

friendlyway composer 7[®]

Digital Signage Software

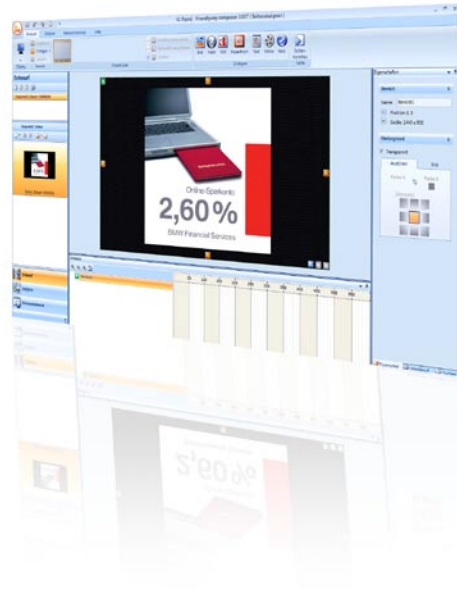
With friendlyway composer 7, showreels and info presentations for LCDs and kiosk displays are made easy.

“Digital Signage” is the new approach to supplying customers with business news, information, and entertainment via digital media technology. friendlyway composer 7 lets you deploy your information with a strong customer focus and with flexible structures.

Our software combines its versatile functions with user convenience. Presentations of any kind can be compiled quickly and easily, and the content can be monitored and controlled from within the software during playback.

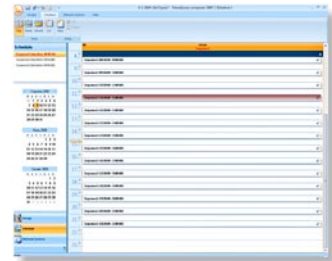
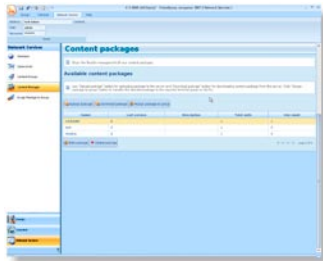
friendlyway composer 7 can be installed on any Windows workstation. The kiosk/display network is ready for action as soon as the software is installed. friendlyway composer 7's user interface is based on the new Microsoft menu standards (“Ribbons”), so it is easy to learn for computer-trained users.

A multitude of customer projects has been created with our presentation software over the years. Thanks to ongoing development, friendlyway composer 7 has become one of the most successful controller softwares in the field of digital signage.



Digital Signage in Practice

- News, advertisements and cartoons are presented on large-format screens to entertain people waiting in queues, on train platforms, etc.
- Retailers and service providers use digital screens in their stores and offices to display current offers and promotions, and to convey useful information to customers, clients, or patients.
- Electronic door signs for conference rooms indicate current bookings and are automatically updated via a network connection.
- Electronic signage in big buildings guides visitors to their destinations.
- Electronic offers, for example in the banking and real estate sectors, provide customers with up-to-date information.



Software information

friendlyway composer 7

Areas of application

- Presentation software for the creation and playback of advertising showreels in shop windows
- Creation and playback of advertising content in bank branches, stores, or medical practices
- Creation and playback of welcome messages in foyers and conference spaces

Functions

The software is a tool for compiling your presentations, and it ensures reliable, fail-safe playback on all connected displays and kiosk systems.

Product advantages

- Intuitive integration of existing presentation content (PowerPoint, TV, video, Internet, ...)
- Straightforward allocation of screen space
- Quick integration of active content from databases and the Internet (e.g. RSS feeds, Micros Fidelio, SAP, ...)
- Seamless, uninterrupted media transitions
- Remote management of functions and content
- Offline presentations
- Local content management (bandwidth optimization)

System requirements

friendlyway composer 7 requires Microsoft Windows XP or Windows Vista. Your system should be equipped with a current processor, at least 1 GB of RAM, 500 MB of available hard drive space, and a CD-ROM drive.