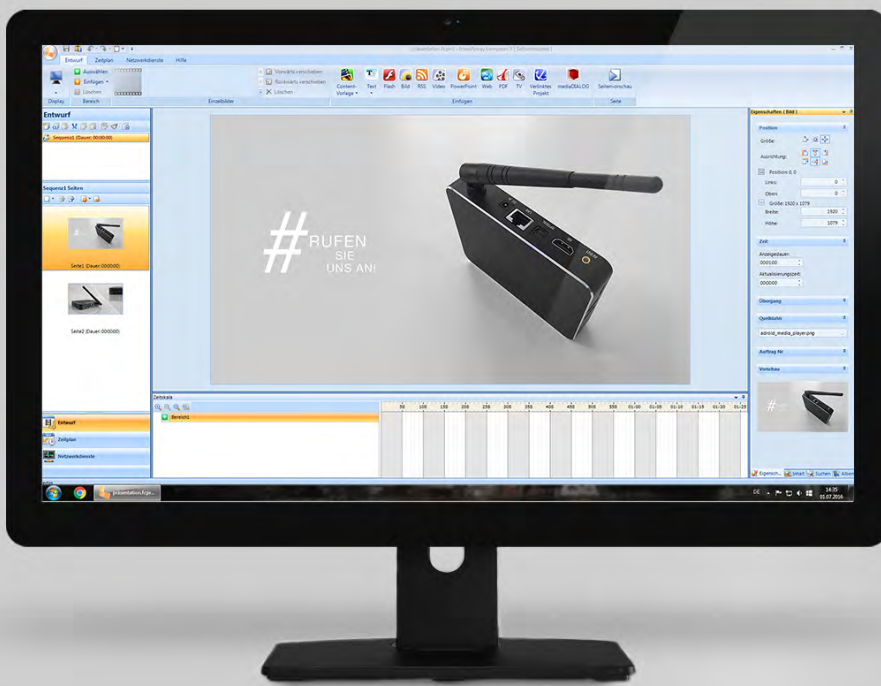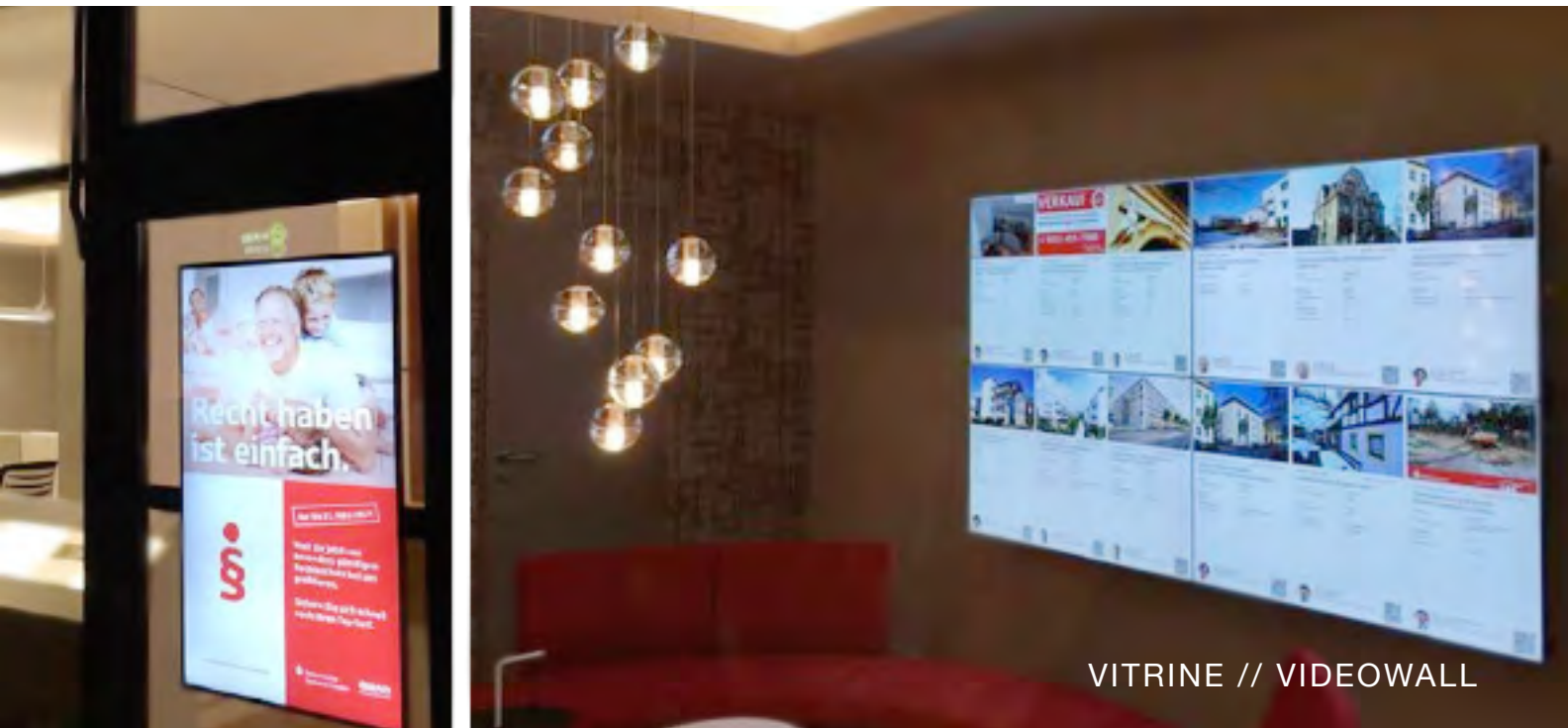# friendlyway
DIGITAL SIGNAGE SOFTWARE

for the Integrator & Reseller Channel

friendlyway composer 9.5 is an all-in-one software for generating multimedia and digital signage content and managing it on kiosks and public displays.

Benefits for Resellers // Why Software // Easy to use Easy to Sell

friendlyway®

VITRINE // VIDEOWALL

BENEFITS FOR RESELLERS

- Offer real Digital Signage, Information Screen and Self Service Solutions
- Get beyond the standard IT department sales
- Broaden your Portfolio
- Get trusted partner of your customers
- Sell License, SaaS – Software as a Service -, or offer an own solution for your customer

WHY SOFTWARE?

- Enables you to do Solution Selling
- Showing you as a subject matter expert
- Higher Margins
- Recurring revenues
- Less comparability with competition
- Better customer retention
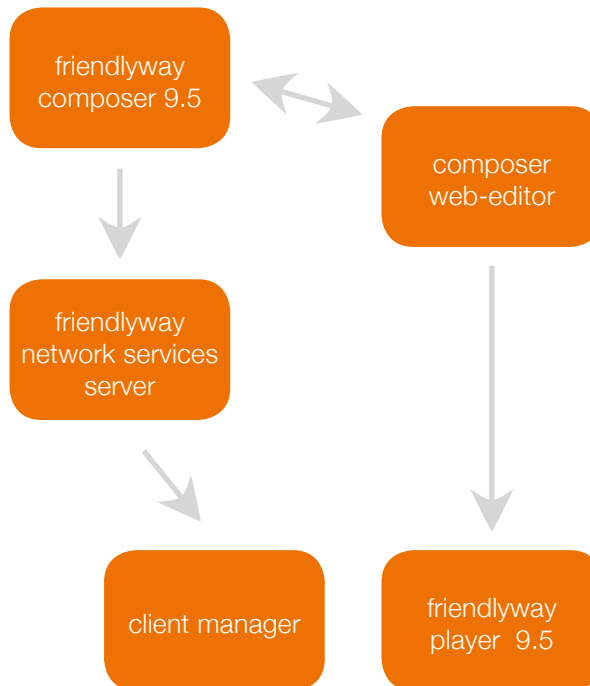
EASY TO USE EASY TO SELL

- friendlyway composer is as easy to use as creating a presentation
- No prolonged trainings necessary. Get used to it within a few hours: Just start and create
- Client Software runs on various Operating Systems
- Great customer support by friendlyway

friendlyway®

friendlyway composer 9.5 is an all-in-one software for generating multimedia and digital signage content and managing it on kiosks and public displays. The software is made of three basic components: friendlyway composer 9.5 (allows managing and scheduling content), friendlyway player 9.5 (displays the ready content), and friendlyway network services server (monitors player network and distributes content to the player stations). friendlyway composer web-editor is an add-on to composer, which allows to manage content for interactive presentations in a browser.

friendlyway composer 9.5 is the key software component, which formats content for the screens, creates & schedules content sequences

friendlyway composer 9.5

composer web-editor is a web-based tool for creating, editig and interactive contents

composer web-editor

friendlyway network services server monitors the player network and distributes content to the player stations

friendlyway network services server

client manager

friendlyway player 9.5

The client manager maintains connections and sends heart beats to the network services server

friendlyway player 9.5 installed on the PCs that power the digital signs and plays the content sequences according to the schedules created in composer 9.5

friendlyway®

System Requirements

The friendlyway composer 9 software is designed to be run on Windows platform and requires .Net Framework. The server software requires IIS and Microsoft SQL server (Express edition will be preinstalled) running on the computer.

composer workstation:
– commercially available PC with Windows 7 SP1 (32/64 bit), Windows 8/8.1, Windows 10;
– 2GB RAM;
– graphics card with an up-to-date driver and DirectX support;
– network card.

network services server:

up to 10 players:
– Windows 2003 Server Web, Standard, Enterprise Edition SP2 (32 bit), Windows 7 Professional, Ultimate Edition SP1 (32/64 bit), Windows 2008 Server Web, Standard, Enterprise Edition (32 bit) or Windows 2008 Server R2 Web, Standard, Enterprise Edition;
– Internet Information Services (IIS) must be installed on the computer (belongs to Windows).

from 10 displays:
– Windows 2003 Server Web, Standard, Enterprise Edition (32 bit), Windows 2008 Server Web, Standard, Enterprise Edition (32 bit) or Windows 2008 Server R2 Web, Standard, Enterprise Edition;
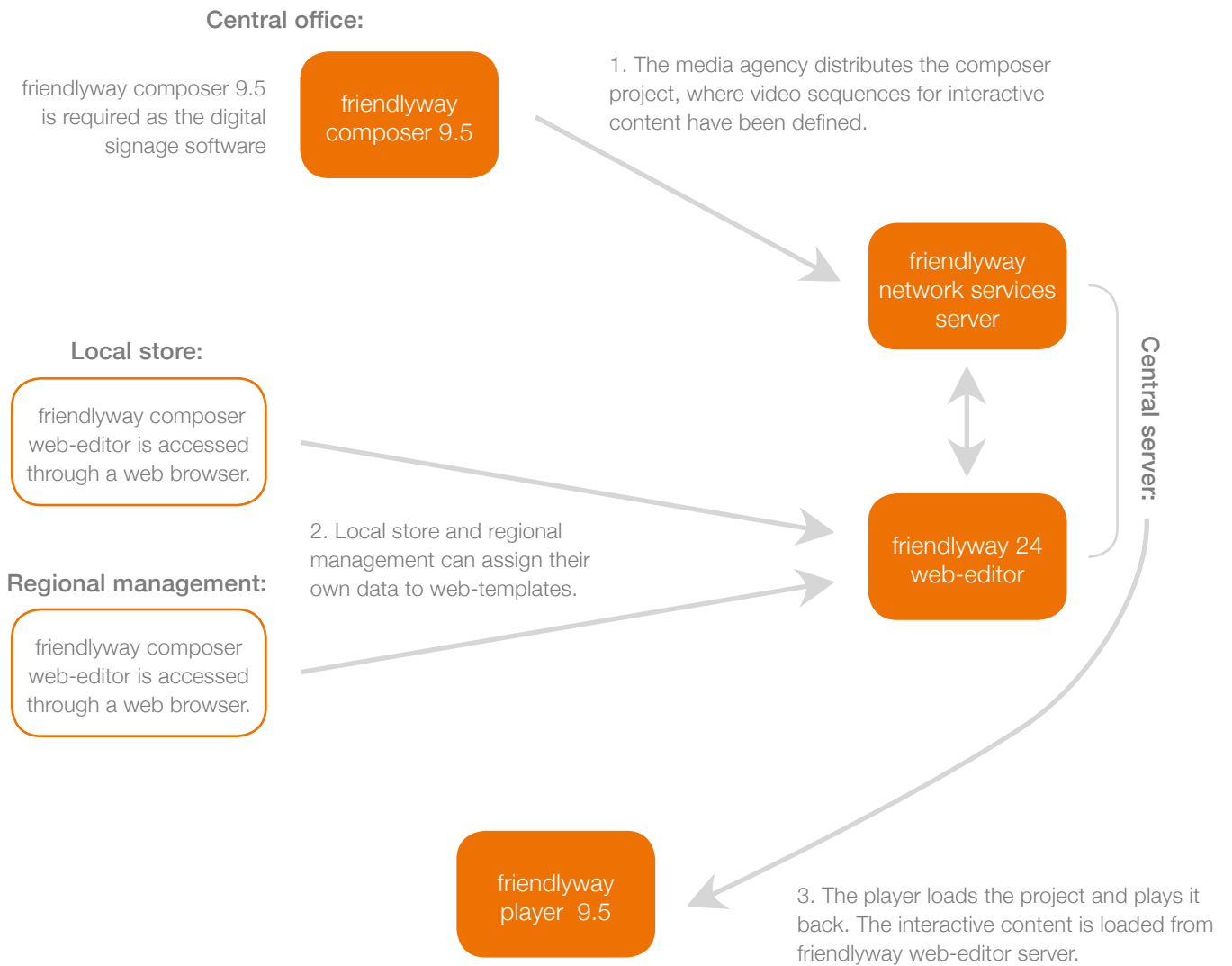– Internet Information Services (IIS) must be installed on the computer (belongs to Windows);

* In case involving more than 50 Clients we recommend to use a Microsoft SQL Server 2008 Standard Edition (must be purchased separately from Microsoft).

friendlyway composer web-editor

friendlyway composer web-editor is a web-based tool that allows creating high quality interactive content and editing it immediately at the point of sale without the need to install any additional software.

Key features:
– friendlyway composer 9 is required as digital signage software;
– the users have a web-based application for managing interactive presentations based on customized templates implemented by friendlyway;
– full control over appearance (rich text editor, combines images, QR codes, videos, texts);
– simple and intuitive interface, to be used by marketing staff without solid IT-knowledge;
– automatic or manual upload and distribution of changes.

friendlyway®

Central office:

friendlyway composer 9.5
is required as the digital
signage software

friendlyway
composer 9.5

1. The media agency distributes the composer
project, where video sequences for interactive
content have been defined.

friendlyway
network services
server

Central server:

Local store:

friendlyway composer
web-editor is accessed
through a web browser.

2. Local store and regional
management can assign their
own data to web-templates.

friendlyway 24
web-editor

Regional management:

friendlyway composer
web-editor is accessed
through a web browser.

friendlyway
player 9.5

3. The player loads the project and plays it
back. The interactive content is loaded from
friendlyway web-editor server.

friendlyway®

friendlyway offers comprehensive services:

- advice on choosing the right components
- selecting best-suited location
- integration in existing IT structures
- project management for implementation
- maintenance and support packages, including:
    - o remote monitoring
    - o software support
    - o on-site service with different levels of reaction times and recovery guarantees („SLA" - service-level-agreements)

friendlyway®

our partners around the world