

# friendlyway digital signage software



friendlyway s.r.o.

Svatoslavova 19, Prague, Czech Republic  
Tel: +420 241 740 104  
<http://www.friendlyway.cz>, [info@friendlyway.cz](mailto:info@friendlyway.cz)

# Choosing the right digital signage solution

Digital Signage is an effective advertising medium, which is rapidly changing the way companies communicate with customers, visitors, and employees. As the demand for Digital Signage is growing, more and more solutions are appearing on the market. However, it's rather common, that digital signage product is not what the customer needs. What are the customers expecting from a digital signage solution?

- ✓ It must be easy-to-learn.
- ✓ It must be able to display a variety of media files.
- ✓ It must be able to dynamically generate playlists based on a given number of criteria.
- ✓ It must support audio.
- ✓ It must be scalable.

Taking into account these and many other customer demands, our team developed friendlyway composer 9 – a complete solution, which covers all the tasks of a digital signage system, is user-friendly and easy-to-implement.

## **Customers from different branches of industry put their trust in friendlyway digital signage software for a number of reasons:**

**The smallest effort and the shortest learning curve on the market:** friendlyway composer 9 requires significantly less IT, programming, and designer efforts in comparison to competitors' software packages.

**The best price/performance ratio on the market:** owing to network features and the use of standard media formats widely offered by media agencies, friendlyway composer 9 is the best choice in terms of price/performance. The solution fits perfectly organizations with regional departments or stores, which contract media agencies for production of advertising and manage the digital signage network from the central office.

**The best playback quality for a wide range of popular file formats:** friendlyway composer 9 is the only software package on the market, which offers high playback quality for a large variety of file formats. Unlike competitors, we don't need to reduce the number and combinations of supported formats in order to provide an acceptable playback quality.

**Scalability from one display system up to networks with thousands of displays:** friendlyway composer 9 is scalable from one-display system managed on demand from within a notebook up to thousands of kiosks or displays connected to the central management server.



# friendlyway composer 9

friendlyway composer 9 and friendlyway composer network services server is all-in-one digital signage software, which covers all the tasks of a digital signage system, starting with content management and ending up with monitoring of the player stations. friendlyway composer 9 is distinguished by its user-friendliness and the usage of a large number of popular file formats. This makes the implementation of digital signage technologies easy and allows the companies to spare IT and personnel effort.

## Benefits

### for corporate communication, hotels, business centers:

- contents can be displayed depending on the information shown in the wayfinding or doorsign system, which makes a modern information system for the entrance area completed;
- existing PowerPoint presentations, PDF documents, videos, pictures, and text files can be added, for example, by a foyer employee with a small effort;
- usage of the state-of-the-art communication media affirms a modern and innovative image of a company or authority;
- ROI from displaying advertising of the participating or neighboring companies.

### for retail:

- sales increase through introduction of the dynamic advertising at the shopping place;
- raising the brand awareness through targeted display advertisement;
- customizability for branches through decentralized management of media.

### for transport advertising:

- increase of passenger satisfaction by displaying actual information or entertainment content;
- increase of brand awareness through targeted advertising campaigns;
- ROI from displaying advertisement of the partner companies.

### for AV solutions:

- enhanced ability to integrate into AV solutions through Windows compatible programming interfaces;
- flexibility when choosing hardware platform and displays for custom solutions.



## Advantages

### for corporate information networks:

- support of media files and PowerPoint presentations;
- ease of use: only several clicks are necessary to update content;
- different deployment scenarios: network, USB, removable media.

### for retail:

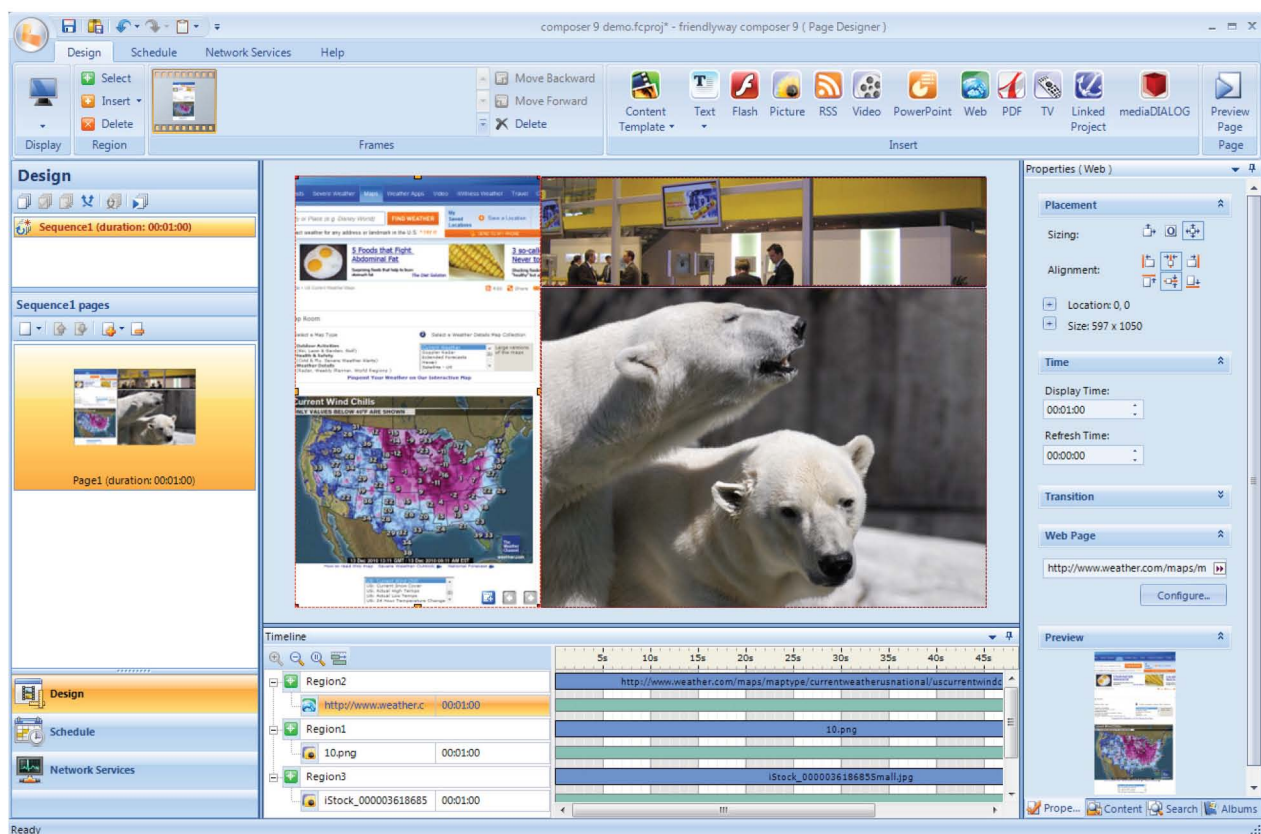
- using services of media agencies, which provide advanced flash and video support;
- small personnel effort: one marketing and one IT employee are expected;
- small implementation effort;
- overview of the complete network over friendlyway network services;
- advanced support of network of stores.

### for transport advertising:

- support of offline player mode;
- no permanent connection for content update is required;
- embedded Windows support;
- the interface is able to integrate the passenger information system;
- offline content.

### for AV solutions:

- flexible support of display space;
- connectivity to IP and QAM modulators;
- command line and .NET programming interface.



## Features

**Pictures:** all picture formats, including formats with transparent background and animated picture formats.

**Videos:** WMV, MPEG1, MPEG2, DIVX, MPEG4, MOV, streaming and HD videos.

**Microsoft PowerPoint:** MS PowerPoint presentations 2000-2007.

**Adobe Flash:** Flash animations with transparent background and online placed Flash files.

**RSS and Text:** texts and RSS feeds are supported as slider or ticker.

**Adobe PDF:** PDF documents are scrolled automatically, based on a schedule.

**Web:** certain web page regions can be selected and dynamically displayed on the screens.

**TV:** analog and digital (DVB-T/ DVB-S/ DVB-C) television.

**Intuitive user Interface:** significantly reduces the learning curve owing to Microsoft guidelines.

**Flexible display settings:** display settings can be selected based on the aspect ratio or resolution of the target display.

**Support of multiple displays** with different content controlled with double or quad head graphics card or display wall controller.

**Timeline:** display time of media objects is indicated as a chart and can be easily customized using the mouse.

**Media search service:** search of the media on the DVD or in the corporate network.

**Backgrounds:** it is possible to use colors, color transitions or pictures as a background.

**Background sound:** music or audio effects can be assigned to separate media elements.

**Visual effects:** an option of assigning sliding or fading effects to whole pages or separate media objects.

**24x7 playback:** the player software allows 24x7 playback.

**Easy deployment via USB or CD-ROM:** the project can be updated via USB or CD-ROM.

**Scheduler:** content sequences can be assigned to certain day times or special events via calendar similar to Microsoft Outlook.

**Dynamic sequence:** the software mixes the playlists automatically using repeat rate and time ranges, during which the spots should be displayed.

**Web-based management console:** the player network can be controlled and monitored from the administration web console without further installation of software.

**Player monitoring:** kiosk and player stations are monitored around the clock. In case of failure, the playback immediately starts again. The information about the actual failures is sent to the service person via e-mail or SMS.

**Visual control of displays:** screenshots from displays are sent live to the server and are available for visual control.

**Intelligent content distribution:** media projects are transferred incrementally with reference to the download and validity time directly to kiosks or player stations.

**Embedded project:** there is an option to insert another composer project.

### Content Toolkit:

**Animated templates:** animated customer specific templates with customer logos and colors can be created from the Adobe Flash files by a friendlyway reseller or a local media agency.

**Template album:** it is possible to attach different templates per drag-n-drop from multiple template albums attached to the software. The template album can be provided by a reseller, a media agency, or by designers inside the organization.





## friendlyway @caster

6

friendlyway @caster is an online application that allows creating high quality advertising spots from animated digital signage templates, arranging them into playlists, and managing the playlists. With friendlyway @caster there is no need to install any software on the local workstation. An Internet or Intranet connection and a web-browser is enough to compose a templates-based advertising sequence. This is perfectly suitable for local departments or small businesses, which want to insert own local content spots in between of running composer presentation or create simple dynamic playlists from the available content templates.

### Benefits

- reduction of the effort needed for the content creation;
- low effort required for system implementation;
- ROI through placing the external advertising;
- better recognizability of the content producer owing to the use of a widespread technology.

## Advantages

### for the companies:

- no software installation at local departments, and therefore no maintenance or IT personnel required;
- possibility to compose content from the head office with the local spots without the risk to mix everything together;
- the spots look similar to the customers at different stores: because the spots are based on templates, they look similar although contain different messages;
- no additional personnel costs, because system administration, monitoring of the screens, and template creation is made by friendlyway or a friendlyway partner.

### for the users:

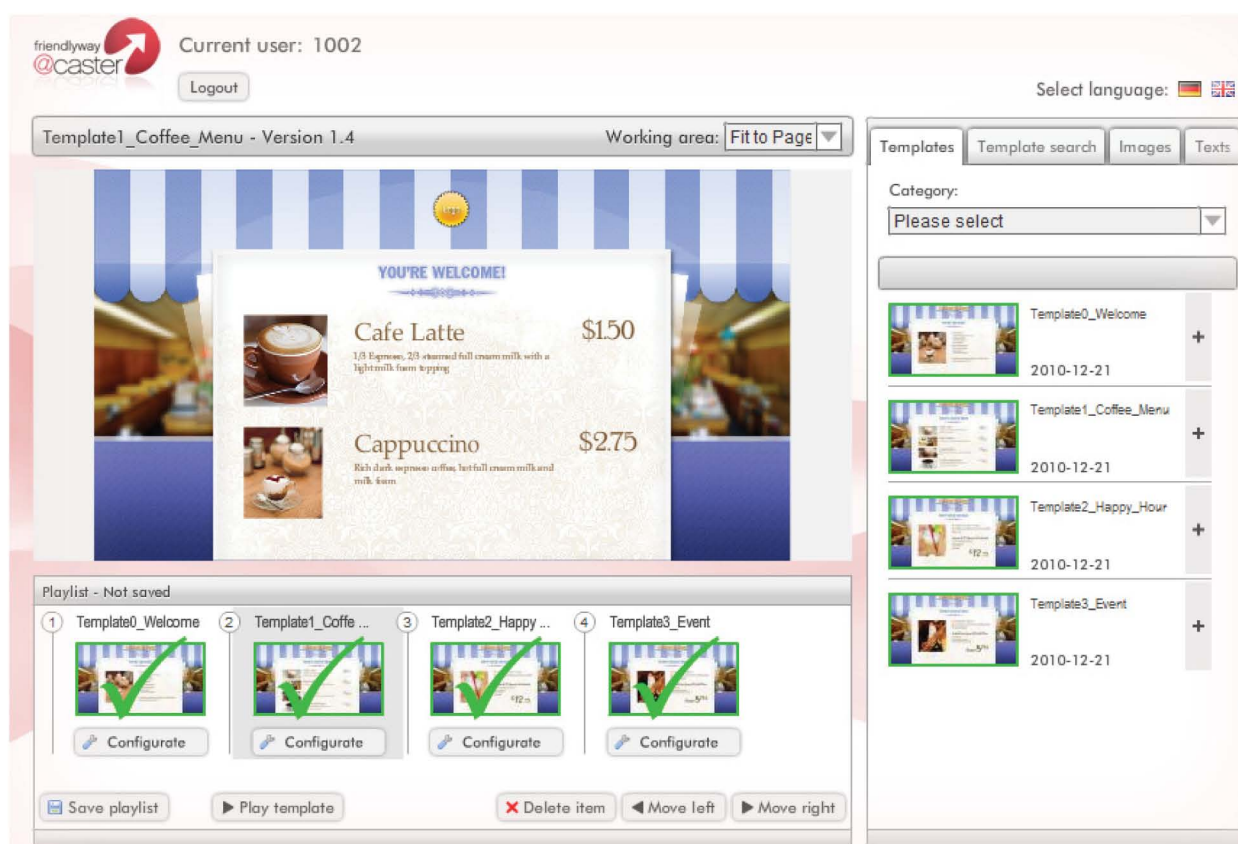
- access from any place: it is enough to have a PC with access to the Internet;
- no need to bother about template creation, system configuration or administration: the user needs only to create actual messages for the customers.

### for the resellers:

- a simple and easy to explain software product that requires no special IT knowledge from the reseller or from the end customers;
- additional revenue sources: the hosting server provider has the possibility to place third-party advertising on the customer screens.

### for the content designers and media agencies:

- new turnover possibilities from marketing digital media on public screens;
- get started immediately: since template creation is based on a widely-used Adobe technology, there is no need to get additional knowledge;
- the intellectual property rights remain protected, because the inner template structure is protected from access.



## Features

**Web-based user and administration interface:** friendlyway @caster is a web-based application. It doesn't require any installation on the workstation at the customer's location. The user has only to log in to the friendlyway @caster website to be able to create own advertising sequences from templates and immediately play them on the displays.

**Full control of your advertising sequence in the web browser:** single spots can be edited, turned off, and turned on via the website on a certain date.

**Choosing templates from different categories:** it is possible to search for multiple templates by categories.

**Choice of images and texts from the library:** the ready-made images and texts can be inserted from the library into the templates with a mouse click. It reduces the time for creating an advertising sequence to a few minutes.

**Templates can be created independently:** with the help of the friendlyway Content Toolkit, companies and media agencies can create templates independently and sell them to the friendlyway @caster end users.

**Plug-n-play configuration:** installation and configuration of the player is plug-n-play. You only need to enter the @caster server address and via the website specify the number of the @caster access. In a few minutes the player will connect to the server and display the advertising sequence.

**Connection over LAN, WLAN or UMTS:** friendlyway player can display @caster content regardless of whether LAN, WLAN, or UMTS connection is available and whether the connection is available permanently or temporary.

**Managing customers and customer groups:** customer access and customer groups are easily managed via the administration interface. The client receives PIN and password to access his account.

**Contents on the displays can be mixed with composer contents:** customer local content can be compounded in the composer software via a master project with content from different media like video, images, tickers, RSS feeds, flash spots. This is made centrally without the need to contact the display owner. Only the network operator has access to this function.

## About friendlyway

friendlyway AG is for 11 years successful in the Digital Signage and Kiosk/Point-of-Sales products markets and has a great experience in the design and development of systems, software, and solutions. The company is manufacturing and offering high quality display and kiosk systems, digital signage software, and full-featured display and kiosks solutions and is leading in the premium market segment. The list of references includes the companies from TOP 500 to small and medium size ones. friendlyway AG has more than 25.000 installations worldwide in over 70 countries and maintains a professional network of certified Value Added Reseller and Solution Partners around the world.