



... it's the smile!

09/10

# friendlyway Systems

friendlyway systems are characterized by excellent design, advanced technical stability, excellent value to performance ratio. For more than 10 years, our customers have relied on our high level of competence. Our product lines - the *Premium Line* and the *Professional Line* – make it possible for you to identify the best product suitable for your project:

## Premium Line



The *Premium Line* meets all requirements of a top quality designed system (aluminium housing), which feels at home in almost any surrounding. The high quality workmanship is noticeable at first sight. And despite high quality design standards, one does not have to forego the latest technologies.

- Stylish & unique design
- Flexible configurations
- Operator & service friendly
- Future-oriented to the latest state of technology
- An eye-catcher at every event
- Highest quality standards

## Professional Line



With the *Professional Line*, we have placed special emphasis on the combination of efficiency, high added value and operational capability in the harshest environment (powder-coated metal). Ideal for a carefree roll out even in larger quantities as well as the implementation of highly complex projects.

- Compact, robust and representative design
- Competitive pricing, designed for larger roll outs
- Flexible configurations
- Designed for application-oriented computers
- Operator & service friendly
- Current state of technology

We are available for a discussion about your project ideas; you will see that we will have a solution even for your project.

# friendlyway Software

friendlyway's composer 9 system, provides an up-to-date solution portfolio, that is unique in functionality as well as in operational performance.



## friendlyway secure browser

- Makes it possible to run Web applications & interactive applications on kiosks or PC's
- Prevents random access to the operating system by the user
- Offers a customizable user interface



## friendlyway player 9

- Seamless playback of multimedia digital signage presentations
- Support for Windows XP, Vista & Windows XP Embedded
- Developed to function in 24x7 mode



## friendlyway composer network services

- Automatic distribution of content to kiosks or player displays
- Monitoring of operational readiness of kiosks or player displays
- Proof-of-play reports and/or utilization statistics for kiosks and displays



## friendlyway composer 9

- Creation of digital signage content from a variety of multimedia formats
- Enables splitting the screen into several areas to display their own content
- Automatic calculation of display time for the presentation
- Scheduling of content by day, week or month

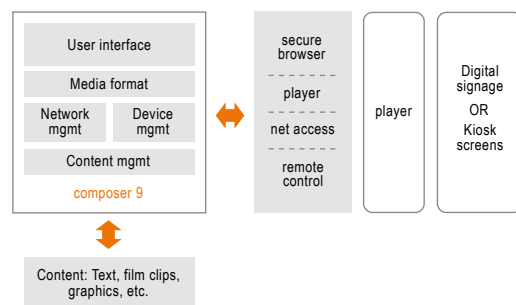
## Software Capacities

### *User friendly control of media formats*

The friendlyway software utilizes a wide variety of media formats in different screen zones seamlessly and efficiently. The user friendly software reduces training costs and clearly simplifies the complex subject of media control.

### *Network Management*

The friendlyway software enables transmission of content and visual monitoring of stations with just a few mouse clicks. The software is suited for all network sizes and can also be used as an ASP version.



### *Kiosk browser*

The friendlyway software protects the kiosk or computer from access by unauthorized users and allows execution of kiosk applications in an optimized environment for the public domain.

# friendlyway Services

As one of the leading suppliers in digital signage and self service, friendlyway offers solutions for your project from start to successful completion.

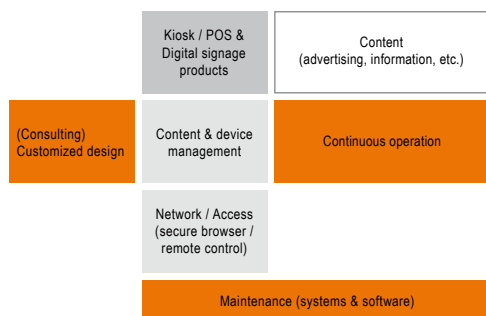
## Consulting

An experienced team of consultants and technicians is available to assist you with your project. As we know, a successful project requires certain planning - utilize the long time experience of friendlyway!

## Content Management

In many cases, companies do not have a specialized department for digital signage or self-service for the implementation of editorial or updating activities of content on terminals and displays. friendlyway offers the opportunity for professional outsourcing of these activities.

## The totally carefree package: Digital Communication as a Service



Self service and digital signage projects consist of a variety of important elements. Often the mistake is made to distribute these elements to different parties or to internal resources that are not familiar with the subject.

## Monitoring of systems

A digital system is only as valuable as what it offers. It is also important to avoid system failure and extended downtime. Via Remote Management and Monitoring, you can transfer this responsibility to the friendlyway Service Team – a variety of Service level agreements are available!

## Installation and maintenance

friendlyway takes over the task on site in all phases. At roll out for installation, to checking and cleaning and also in case Service is required. The friendlyway technician network is available as agreed upon in the Service level agreement.

Friction losses, high processing fees and unclear distribution of responsibilities are often the result. friendlyway offers a solution from one source! DCaaS (Digital Communication as a Service) means for you: an entirely carefree package with all components of a Self Service or Digital Signage project.

## All elements means:

- Systems in the form of display or kiosk systems
- Digital signage or interactive application software
- Infrastructure as network & Back-Office systems
- Content & Update Management
- Monitoring & on site services

Also project management, consulting, roll out services are included in one DCaaS project. The total services are transparently invoiced in the form of a monthly fee.

## friendlyway Customers



friendlyway is one of the few companies which has developed their own solution and software capability for kiosk and self service systems. The friendlyway software package was developed within the last seven years into one of the most powerful POI and POS software systems.

Our products and services have been distributed worldwide since the 90's. In the last 10 years, we have installed more than 25,000 friendlyway systems and software packages.

friendlyway kiosk solutions are among the bestselling and most reliable products in Europe and North America. The list of our customers is extensive. You can find a selection of reference projects and solutions for a variety of different branches in our „friendlyway-Solution-City“: [www.friendlyway.com](http://www.friendlyway.com).

According to a current customer inquiry among more than 200 friendlyway customers, 98% of all customers are satisfied, very satisfied or enthusiastic about the success of the deployment of friendlyway systems.

## friendlyway Partners



Solution partners are using friendlyway products from the Digital Signage and Kiosk family to create high value solutions for the customers and to ensure optimum customer support. Experienced solution partners bear the seal „friendlyway Certified Partner“. Thus, friendlyway ensures that the user can draw on such

partners if needed, who have proven expertise in consulting and implementing solutions in Digital Signage and in the kiosk market. Prerequisite to become one of these partners is a high degree of experience with friendlyway products.



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Your friendlyway Partner

