



friendlyway®
composer 9



OVERVIEW

friendlyway composer 9 and friendlyway composer network services is an all-in-one software product which generates and manages multimedia and digital signage content for kiosks and public displays. The usage of popular file formats and enhanced usability allows an organization to implement modern display technologies easy and quickly without additional IT and personnel effort.

friendlyway composer 9 manages the requirements of a kiosk or display digital signage network, starting with easy content management and scheduling and ending with content distribution and monitoring of kiosks or player stations.

friendlyway @caster is a new unique software product which allows the simple creation of high-quality content from digital signage templates and the management of playlists from a web browser.

KEY BENEFITS OF FRIENDLYWAY COMPOSER 9

friendlyway composer 9 encapsulates support of varied media formats, content templates, management and scheduling of multimedia content, smooth playback of different media types on one display, one-click distribution and monitoring of content to kiosks or player stations.

SMALLEST EFFORT AND SHORTEST LEARNING CURVE ON THE MARKET

Due to the use of the most popular media formats and a very intuitive MS Office-like user interface, composer 9 requires significantly less IT, programming and designer efforts in comparison with competitors' software packages.

BEST PRICE/PERFORMANCE RATIO ON THE MARKET

Using standard media formats widely offered by media agencies and network features, friendlyway composer 9 offers the optimal price/performance choice for organizations with regional departments or stores, which contract media agencies for production of advertising and manage the digital signage network from a central office.

BEST PLAYBACK QUALITY FOR WIDE RANGE OF POPULAR FILE FORMATS

friendlyway composer 9 is the only software package on the market which offers high quality playback for a large variety of file formats. This feature distinguishes us from many competitors, who have to reduce the number and combinations of supported formats to provide an acceptable playback quality.

SCALABILITY FROM ONE DISPLAY SYSTEM UP TO NETWORKS WITH THOUSANDS OF DISPLAYS

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

WHAT IS NEW?

CONTENT TEMPLATES

Advertising spots in digital signage requires broadband visual quality and should be animated to catch the attention of the audience. The creation of high-quality content usually requires designer and animation developer skills. friendlyway composer 9 offers a content template technology which allows the users to easily change the texts and pictures inside of high-quality templates, created by professional media agencies. friendlyway software offers two ways to create spots from templates quickly, which are online creation of spots and playlists using friendlyway @caster or creation of spots using template albums directly in friendlyway composer 9.

DYNAMIC SEQUENCE MANAGEMENT

friendlyway composer 9 makes it very simple to display out of sequence marketing advertisement spots with different frequency and times.

- The users can simply assign the marketing advertisement spots of an existing broadcast, friendlyway composer 9 mixes the program automatically to ensure accuracy. The users are able to define the playback time and the frequency.
 - The friendlyway player adapts the changes automatically and generates the playlist to the corresponding prompts.
 - This new feature enables the distribution of marketing materials with substantially higher flexibility to the users.
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NEW SUPPORT TO CUT FROM TV SEQUENCES

In Europe or North America , The new TV functions within composer 9 support the marketable TV cards which are displayed for operation 24x7, and which meet industry standards. Some of the features include:

- TV Support is integrated directly in Composer 9 version.
 - Improved stability and support for international TV standards.
 - List of the supported TV cards is available.
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NEW LICENSE MODEL

A new 20-digit code license process simplifies the licensing of the software resale for the authorized friendlyway distribution partner. Some of the features include:

- Hardware ID is no longer required.
- The license algorithm consists of a 20-digit sequence code.
- The activation can be made directly within the composer 9 version (including Player) or over a special web -page platform from which all licenses can be administered for large installations.

BEST USAGE SCENARIOS FOR FRIENDLYWAY COMPOSER 9

FRIENDLYWAY COMPOSER 9 FOR CORPORATE INFORMATION NETWORKS

Digital signage can be used in corporate information networks to communicate corporate news, events and messages to employees or company visitors. The content will be created internally from Microsoft Office documents.

USAGE SCENARIO KEY CHARACTERISTICS

- Up to 10 displays installed in a lobby;
- PowerPoint Presentations, PDF documents, videos and text files used to build content;
- Limited number of employees required to maintain displays.

ADVANTAGES OF FRIENDLYWAY COMPOSER 9

- Support of office media files, excellent support of PowerPoint files;
- Easy-to-use software: only several clicks are needed to update content;
- Different deployment scenarios: network, USB, removable media.

FRIENDLYWAY COMPOSER 9 FOR RETAIL

Digital signage will be used by retailers to present local products and services information, opening hours and messages to customers.

USAGE SCENARIO KEY CHARACTERISTICS

- Customer is a retailer with a chain of shops (50 – 500), where displays should be installed;
- Content will be created by the media agency;
- There are regional differences in content;
- Content will be composed by the marketing department;
- Network and deployment is maintained by the IT Department.

ADVANTAGES OF FRIENDLYWAY COMPOSER 9

- 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 complete network with friendlyway network services.

BEST USAGE SCENARIOS FOR FRIENDLYWAY COMPOSER 9

FRIENDLYWAY COMPOSER 9 FOR TRANSPORTATION ADVERTISING

Digital signage will be used to display transportation information, timetable delays, local advertising and tourist information.

USAGE SCENARIO KEY CHARACTERISTICS

- Displays will be installed in public transportation facilities: bus, taxi, train, ferry etc.;
- Content will be created by the company central office;
- Players will be offline as soon transport leaves the depot;
- Content will be changed depending on the location.

ADVANTAGES OF FRIENDLYWAY COMPOSER 9

- Support of offline player mode;
- No permanent connection for content update is required;
- Support of Windows XP embedded;
- Interface is able to integrate the passenger information system;
- Offline content.

FRIENDLYWAY COMPOSER 9 FOR SPECIAL AV SOLUTIONS

Digital signage is used to build custom solutions for large displays, stream digital signage content over cable networks, extern existing applications with digital signage functionality.

USAGE SCENARIO KEY CHARACTERISTICS

- Multiple display systems;
- Streaming to IP or cable networks;
- Large LED displays;
- Use of remote controls;
- Interface with external software solutions.

ADVANTAGES OF FRIENDLYWAY COMPOSER 9

- Flexible support of display space;
- Connectivity to IP and QAM modulators;
- Command line and .NET programming interface.

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CREATION OF ADVERTISING SPOTS AND MANAGEMENT OF PLAYLIST USING FRIENDLYWAY @CASTER

friendlyway @caster is an online application which allows creating playlists of spots from content templates and managing playlists. In case friendlyway @caster is used to create spots, it is not necessary to install friendlyway composer 9 on the workstation. It is enough to access the server, where the spot server is hosted from the web browser which has an internet or intranet connection.

This scenario 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.

Advertising spots created by friendlyway @caster will be automatically loaded by friendlyway player and used for playback. The player does not require permanent connection to the spot server as the spots will be preloaded locally during the time the connection is available.

CREATION OF ADVERTISING SPOTS USING FRIENDLYWAY COMPOSER 9

Content templates can be used to create content spots directly in the friendlyway composer installed on the user workstation. The templates will be attached to the composer software as content albums containing the templates, specially created by local media agencies.

As the spots are created directly in the friendlyway composer, they can be combined with other media objects like videos, text crawlers etc. to create media-rich digital signage content.

FRIENDLYWAY COMPOSER 9 FEATURES

MEDIA FORMATS

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

Videos – playback of WMV, MPEG1, MPEG2, DIVX, MPEG4, MOV videos as well as streaming and HD videos.

Microsoft PowerPoint – Support of Microsoft PowerPoint presentations created with 2000-2007 versions of Microsoft PowerPoint. The player is able to playback multiple PowerPoint presentations simultaneously.

Adobe Flash – support of Flash animations with transparent background and online placed Flash files.

Adobe PDF – PDF documents are scrolled automatically based on a schedule.

RSS and Text – texts and RSS feeds are supported as slider or ticker. Tickers can be designed using different fonts as well as pictures. Tickers are able to run over video background.

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. The precondition is that a TV card is installed on the kiosk or player station.

TEMPLATES

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 albums – the customer has an ability to attach different templates per drag-n-drop from multiple template albums attached to the software. The template album for organization can be delivered by a reseller, a media agency or by designers inside the organization.

ONLINE CONTENT AND PLAYLIST CREATION WITH FRIENDLYWAY @CASTER

Creation of spots using content templates – animated broadcast quality advertising spots can be easily created in the web browser from a library of content templates, pictures and texts.

Flexible playlist management – playlist of spots can be easily defined by a simple sequence or a date range. Users have the ability to remove the spots from the playback quickly.

Intelligent synchronization with player stations – spots will be preloaded to player stations and constantly synchronized as soon as the online connection to the spot server is available.

FRIENDLYWAY COMPOSER 9 FEATURES

CONTENT MANAGEMENT AND SCHEDULING

- Modern and user friendly interface** – the user interface significantly reduces the learning curve using Microsoft guidelines.
- Flexible display settings** – possibility to select display settings based on the aspect ratio or resolution of the target display. The content will be scaled to full screen automatically.
- Support of multiple displays** – software supports 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.
- Dynamic sequences** – software mixes the playlists automatically using repeat rate and time ranges during which the spots should be displayed.
- Scheduler** – content sequences can be assigned to certain day times or special events via calendar similar to Microsoft Outlook.
- Media search service** – search service for 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** – it is possible to assign sliding or fading effects to whole pages or separate media objects.

PLAYBACK

- Performance** – a special technology manages seamless playback of media objects without visual and loading effects.
- 24x7 operation** – the player software has been developed for 24x7 playback.

DISTRIBUTION AND MONITORING

- Web based interface** – 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 starts immediately again. The information about the actual failures is sent to the service person via e-mail or SMS.
- Visual control** – screenshots from displays are sent live to the server and are available for visual control.
- Intelligent content distribution** – media projects are transferred incrementally with a reference to the download and validity time directly to kiosks or player stations.
- Automatic software updates** – software updates are transmitted and installed on kiosks or player stations automatically.

COMPOSER EDITIONS

SINGLE EDITION

composer will be installed directly on the computer equipped with a display on which the digital signage content will be displayed. To edit content, the user has to stop the playback and edit presentation directly on the display. This licensing model is ideal for single display installations. Available for upgrade to basic or professional license.

BASIC EDITION

Basic edition supports creation of digital signage content on a workstation or a notebook, where players have own computers. Content update can be done by removable media or simple network share. This licensing model is most suitable for 1-3 displays not connected to the network or if content updates on the player stations are not intensive. Available for upgrade to professional license.

PROFESSIONAL EDITION

Professional edition provides additional features of the software and can manage multiple displays directly from the composer user (editing station) interface. Content updates will be maintained by network services, which can be installed on the same computer as the composer (editing station) or on a separate server. The player stations require additional network services license to be connected to the network services. Available for upgrade to Enterprise license.

ENTERPRISE LICENSE

Enterprise license provides all software functions without limitation and is available for a large digital signage networks upon request. This type of licensing is most suitable for networks with more than 100 players.

FRIENDLYWAY COMPOSER 9 INSTALLATION SCENARIOS

MOBILE

friendlyway composer 9 and network services server will be installed on a notebook. Content deployment and monitoring will be available as soon the notebook is connected to the same network, where kiosks or players are placed. After distribution of content is finished, the notebook can be removed from the network without affect the player stations.

OFFICE

friendlyway composer 9 and network services server will be installed on an office computer. Content deployment and monitoring will be available as soon the computer is turned on. If the computer is turned off, the player will continue to playback the exsisting content.

CORPORATE

A network services server will be installed on the server inside the corporate network. Content deployment and monitoring of player stations are constantly available for the player stations connected to the same network.

HOSTED

A network services server will be installed by the hosting provider as server housing or dedicated hosting. Content deployment and monitoring of player stations are constantly available for the player stations connected to the Internet.

SYSTEM REQUIREMENTS

COMPOSER WORKSTATION

Commercial available computer, Windows XP SP2 or SP3, Windows Vista (not Home Editions), 1GB RAM, Graphics card with DirectX 9 support and min. 64 MB RAM, 100 free HDD space, network card.

PLAYER STATION

Commercial available computer, Windows XP SP2 or SP3 or Windows Vista (not Home Editions)*, 512MB RAM, Graphics card with DirectX 9 support and min. 64 MB RAM, 100 free HDD space, network card, TV card (optionally), multi head graphic card (optionally).

* – Windows XP Embedded version is available upon request on certified hardware. (It is recommended to use Windows Embedded Standard 2009).

NETWORK SERVICES SERVER

Up to 10 players – Windows XP SP2 or SP3, 1 GB RAM, network card, 10 GB free space.

More than 10 players – Windows 2003 or 2008 Server Standard Edition, 2 GB RAM, 100 GB free space, 1Gbit network card.

FEATURE MATRIX

	SINGLE	BASIC	PROFESSIONAL
MEDIA FORMATS			
Pictures	+	+	+
Videos	+	+	+
PowerPoint	+	+	+
Flash	+	+	+
Text, RSS	+	+	+
@caster object	-	-	+
PDF	-	-	+
Web	-	-	+
TV	-	-	+
Embedded projects	-	-	+
CONTENT MANAGEMENT			
Modern user interface	+	+	+
Flexible display settings	+	+	+
Support of multiple displays	+	+	+
Timeline	+	+	+
Media search service	+	+	+
Animated templates	+	+	+
Template album	+	+	+
Backgrounds	+	+	+
Background sound	+	+	+
Visual effects	+	+	+
24x7 playback	+	+	+
Easy deployment via USB or CD-ROM	+	+	+
Scheduler	-	-	+
Dynamic sequence	-	-	+
Upgrade to next version ability	+	+	+

FEATURE MATRIX

	SINGLE	BASIC	PROFESSIONAL
MAX OBJECTS			
Max pages and sequences	10 pages, 1 sequence	10 pages, 1 sequence	Unlimited
Max Kiosks or Players	1	3	Unlimited
Max Users	1	1	Unlimited
NETWORK FEATURES			
Web based management console	-	-	+
Player monitoring	-	-	+
Visual control of displays	-	-	+
Intelligent content distribution	-	-	+