# friendlyway composer

**The presentation software for digital signage**

**Applications for the "friendlyway composer" presentation software:**

- Presentation software for designing individual digital signage
- Playing presentations on large screens and beamers
- Designing presentations for visitors' kiosks
- Playing digital advertising on several screens
- Presentation software for designing digital signage for trade fairs
- Presentation software for designing presentations for TV viewing stations

**friendlyway composer**
Die professionelle Software zur Steuerung
Ihrer Präsentationsmedien

friendlyway
intelligent solutions for friendly communication

friendlyway®
Intelligent solutions for friendly communication

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## Design digital signage individually and simply

The presentation software friendlyway composer has been used in countless projects over the years. Through continuous further development, the presentation software has become one of the most successful control products for digital signage. The latest generation of our presentation software sets new benchmarks in the field of media control and digital advertising.

Our presentation software friendlyway composer combines enjoyable application with versatility and functionality. The design is entirely based on the needs of your presentation media, combining function and ergonomics in an intelligent and creative way. With its flexibility and unmistakable user interface style, the presentation software is perfect for the age of digital advertising.

Customer on the "friendlyway composer" presentation software: **G. Hollick, Managing Director fh-direktmarketing, Mengkofen**
"We're really impressed by the simplicity of usage .... An idea that makes our presentations easier."

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### Digital advertising made easy!
The presentation software friendlyway composer enables you to put together digital signage presentations individually to meet your needs - we have prepared extensive function packages for you. The presentation software integrates a wide range of different media formats. From live TV, Powerpoint, internet, standard graphics formats, all the way to Macromedia Director presentations – all common media formats can be simply integrated into the stable self-running environment of the presentation software.

### The presentation software functions at a glance
- Division of screen content into separately controlled units
- Control of several screens via remote dial-up
- Remote distribution of presentation content
- Integration of various media formats in one interface (e.g. live TV, Powerpoint, internet, images, texts, audio files)
- Time-controlled presentations (incl. weekday and time allocation)
- Time-controlled presentation order (incl. set time for presentation length of individual media content)
- Integration of text tickers
- Directly editable visitor welcome
- Password protection through combined use with friendlyway secure browser

### System requirements for the presentation software
The presentation software requires Microsoft Windows 2000 or Windows XP. Your system should have at least 300 Mhz processor speed, 64 MB internal memory, 100 MB available fixed-disk storage and a CD-ROM drive.

### Presentation software buttons for simple design of your digital advertising.

**With the friendlyway biz tv creator** you allocate the content produced with the presentation software to the buttons on the TV remote control.

**With friendlyway composer** you put together your digital advertising to create entertaining media presentations.

**The friendlyway packager** enables simple transfer of content and time schedules.

**The friendlyway player** ensures playing of digital advertising and presentations.

**The friendlyway scheduler** ensures efficient scheduling of the various files created with the presentation software.
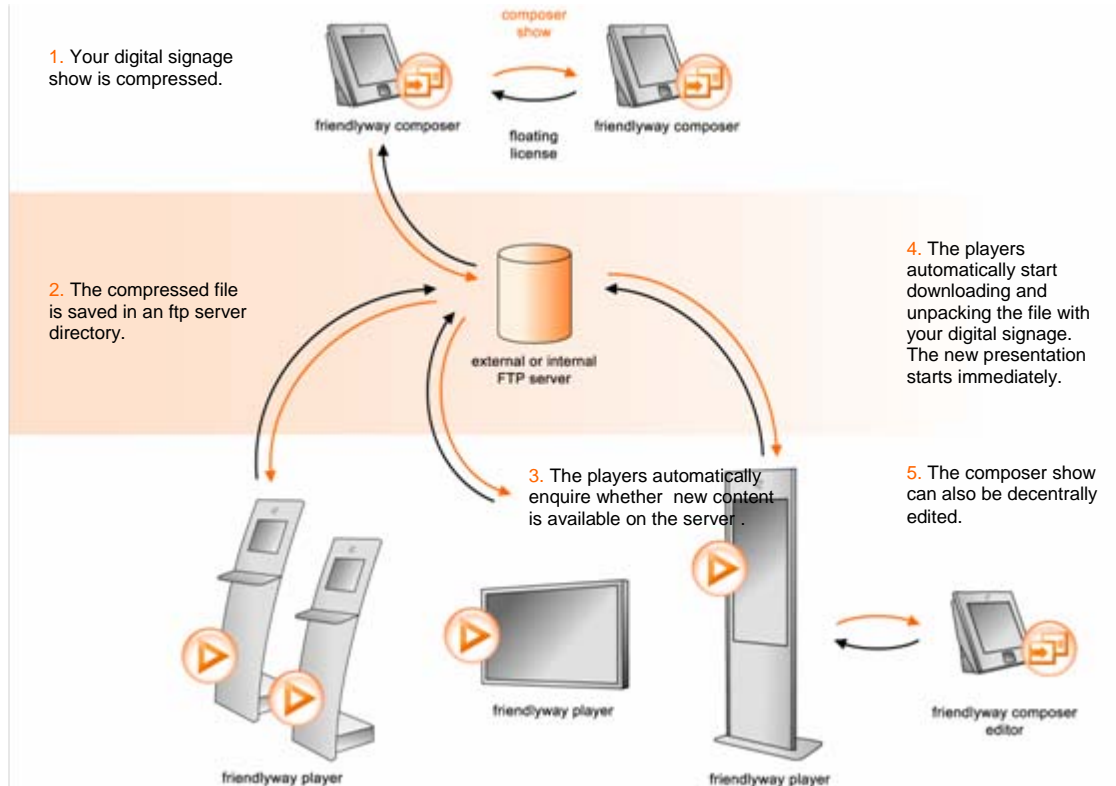
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## Your digital signage show on tour

Why not post your composer show online? The friendlyway packager automatically distributes the content created with the presentation software. At the touch of a button, your composer shows or schedules are loaded onto an ftp server.

The friendlyway players also feature the friendlyway packager function and automatically enquire after new content on the ftp server at your own preset time intervals.

New content is automatically downloaded by the friendlyway player installations, unpacked in the background and immediately started.

1. Your digital signage show is compressed.

2. The compressed file is saved in an ftp server directory.

3. The players automatically enquire whether new content is available on the server .

4. The players automatically start downloading and unpacking the file with your digital signage. The new presentation starts immediately.

5. The composer show can also be decentrally edited.

# friendlyway product overview

**Further areas of friendlyway quality**

**friendlyway: everything for digital signage!**

friendlyway provides various solutions, software and appliances for digital signage and digital advertising. Information kiosks, photo kiosks, CD burning stations, touch screen kiosks, music and ticket kiosks, videomail stations, business card readers, signage solutions for rooms and buildings, presentation software, building management software, advertising and shelf displays, visitor welcome solutions, lease offers for trade fairs and events, kiosk software, secure browser software, project solutions, software for remote monitoring and control of touch screens, LCD and plasma screens, integrated TV and media kiosks.
In short: software and system solutions for self-service and customer information in stores and public spaces.

friendlyway also implements customer-specific projects inside and outside of Germany. friendlyway has already automated or optimised processes and workflows in over 150 projects, on the basis of modern technologies such as the Microsoft .net platform, following development standards such as Rational Rose.

friendlyway has developed tailor-made solutions for companies in the hotel, school, university, hospital, public administration, research institution, bank, insurance, public authorities, restaurant, retail, airport, fuel station, media, trade fair, pharmaceuticals, health, retail centre, real estate, museum, telecom and automotive sectors. At www.friendlyway.de you'll find references from more than 200 worldwide projects – free of charge!

ISO 9001