



Microsoft, Unterschleißheim

„This professional friendlyway security solution allows us to get feedback during the event on Tablet PC [...].„

Welcome to friendlyway



1998-2016

Dear valued customers and readers,

1998 was an incredibly successful year. The economy was booming, and there was an exciting, electrifying atmosphere of pioneering and innovation. The “Smart” car manufacturer was producing the first Smart cars; the European Central Bank was founded; the construction contract for the ISS international space station was signed.

In our elated mindset, we would have thought it entirely feasible for our company to turn into one of the world’s leading providers of digital self-service and electronic adscreens over the coming decade. However, even we were surprised to find out that our average annual growth has been above 60% – three times the growth of the market we work in. Today, a grand total of 50,000 friendlyway solutions are being deployed in over 49 countries. Looking back over the past decade, we are especially pleased with our never-ending whirlwind of ideas and inventions. Many of the major innovations in our field can be traced back directly to the pioneering work of friendlyway AG. In fact, some of our products have turned into blueprints for our competitors on an international scale.

Despite our past achievements, however, we are confident that the success story of friendlyway AG is only just beginning. There has been a veritable explosion in demand for self-service solutions and digital adscreens in public areas. New usage scenarios are emerging that no one could have anticipated. Who would have believed it possible that one day there would be mobile digital kiosk systems and apps to accompany customers around car dealerships or museums? The concept of work desks and conference tables consisting of large-format touch screens would have seemed like science fiction even a few years back. It remains to be seen what comes next!

We hope you will enjoy reading about our many products, services, and solutions, and we would also love to know your feedback. We will gladly respond to your questions and suggestions in person – just e-mail us at klaus.trox@friendlyway.com or borys.straczek@friendlyway.com.

Yours sincerely,

Klaus Trox
CEO

Borys Strączek
CTO

32 Good Reasons for friendlyway

friendlyway - A Status Symbol of Success

1. The world's most successful brands opt for friendlyway: Rolex, Bentley, Swarovski, BMW, Mercedes Benz, Migros, Shell, Stanford University, Microsoft, Boeing, ebay, AOL, Yahoo, Nokia, Intel, and McDonalds are just a few examples of our extensive international customer base.

2. friendlyway terminals are deployed at the most exclusive locations and for the most exclusive people in the world. These are just some of our prominent customers:

- Juan Carlos, King of Spain; in Madrid
- Princess Camilla Parker Bowles & Prince Charles; on the HMS Scott
- Abdullah II, King of Jordan; in Amman
- Alia, Queen of Jordan; in Amman
- Crown Prince Abdullah bin Abd al-Aziz
- Royal Palace of Saudi Arabia; in Riad

3. In their field, many friendlyway systems are best-selling products – on a global scale. In Europe alone, more than 20,000 “friendlies” are currently deployed.

friendlyway - Timeless Design

4. The ultra-slim terminal design with a depth of just 4.7 cm never fails to impress.

5. Gently curved, tapered side panels emphasize the elegant product aesthetics.

6. Thin strips of chrome on both sides add a touch of excitement to an already impressive shell design.

7. On request, terminal surfaces can also be made of wood, silver, gold, or jewels (fractal design).

friendlyway - Reliability Through Quality

8. The award-winning design of friendlyway's products has found its way into locations such as the Museum of Modern Art in New York and San Francisco.

9. Only the finest materials are used in the production of friendlyway systems: chrome, anodized aluminum, stainless steel, safety glass.

10. Our globally patented design has remained a constant production feature throughout the years. Matching new units can be ordered anytime.

11. friendlyway only uses the latest crystal-clear, high-luminance active matrix displays.

12. friendlyway's outdoor products feature special displays designed for sunlight exposure.

13. friendlyway's products are manufactured and certified according to the highest quality standards, including DIN ISO 9001 and 9002.

14. All friendlyway products are tested for stability in mounted scenarios.

15. Almost 100% of the materials used in friendlyway products can be recycled, which makes them a resource-friendly option.

16. friendlyway only uses electronics components with extremely long life cycles. This guarantees future-proof investment.

17. More than 90% of all friendlyway systems manufactured to date are still fit for deployment. In terms of investment security as well as environmental friendliness, friendlyway's systems display excellent longevity.

18. friendlyway's terminal shells are exclusively manufactured in Germany. The “Made in Germany” label is renowned for high quality and reliability.

19. friendlyway's products are based on a highly modular design. All components can be replaced or upgraded at any time.

20. friendlyway only uses powerful, state-of-the-art computers from renowned brands.

21. The friendlyway product range includes easy access (barrier-free) products as required by German law.

22. All friendlyway products are subjected to extreme tests in special climate chambers.

23. friendlyway products are tested, certified according to CE as well as the tough UL requirements in the U.S.

friendlyway - Worldwide Support

24. friendlyway has more than 1,700 service partners in Germany alone. In addition, friendlyway has a global network of local partners who provide faultless service and support. friendlyway is one of the very few kiosk manufacturers who provide localized support for their internationally deployed products.

25. Optionally, friendlyway can also provide permanent remote monitoring for deployed systems. This brings together security and reliability.

26. With friendlyway's three-year carefree support package, on-site service is provided at no extra charge.

27. friendlyway furthermore offers regular on-site inspections and cleaning. Naturally, installation and commissioning can also be provided.

friendlyway - Software & Hardware from a Single Supplier

28. friendlyway is a single supplier for software as well as hardware. The advantage of this is that all devices and applications are optimally matched and extensively tested for compatibility.

29. More than 100 combined years of technical development have gone into friendlyway's software solutions. Experiences made through numerous projects in Germany and internationally ensure ongoing improvements and system development.

30. In the rare event of a fault, friendlyway will provide the best possible support, regardless of whether the problems are caused by the hardware or the software.

friendlyway - Working With Our Customers and For Our Customers

31. The friendlyway team has had more than ten years of professional experience in the field, having designed, implemented, and supported over 400 major hardware and software projects.

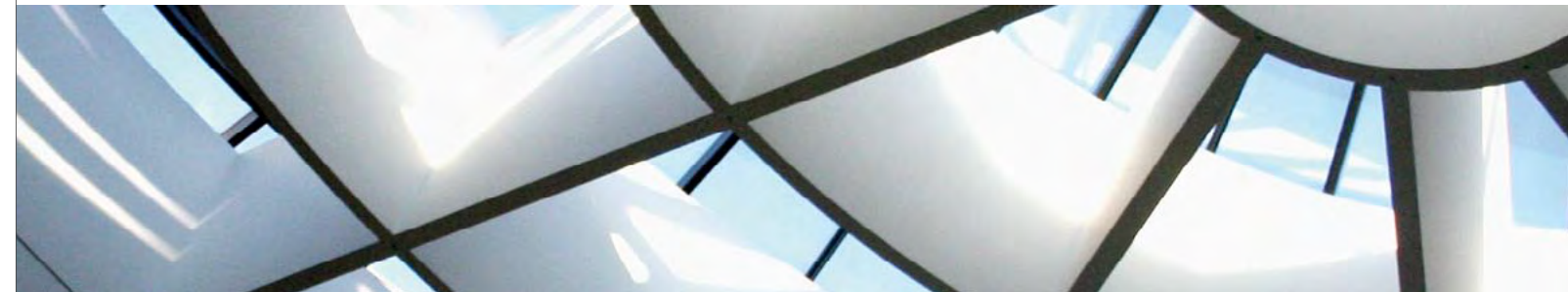
32. friendlyway's company and service philosophy is to always stay one step ahead of the customer's expectations. Sustainable business success relies on ongoing improvement. The Japanese concept of “kaizen” – meaning “continuous process of improvement” – is evident throughout friendlyway's work and products.

Dr. Angela Merkel at the awards ceremony at the Paulskirche in Frankfurt

„Innovative companies like friendlyway are safeguarding jobs in Germany.“

Success is a Matter of Presentation

friendlyway Ensures an Elegant and Impressive Appearance



If you want to capture your audience's imagination at trade-shows and events, infotainment is the solution. Today's innovative media technologies offer completely fresh ways of establishing a convincing company presence in the public eye. With multimedia product presentations and interactive content communication, you can create unique impressions that your customers and business partners will remember well beyond the event.

Turn to friendlyway to present your company and your products on the digital stage! We are a renowned specialist in the development and marketing of standard software and system solutions for digital advertising displays and interactive kiosk systems. friendlyway's specially developed technological solutions for advertising have been marketed in Europe, Asia, and the U.S. since the 1990s. Today, friendlyway's info terminals have become sought-after status symbols in the field of digital signage and interactive information management.

Our system solutions are your key to successful interactive customer communication. friendlyway's terminals and digital signs are state-of-the-art network-based systems of information dissemination. In addition to hardware, we provide a versatile range of proprietary software solutions for our systems. Every single one of our products features an unmistakable and elegant design. Our terminals are equally suited for deployment at trade-shows, events, and conferences, or as greeting points and info stations on your company premises.

Most friendlyway systems are now also available as rentals. If you opt for friendlyway's Full Service package, we will deliver the specified systems to your deployment location, load up the software, and commission the systems. In addition, we will remotely monitor the systems throughout the event and pick them up on conclusion.

Please do not hesitate to contact us directly – we will gladly put together a solution with you that meets all of your requirements. We look forward to hearing from you!

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What we offer

- Presentation and information media systems for trade-shows, events, promotional campaigns, and conferences; permanent installation in stores and entrance areas
- Delivery and pick-up of systems
- Installation and service
- Terminal design according to your corporate design specifications
- Software to prevent hacker access; includes restricted browsing zones and operating system shielding (friendlyway secure browser)
- Software for compiling and controlling digital presentations (friendlyway composer)

What our terminals offer

- Internet access via DSL, LAN, or WLAN
- Playback of PowerPoint presentations
- Local video playback (DVD)
- Brochure mail-outs via e-mail
- "On demand" brochure printouts
- Visitor registration
- Visitor surveys
- Navigation systems
- Presentation of trade-show content
- Presentation of competitions/sweepstakes
- Live TV
- Simultaneous presentation of Internet and TV content
- PDA downloading
- Many other features!



Kiosks



igotchamedia, Montreal

„the friendlyway classic 32 is the most stylish, compact and user friendly self service kiosk I have ever seen.

We are proud to be a reseller and solution partner for this outstanding product“



Sixt AG, Munich, Germany

„Friendlyway’s service was exemplary. The implementation of our requirements was absolutely smooth, despite the short time frame – all requirements were met 100 %. The system is absolutely user – friendly. The design of the terminals was admired by all sides .“



Sixt AG, Munich, Germany

„With the friendlyway we have found a partner, with whom we can realize quickly our innovations and place them on the market.“



Norisbank AG, Nuremberg, Germany

“It was quite an achievement in Germany to introduce a new sales format onto the market as quickly as we did. This wouldn’t have been possible without friendlyway and friendlyway’s dedicated employees!”



Ströer AG, Cologne, Germany

"Our warmest thanks to friendlyway for their excellent support in Hamburg! We wish you and your outstanding company all the best for the future!"



CNET Networks, Germany

"The friendlyway Internet browsing terminal is ideally suited to live presentations thanks to its user friendliness and professional design."



Microsoft, Seattle, Washington

"We see this as a multibillion-dollar category, and we envision a time when surface computing technologies will be pervasive, from tabletops and counters to the hallway mirror."



Molitor & Stigler Events GmbH, Munich, Germany

“Munich Re’s ninth annual general meeting was a resounding success. We would like to pass on the praise received from the participants to friendlyway. A big thank-you to your employees for their outstanding dedication and cooperation in making this important event happen for us.”



BMW AG, Munich branch, Germany

"Meticulous, flexible, and reliable. This is the best way to describe the services provided by friendlyway. This is a partner for innovative solutions, one that we will certainly be calling on for future projects."



MTW Graphics, South Africa

"I was completely blown away by the functionality of the friendlyway Composer software [...]."



BMW AG, Dreieich branch, Germany

“The friendlyway terminals and applications have helped us to achieve an outstanding service presence. A company like BMW could work with no less. The marketing investment is absolutely worth it. We can always provide excellent service to our customers, even when all our consultants are busy – ‘never miss a sale!’”



Museum of Modern Art, San Francisco

“They [friendlyway systems] are gorgeous and will definitely pay for themselves within a year.”

Software

friendlyway composer

Digital Signage Software

With friendlyway composer, 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 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 can be installed on any Windows workstation. The kiosk/display network is ready for action as soon as the software is installed. composer’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 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
Areas of application	<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• Intuitive integration of existing presentation content (PowerPoint, TV, video, Internet, ...)• Straightforward allocation of screen space• Seamless, uninterrupted media transitions• Remote management of functions and content• Offline presentations• Local content management (bandwidth optimization)
System requirements	friendlyway composer requires Windows 7, 8, 10 and Adroid.



friendlyway composer 7 software, as used by O₂

O₂, Germany

"friendlyway has greatly simplified the centralized control of presentations. Employees and users alike are given immediate and easy access to the required information. This is a real time saver."

friendlyway secure browser

Vandalism Protection Software

friendlyway secure browser makes child's play of using public access computers, kiosks, terminals, and touch-screen displays – and at the same time protects the machines from unauthorized access and computer vandalism.

friendlyway secure browser shields operating systems against any type of interference. This eliminates the possibility of crashed or frozen terminal systems. For digital kiosk operators, system failures typically cause embarrassment, added administrative costs for software reinstallation, and most of all, loss of revenue.

Configuration of the friendlyway secure browser software couldn't be easier. The user is guided through the individual settings step by step. No previous programming expertise is required. Every page features a "help" section with in-depth information about all the settings.

friendlyway secure browser supports a wide range of functions. These are the software's most important features:



friendlyway secure browser in Practice

- Protection of Internet access touch-screen kiosks and terminals
- Protection of intranet access points in companies (secure employee workstations)
- Secure Internet/intranet access at schools and universities
- Secure Internet/online banking at bank branches
- Secure paid Internet browsing at Internet cafes
- Protection of information systems at trade-shows
- Child protection for home use
- Protection of visitor welcoming systems
- Protection of touch-screen kiosks at trade-shows
- Protection of contact management systems
- Video, photo, and voicemail communication stations
- Protection of TV playback stations



Software information	friendlyway secure browser
Functions	As well as the basic functions described above, friendlyway secure browser offers a wide range of advanced functions to adapt your kiosk applications to your individual requirements. Once set up, all you have to worry about is the content on display – the software takes care of everything else.
Product advantages	<ul style="list-style-type: none">• Reduced administration costs• Secure operation of your Internet system or touch-screen kiosks• Protection against cost surges caused by autodialers• Straightforward Internet kiosk software administration• Design customizing for navigation elements• Freely definable screensavers• Security check every 50 ms• Controlling of secondary displays
System requirements	friendlyway secure browser Internet kiosk software requires Microsoft Microsoft Windows 7 32-bit. The friendlyway secure browser is based on Microsoft Internet Explorer 8.0 and higher. Your system should be equipped with a processor running at 300 MHz or higher, at least 64 MB of RAM, 100 MB of available hard drive space, and a CD-ROM drive.



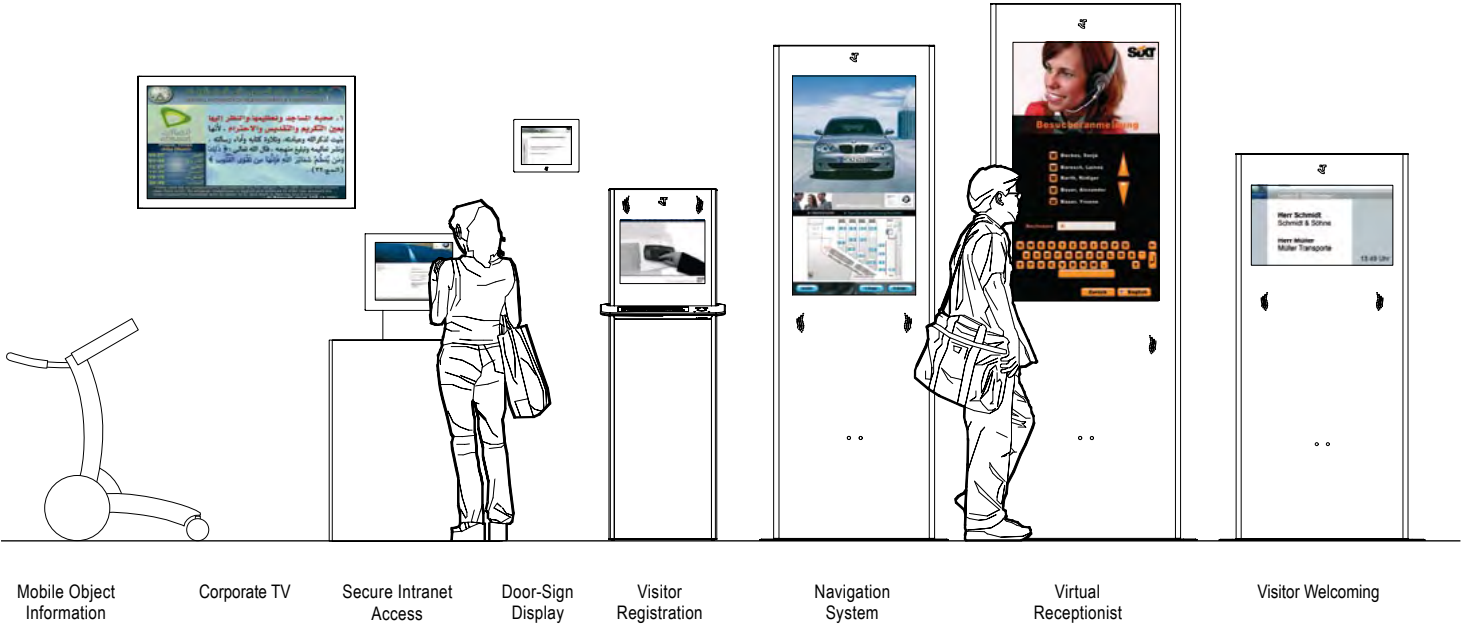
Microsoft, Unterschleissheim, Germany

"[...] friendlyway's professional security solution lets us collect feedback from running events via Tablet PC in realtime, without compromising our internal security standards. friendlyway secure browser not only saves us time and effort, it also improves our response time to customer feedback."

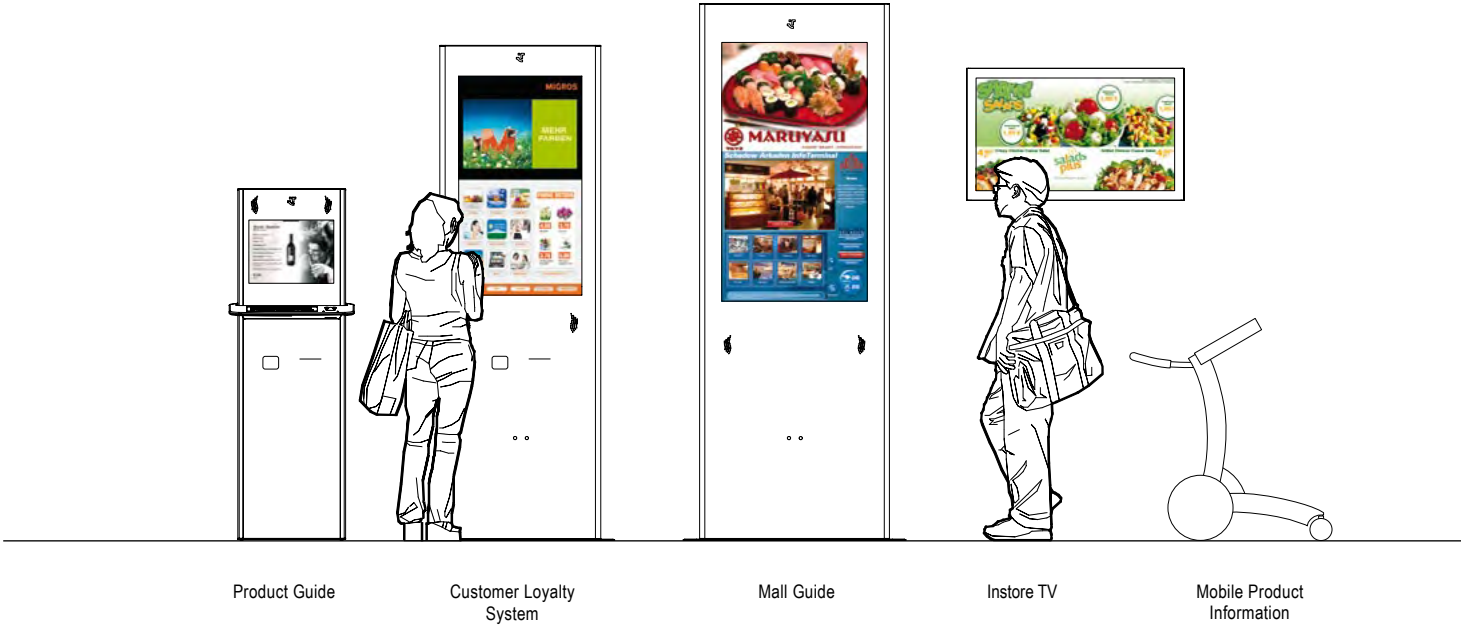
Solutions

Types of Deployment

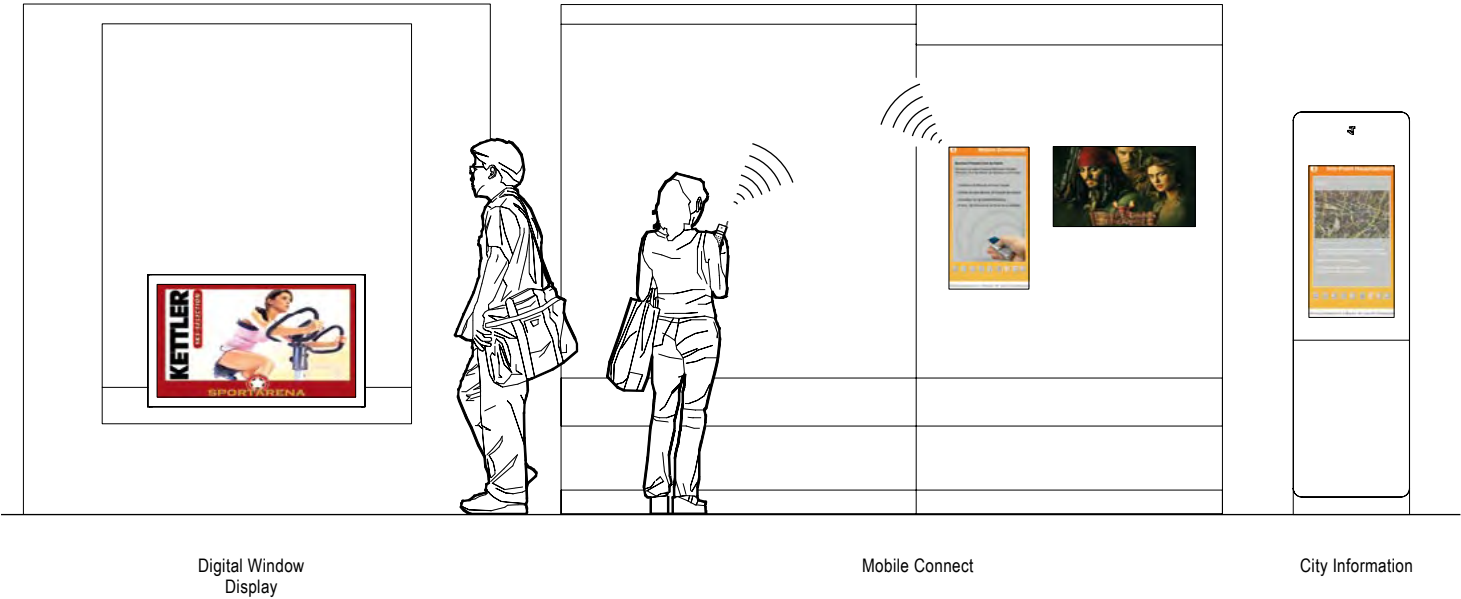
Indoor Communication



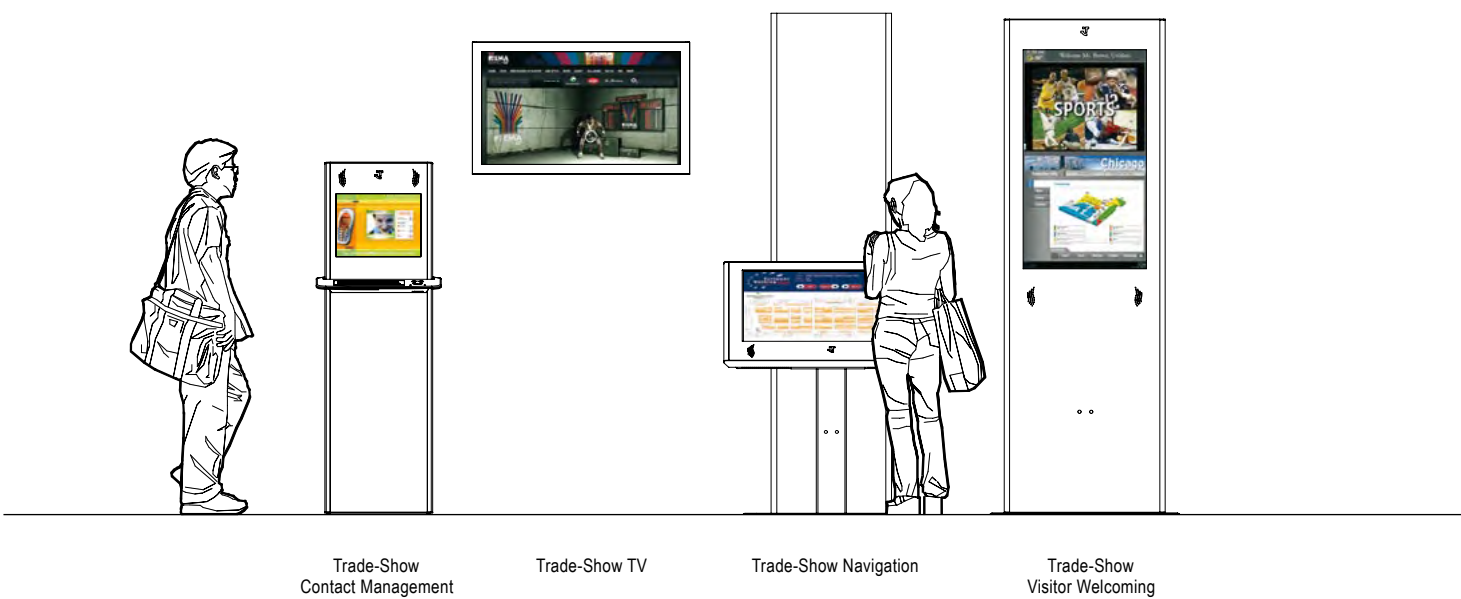
Point of Sale

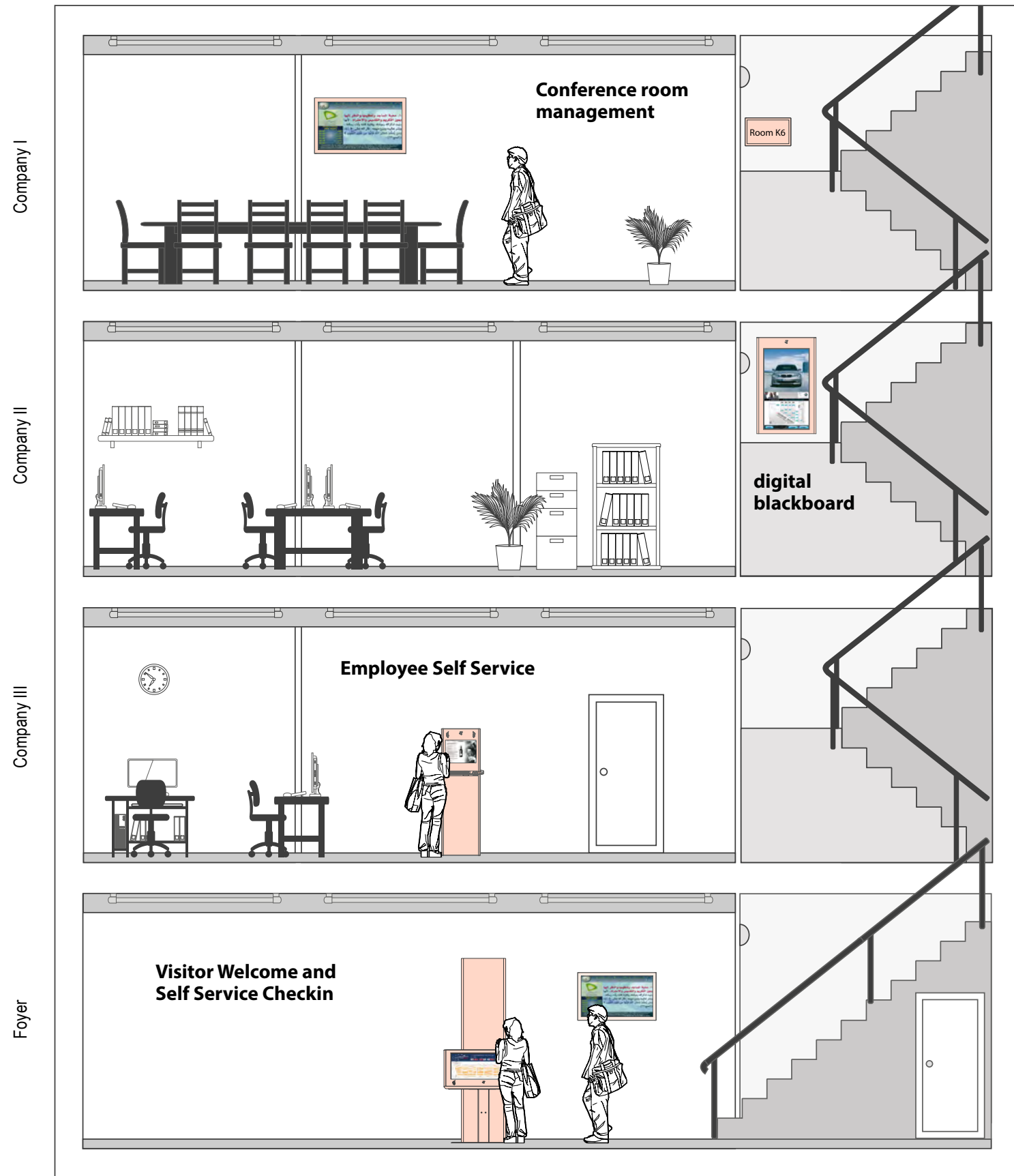


Outdoor Communication



Tradeshow





friendlyway turnkey solution for visitor management

- either cloud or network solution for one or more undertakings per building
- able of group: expandable from local through regional to global locations
- standardized, easy-to-configure software package for all:

Building applications:

- touch telephony in the entrance area via VOIP
- roll visitor welcome
- safety instruction into several foreign languages
- mobile-checkin via smartphone
- print visitor pass
- attractive corporate presentations (interactive)
- routing (building and campus)
- reserve and marking of meeting rooms with access to exchange
- digital blackboard
- viewing daily canteen menu
- interactive credit information - and selfservicesysteme (ESS) with secure login/logoff

Hilights:

- easy access to all popular VOIP systems
- automated phone book update
- tested, modular standard solution
- uniform player software for all function modules
- einheitliches Redaktionssystem zur weiteren Pflege durch den Kunden
- remote update of contents and running health - monitoring via network services

Visitor Welcoming

Outdoor Communication

First impressions are vital. The way you welcome your visitors represents your company's style and public appearance. With friendlyway's "Visitor Welcoming" solution, you can update your visitor schedule quickly and easily, and always have the name of the next visitor ready on the digital sign in your foyer. Naturally, we will program your Visitor Welcoming application to match your

corporate identity. The illustrations below depict previous design examples for existing customers. Please get in touch with us directly for further details.

We would be more than happy to produce an individual quote for Visitor Welcoming in your company's entrance area.



Deployment areas: Building foyers, trade-show booths, waiting rooms, official buildings

Product information	Visitor Welcoming
Functions	<ul style="list-style-type: none">• Display schedule for visitor names• Web-based administration• Fully customized presentation design• Seamless integration with Microsoft Outlook or Lotus Notes• Acoustic and/or visual notification of waiting persons via a queue management system• Visitor appointment management• Business content formatted as presentations or videos• Can be combined with any other "Indoor Communication" solution
Advantages	<ul style="list-style-type: none">• Verbesserung des Service durch persönliche Besucheransprache und Begrüßung• Enhanced service through personalized visitor greetings and messages• Cost-efficient administration through Web updating or Microsoft Exchange• Image benefits resulting from a sophisticated, modern company appearance

Virtual Receptionist

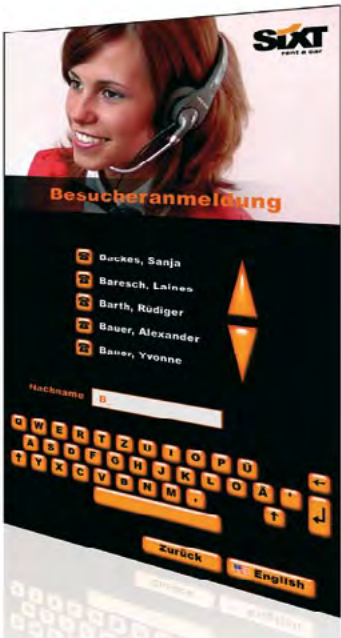
Indoor Communication

Your entrance area is not permanently staffed by a receptionist? No problem! friendlyway's "Virtual Receptionist" solution lets your visitors select their contact person directly via the touch-sensitive display panel of your friendlyway system. The telephone connection to the employee in question is established at the touch of a finger.

Optionally, this solution can also include video telephony; in this case, the employee can visually identify the visitor via the friendlyway system. Naturally, we will program your version of the Virtual Receptionist application to match your corporate identity. Please get in touch with us directly for further details.

We would be more than happy to produce an individual quote for you.

Deployment areas: Entrance areas, tradeshow booths



Product information	Virtual Receptionist
Functions	<ul style="list-style-type: none">• Telephone call routing from visitors to employees at the press of a button• Employee selection via touch screen• Voice communication via hands-free system or telephone receiver• Video telephony (one-way/two-way)• Remote door opening• Processing of RFID visitor passes for automatic visitor registration• Seamless integration with Microsoft Outlook or Lotus Notes• Automatic updating of the employee register via LDAP synchronization• Business content formatted as presentations or videos• Can be combined with any other "Indoor Communication" solution
Advantages	<ul style="list-style-type: none">• Visitor registration completed directly by the addressed employee (added cost efficiency)• Automatic master data updating (added cost efficiency)• Image benefits resulting from a sophisticated, modern company appearance

Navigation System

Indoor Communication

Today's modern navigation systems are now also available for buildings. Already a standard feature in most cars, route guidance is a service that should also be available to business visitors. friendlyway's "Navigation System" solution is an elegantly designed application that provides your visitors with a visual guide to your company premises. We will integrate both your building plans and your corporate identity in our tailor-made application for you.

Visitors only need to tip their fingers on one of the touch-sensitive display panels of the friendlyway system, and the shortest route to their contact person is immediately calculated and displayed.



Your visitors will not fail to be impressed! Please don't hesitate to get in touch with us directly. We would be more than happy to produce an individual quote for you.

Deployment areas: Visitor guidance in company buildings, hospitals and public buildings; trade-show navigation.

Product information	Navigation System
Functions	<ul style="list-style-type: none"> Fully automatable navigation system for internal and external building navigation Elegant visual route display Shortest route calculation Intuitive touch-screen operation Easy importing of building plans Processing of RFID visitor passes for automatic route display Seamless integration with Microsoft Outlook or Lotus Notes Business content formatted as presentations or videos Supports desk sharing Can be combined with any other "Indoor Communication" solution
Advantages	<ul style="list-style-type: none"> Cost-efficient visitor guidance Improved visitor management Image benefits resulting from a sophisticated, modern company appearance Automatic updating of employee locations and workplace allocations Efficient utilization of flexible workplaces

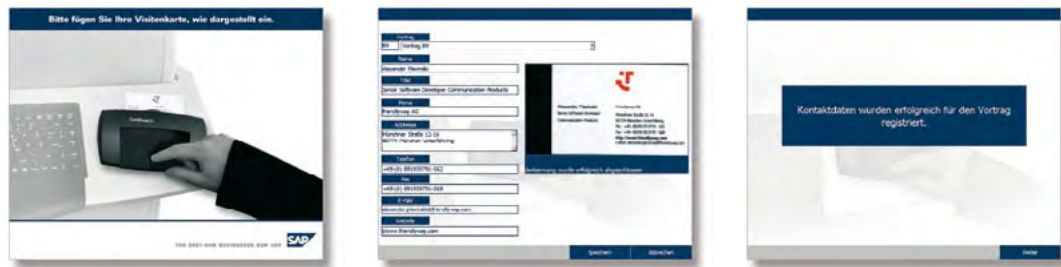
Visitor Registration

Indoor Communication

Visitor registration is an important part of your business processes, and it should be optimized accordingly – using friendlyway's "Visitor Registration" solution. This solution facilitates fast and simple capturing of visitor data via a business-card reader or via manual keyboard entry. This way, you will stay always fully informed about visitor numbers and other visitor details. The captured data can be transferred instantly to

your CRM system. In addition, the captured visitor data can be used to automatically generate visitor passes. This is an elegant solution that will also enhance your next trade-show appearance.

Please get in touch with us directly for further details. We would be more than happy to produce an individual quote for you.



Deployment areas: Visitor registration in foyers and entrance areas; at trade-shows

Product information	Visitor Registration
Functions	<ul style="list-style-type: none"> Visitor data entry via keyboard or business-card reader Automatic visitor check in/out Centralized logging of visitor data via a database Direct integration with existing CRM applications Intuitive touch-screen operation Automatic issuing of RFID visitor passes Business content formatted as presentations or videos Can be combined with any other "Indoor Communication" solution
Advantages	<ul style="list-style-type: none"> Cost-efficient visitor data capture Transparent overview of visitor traffic Image benefits resulting from a sophisticated, modern company appearance Short-notice deployment at trade-shows Very fast data-capturing process

Door-Sign Display

Indoor Communication

Today's door signs are digital! Not only is this new and innovative, it is also highly useful. Doorsign labeling can be a time-consuming and costly process if your premises have a large number of rooms that frequently change occupancy. friendlyway's "Door-Sign Display" solution transfers this task into the digital domain and automates it.

Room booking data is automatically imported from a dedicated Web application or directly from your Outlook calendar. This data is then formatted according to your company design specifications and transferred to your electronic door signs. This process greatly simplifies administration, and it also illustrates your business innovation.



Please get in touch with us directly for further details. We would be more than happy to produce an individual quote for you.

Deployment areas: Signage for conference and meeting rooms

Product information	Door-Sign Display
Functions	<ul style="list-style-type: none"> Automated display of room booking information Centralized web-based management for room bookings Seamless integration with Microsoft Outlook or Lotus Notes Room bookings directly on the door-sign display via touch screen Transparent overview of all room allocations Automatic scanning of RFID visitor passes Access control for room bookings Full-scale resource management Business content formatted as presentations or videos Can be combined with any other "Indoor Communication" solution
Advantages	<ul style="list-style-type: none"> Cost-efficient room management Added transparency for room allocations Prevention of booking clashes Image benefits resulting from a sophisticated, modern company appearance

Secure Intranet Access

Indoor Communication

Do some of your employees not have a dedicated computer workstation? Have all your employee processes (vacation requests, etc.) been transferred into the company intranet? With friendlyway's "Secure Intranet Access" solution, you can now open up the intranet to all your employees – be they in the cafeteria, staff lounge, or on the shop floor. After the employee ID card is scanned, the

application provides fully personalized access, assigning specific access privileges to each employee.

Please get in touch with us directly for further details. We would be more than happy to produce an individual quote for you.



Deployment areas: Intranet and Internet access for employees; public access surf stations

Product information	Secure Intranet Access
Functions	<ul style="list-style-type: none"> Secure access to intranet/Internet data Restricted browsing zones Discrete access to personal data such as vacation schedules and wage structures Personalized data transfers Access statistics Automatic scanning of RFID employee cards Access control for room bookings Print function Multilingual employee information
Advantages	<ul style="list-style-type: none"> Equal data access conditions for all employees, regardless of workstation allocations Automation of employees' application processes High security level for intranet access High level of user transparency Optimized internal workflow; reduction of paper-based applications Increased employee satisfaction Image benefits resulting from a sophisticated, modern company appearance

Corporate TV
Indoor Communication

Regular information sharing with your employees is an important aspect of modern business, and one that all too often is neglected. With friendlyway's "Corporate TV" solution, you can share company information with your employees using a virtual TV channel. In combination with the friendlyway composer software, Corporate TV lets you broadcast all your important company news. For added convenience, your news items can be updated automatically. friendlyway can also assist you with your content programming directly.



We would be more than happy to produce an individual quote for your requirements; please get in touch with us for further details.

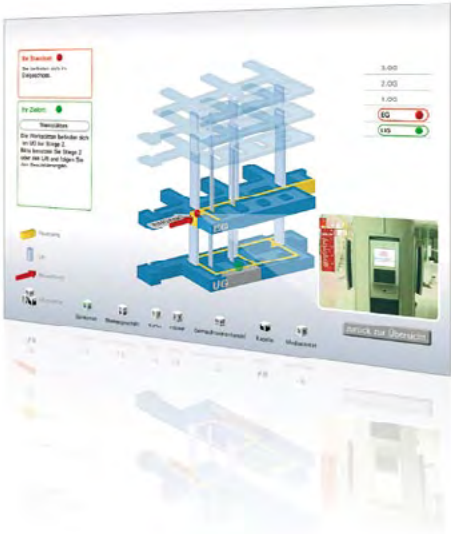
Deployment areas: Corporate TV, Trade-Show TV

Product information	Corporate TV
Functions	<ul style="list-style-type: none">• Einfaches Zusammenstellen von Firmeninformationen in Form von Medien aller Art (Powerpoint, Video, Bild, Text, Audio, PDF...)• Zeitgesteuerte Wiedergabe von Unternehmens-Inhalten• Einbindung von dynamischen Echtzeit-Inhalten aus externen Datenbanken• Flexible Bildschirmaufteilung• Durchführung von Offline-Präsentationen• Dezentrale Administration des Gesamtsystems• Unterbrechungsfreier Medienübergang• Zeitgesteuertes Ausschalten des Bildschirms
Advantages	<ul style="list-style-type: none">• Information sharing for employees without a computer• Cost-efficient employee communication thanks to automatic content updating• Fail-safe content playback• Editorial updating without advanced IT expertise• Easy operation thanks to Microsoft Office-based interface design (Outlook, PowerPoint)

Mobile Object Information
Mobile Object Information

The disadvantage of stationary navigation guides is that visitors either need to possess excellent memory or be handed a physical map. With friendlyway's "Mobile Object Information" solution, your visitors are provided with a mobile navigation system; this can run on friendlyway's mobile hardware or on third-party user devices. The navigation system periodically determines its current position via a mobile RF chip and downloads updated information via a wireless connection.

As a result, your visitors are always given the right navigational guidance at the right point (e.g., right/left arrow at the end of a corridor).



Please get in touch with us directly for further details. We would be more than happy to produce an individual quote for you.

Deployment areas: Mobile route guidance in museums, company buildings, public buildings; mobile object recognition

Product information	Mobile Object Information
Functions	<ul style="list-style-type: none">• Wireless transmission (Bluetooth, infrared, WLAN) of image, text, audio, and video data• Functionalities can be freely integrated into Web applications• Dynamic file format capabilities• Automatic recognition of target devices• Encrypted data transmission• Application control via mobile user devices
Advantages	<ul style="list-style-type: none">• Enhanced service provision through high-quality mobile information• Image benefits resulting from a sophisticated, modern presentation• Theft- and vandal-proof mobile customer data• Multimedia object presentation on large-format displays• On-demand information accessing

Mobile Connect

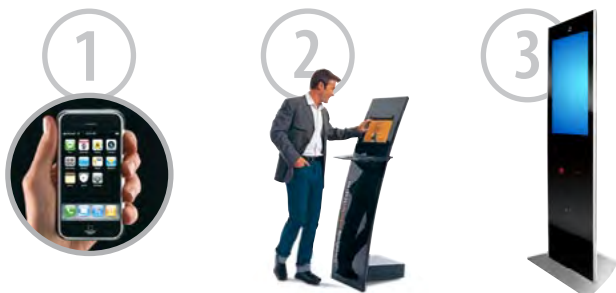
Outdoor Communication

How can you provide information to mobile target groups without having to rely on costly and timeconsuming print media? friendlyway's "Mobile Connect" solution is the perfect answer to your data dissemination needs. Using standard wireless transmission methods such as WLAN, Bluetooth, or infrared, you can transmit your content automatically. Mobile Connect dynamical-

ly pre-formats your data for the targeted mobile user devices and lets you disseminate any image, text, video, or audio content. Most major cities in Germany provide their citizens and visitors with street-map-information on their public info terminals. The shown map sections often also include local service advertising and offers, e.g., for restaurants, drycleaners, etc. Once the user has selected an offer, he/she can download the address and route description directly to their mobile phone.

Please get in touch with us directly for further details. We would be more than happy to produce an individual quote for you.

Deployment areas: Outdoor advertising, city information, exhibition navigation



Product information	Mobile Connect
Functions	<ul style="list-style-type: none">• Wireless transmission (Bluetooth, infrared, WLAN) of image, text, audio, and video data• Functionalities can be freely integrated into Web applications• Dynamic file format capabilities• Automatic recognition of target devices• Encrypted data transmission• Interactive application control via mobile user devices
Advantages	<ul style="list-style-type: none">• On-demand information access• Print costs are avoided• Flexible implementation of viral marketing• Full compatibility with any Bluetooth device

Digital Window Display

Outdoor Communication

Shop windows are going digital. More and more stores have screens playing back content behind their shop windows. By day as well as by night, customers are drawn to the new medium, finding out about restaurant specials, real estate objects, new banking offers, and much more. In order to make digital window display advertising as simple as possible, friendlyway has come up with a new solution for you. Combined with the friendlyway

composer software, the "Digital Window Display" solution lets you easily compile your window display showreels – entirely within your own design parameters.

Please get in touch with us directly for further details. We would be more than happy to produce an individual quote for you.



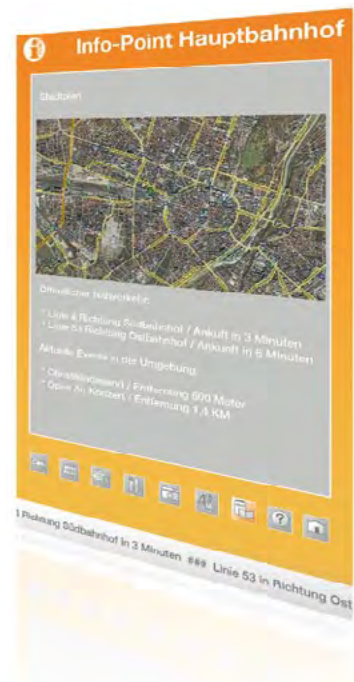
Deployment areas: Shop windows and external advertising spaces

Product information	Digital Window Display
Functions	<ul style="list-style-type: none">• Easy compiling of all common media formats (PowerPoint, video, image, text, audio, PDF, etc.)• Scheduling for content playback• Integration of dynamic real-time content from external databases• Flexible screen partitioning• Offline presentations• Local administration of system-wide settings• Seamless, uninterrupted media transitions• Screen switch-off scheduling
Advantages	<ul style="list-style-type: none">• Cost-efficient, flexible content updating• Fail-safe content playback• Editorial updating without advanced IT expertise• Easy operation thanks to Microsoft Office-based interface design (Outlook, PowerPoint)

City Information
Outdoor Communication

More and more cities and towns are deciding to install public info terminals. Citizens are to be given the opportunity to learn about current events and offers without requiring their own Internet connection, and to freely access the electronic services offered by public authorities. In addition, there is to be up-to-date tourism information about local sights and attractions.

friendlyway's "City Information" package is a professional solution that lets you compile and format your municipality's public information for digital outdoor terminals such as the friendlyway impress kiosk system. Here at friendlyway, we can help you with all the individual steps – content creation, updating, software maintenance, and usage statistics – at little added cost.



Please get in touch with us directly for further details. We would be more than happy to produce an individual quote for your municipality.

Deployment areas: City information, tourist information, community news from trade/retail.

Product information	City Information
Functions	<ul style="list-style-type: none">• Interactive access to all types of city information• Integration of public transport information• Marketing for city attractions; tourism information• Flexible screen partitioning• Localized administration of system-wide settings• Seamless, uninterrupted media transitions• Screen switch-off scheduling• Automatic system monitoring
Advantages	<ul style="list-style-type: none">• Targeted, modern city marketing• Low update costs thanks to integration of external data sources• Supports local retail and trade• Supports local tourism• Cost-efficient maintenance• Modern city image in the public perception

Product Guide
Point-of-Sale

After introducing a digital product guide, one of our customers from the toy sector managed to increase turnover by 147% for the targeted products within four weeks. This is a great achievement, and a good incentive to take advantage of friendlyway's "Product Guide" solution. The Product Guide application identifies products by their barcode and imports the corresponding product details from a centralized database. The Pro-

duct Guide application also has comprehensive functions for accessing all common ERP systems. This makes content updating not only easy and automatic, but also very cost-efficient.

Please get in touch with us directly for further details. We will gladly tell you more about what our Product Guide system could do for your company!



Deployment areas: Product advice, promotion, exhibition advice

Product information	Product Guide
Functions	<ul style="list-style-type: none">• Product details and advice for sectors such as vehicle sales, real estate, food and beverages, travel, financial services, etc.• Product configurator with an intelligent filtering and recommendation system• Integration of dynamic real-time content from external databases• Scheduling of product promotions• Centralized usage statistics• Local administration of system-wide settings• Barcode- and RFID-based access/importing of product information
Advantages	<ul style="list-style-type: none">• Easy operation via a centralized administration interface• Cost-efficient, competent customer advice• Employee support during sales; provision of in-depth background information• Increased turnover thanks to superior customer advice• Options for extending business hours

Instore TV

Tradeshows



The friendlyway “Instore TV” solution is perfect for promoting your current product offers. With our proprietary composer software, we can program a customized version of our Instore TV application that is tailored to your specific requirements. Using this software, you can communicate specific contents at specific times to different customers in-store. This is

one investment that you will never regret. Please get in touch with us directly for further details. We would be more than happy to produce an individual quote to suit your requirements.

Deployment areas: Product promotion

Product information	Instore TV
Functions	<ul style="list-style-type: none"> Quick and easy compilation of marketing materials (all media formats, e.g., PowerPoint, video, image, text, audio, PDF, etc.) Scheduling of playback information Integration of dynamic real-time content from external databases Flexible screen partitioning Offline presentations Local administration of system-wide settings Seamless, uninterrupted media transitions Screen switch-off scheduling
Advantages	<ul style="list-style-type: none"> Increased turnover thanks to targeted and modern advertising Optimized customer targeting through product presentation schedules Advanced cross-selling options thanks to intelligent product advice Cost-efficient information updating Editorial updating without advanced IT expertise Fail-safe content playback Easy operation thanks to Microsoft Office-based interface design (Outlook, PowerPoint)

Mall Guide

Point-of-Sale

There is a phenomenon in the U.S. which has also spread to Europe in recent years – the shopping mall. Gigantic malls have been opening everywhere, many containing independent stores as well as chain stores. Faced with a plethora of products, customers can easily lose track of what’s available where. friendlyway’s “Mall Guide” solution provides easy mall navigation for customers and lets them quickly locate the desired products and promotions. This is a service that costs very little and that will pay for itself in no time. Numerous malls have already opted for the friendlyway impress kiosk system as the hardware running their Mall Guides. We will gladly implement a Mall Guide application specifically tailored to your requirements, and we can also provide services such as content updating and function monitoring within your system.



Please get in touch with us directly for further details. We would be more than happy to produce an individual quote for you.

Deployment areas: Shopping malls, trade-shows, conference centers

Product information	Mall Guide
Functions	<ul style="list-style-type: none"> Fully automatable navigation system for internal mall navigation Elegant visual route display Integration of store-specific advertising content Dynamic calculation of shortest routes Intuitive touch-screen operation Easy importing of building plans Separate editorial access for participating stores Presentation of current event information Integration with the building alarm system Presentation of competitions/sweepstakes (optional)
Advantages	<ul style="list-style-type: none"> Enhanced service provision through high-quality information Image benefits resulting from a sophisticated, modern presentation Multimedia object presentation on large-format displays On-demand information accessing

Mobile Product Information

Point-of-Sale

It isn't always possible to place info displays in close proximity to the products they describe. At a car dealership, for example, customers often have to choose between looking at an info system containing the vehicle data and inspecting the cars themselves. Although they may need the information first, most customers prefer to go straight to the cars. To improve situations like this, friendlyway has developed a new project solution, "Mobile Product Information." This application can detect the different objects (in this case, cars) via embedded RF chips, and instantly displays the corresponding product details on screen via WLAN. As a result, customers always have access to up-to-date information about the products in their vicinity. The same principle can be applied to trade-shows, exhibitions, museums,



art galleries, etc. Combined with the friendlyway mobile kiosk system, Mobile Product Information is a highly effective sales aid.

Please get in touch with us directly for further details. We would be more than happy to produce an individual quote for you.

Deployment areas: Vehicle sales, art galleries, museums, etc.

Product information	Mobile Product Information
Functions	<ul style="list-style-type: none"> Multimedia presentations for products linked to product databases RFID-dependent position and product recognition Intelligent power management Multilingual data depiction Intuitive touch-screen operation Centralized administration interface Automatic updating via WLAN
Advantages	<ul style="list-style-type: none"> Increased turnover thanks to data provision close to the product On-demand information accessing Theft- and vandal-proof mobile customer data High-quality product presentation on large-format displays Image benefits through the deployment of state-of-the-art sales methods

Customer Loyalty System

Point-of-Sale

Do you actively market your store to customers in order to create customer loyalty? If so, you will know that sustainable results can only be achieved through a high level of customer engagement. An example of this is to offer customers surprise discounts or bonuses when they repeatedly visit your store. friendlyway's "Customer Loyalty System" solution lets you identify your customers via a customer card. After analyzing the customer profile, the application outputs specific sales recommendations and discount/bonus suggestions. This is the kind of service that customers appreciate immensely, as it addresses them on a personal level – not unlike the friendly neighborhood storekeeper of old. The Customer Loyalty System interfaces seamlessly with all common CRM applications, which makes profile updating more cost efficient.



Please get in touch with us directly for further details. We would be more than happy to produce an individual quote for you.

Deployment areas: Sales in chain stores and banks

Product information	Customer Loyalty System
Functions	<ul style="list-style-type: none"> Recognition of customer cards Direct integration with existing databases and CRM systems Customer-specific product information and advice Marketing of short-term promotions Advanced customer profile analysis Digital discount and coupon system Presentation of competitions/sweepstakes (optional) Can be combined with any other "Point-of-Sale" solution
Advantages	<ul style="list-style-type: none"> Increased turnover thanks to customer-specific product marketing Increased customer numbers Follow-up customer retention options (recipe databases, etc.) Image benefits through a sophisticated, modern sales philosophy

Trade-Show Visitor Welcoming

Tradeshow

When your company participates in a trade-show, do your days mostly consist of one meeting after another? If so, that's great – trade-shows are all about proliferating your contacts. If you also want your visitors to be adequately welcomed despite your other commitments, turn to friendlyway's "Trade-Show Visitor Welcoming" solution, an application that will take care of most routine tasks for you. Tradeshow Visitor Welcoming not only lets you organize your visitor appointments, it also ensures that your visitors are welcomed by name on all the relevant displays.

We would be more than happy to produce a quote for you. Please don't hesitate to contact us directly.

Deployment areas: Exhibition booths



Trade-Show Navigation

Tradeshow

Long lines in front of exhibition booths – a common sight at many trade-shows. In fact, a major trade-show would be inconceivable without those endless visitor queues. However, there is an alternative that does away with the time-wasting: friendlyway's "Trade-Show Navigation" solution guides the visitors of your trade-show directly to the booths they wish to be at. Of course, visitors can select multiple exhibitor destinations. The application automatically calculates the best walking route and depicts this as an easy-to-read map. The calculated routes can also be printed out at the press of a button.



We would be more than happy to produce a quote for you. Please don't hesitate to contact us directly.

Deployment areas: Visitor guidance in buildings; trade-show navigation

Product information	Trade-Show Visitor Welcoming
Functions	<ul style="list-style-type: none">• Verwaltung von Besucherterminen• Zeitgesteuerte Anzeige von Besuchernamen• Webbasierte Administration• Vollständige Integration in Microsoft Outlook oder Lotus Notes• Akustischer und visueller Aufruf von Wartenden• Darstellung von Unternehmensinhalten
Advantages	<ul style="list-style-type: none">• Cost-efficient administration through Web updating or Microsoft Exchange• Improved service through personalized visitor greetings and messages• Image benefits resulting from a sophisticated, modern company presence at trade-shows

Product information	Trade-Show Navigation
Functions	<ul style="list-style-type: none">• Fully automatable navigation system for trade-shows• Easy importing of exhibition plans and guide maps• Elegant visual route display• Dynamic calculation of shortest routes• Intuitive touch-screen operation• Processing of RFID visitor passes for automatic route display• Presentation of company content
Advantages	<ul style="list-style-type: none">• Cost-efficient visitor guidance• Improved trade-show visitor management• Image benefits resulting from a sophisticated, modern trade-show concept

Trade-Show Contact Management

Tradeshow

At the end of a trade-show, do you have a good idea of who exactly visited your booth, and when? Considering the investment required for each trade-show appearance, wouldn't you expect to walk away with a detailed visitor overview? Far too often, the many business cards that are bandied about disappear forever into the jacket pockets of the exhibition staff – where they will do absolutely nothing for your business. friendlyway's "Visitor Registration & Contact Management" solution gives you better control over the contacts acquired during trade-shows and company events. Once a business card is scanned with your card reader, the contact data is automatically saved to the contacts database. If necessary, marketing materials can be mailed out to interested parties the very



same day – a display of efficiency that won't fail to impress.

We would be more than happy to produce an individual quote for you. Please get in touch with us directly for further details.

Deployment areas: Visitor registration and contact detail entry at trade-shows

Product information	Trade-Show Contact Management
Functions	<ul style="list-style-type: none">• Visitor data entry via keyboard or business-card reader• Visitor check in/out• Centralized capturing of visitor data via a database• Direct integration with existing CRM applications• Intuitive touch-screen operation• Automatic issuing of RFID visitor passes• Can be combined with any "Indoor Communication" solution• Presentation of company content
Advantages	<ul style="list-style-type: none">• Cost-efficient visitor data capture• Improved overview of visitor traffic• Short-notice deployment at trade-shows• Very fast data-capturing process

Trade-Show TV

Tradeshow

Offer your trade-show visitors something special! Combined with our proprietary composer software, the friendlyway "Trade-Show TV" solution will turn your next trade-show appearance into an impressive media experience. You can tailor your company content directly to your different target groups and play back your presentations accordingly – and you can decide on-the-fly which content appears on which display. If you prefer, friendlyway can take care of the whole process for

you. We can prepare all your content for broadcast and compile your own video items. We can also monitor and control your screens during the trade-show or event, and ensure everything is running completely smoothly.

We would be more than happy to produce an individual quote for you. Please get in touch with us directly for further details.



Deployment areas: Corporate TV, Trade-Show TV

Product information	Trade-Show TV
Functions	<ul style="list-style-type: none">• Content provision for guests and trade-show visitors• Eye-catching moving image presentations incl. animations• Fail-safe playback of exhibition content• Editorial updating without advanced IT expertise• Easy operation thanks to Microsoft Office-based interface design (Outlook, PowerPoint)
Advantages	<ul style="list-style-type: none">• Easy operation thanks to Microsoft Office-based interface design (Outlook, PowerPoint)• Fail-safe content playback• Editorial updating without advanced IT expertise• Cost-efficient visitor communication thanks to automatic content updating



NOLDEN POS MEDIA OHG, Düsseldorf, Germany

"The elegant friendlyway design ensures that the terminals are visually appealing and eye-catching. They integrate perfectly with our interior design aesthetics and are a profitable addition to our company."

Service

friendlyway Project Development

Single-Supplier Turnkey Solutions

friendlyway is a sought-after and competent partner for the realization of complex projects in the field of Self Service and Digital Signage. We provide consulting right from the planning stage, and we will gladly complete all the necessary implementation steps. Even during regular operation, we are available around the clock as a reliable support partner.

Our services include the planning and implementation of customized solutions, individually designed terminals, and display systems, and the programming of software specifically tailored to your local requirements.

The deployment possibilities are numerous: Point-of-sale communication, company communication, building automation – our experienced project managers can support you throughout.



Project examples

Puma promotional campaign	<ul style="list-style-type: none"> Integration of 12-inch displays into custom-made soccer models Programming of a promotion application for touch screens Support during the design stage and for project management
Ströer Out-of-Home Media	<ul style="list-style-type: none"> Design and production of outdoor terminals as the "city furniture" of the future Development of localized software for the management of advertising media Joint research and development in the field of digital outdoor advertising and associated technologies
BMW dealerships	<ul style="list-style-type: none"> Development of inventory management software for Europe's largest used car dealerships Optimization of logistical processes and quality management using current technologies



Ströer AG, Cologne, Germany

"At my end, I was very pleased with friendlyway's excellent collaborative work."

The friendlyway “Carefree” Package



You wish to deploy sophisticated customer media systems in your store or in your entrance area? However, you don't have the time or resources to monitor the systems or conduct technical maintenance checks?

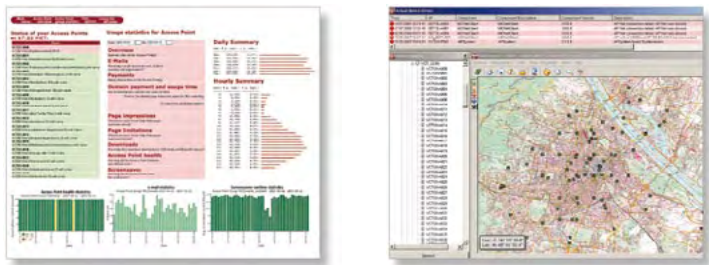
A monitoring and remote maintenance contract makes sure that your Internet terminals are fully supported around the clock and always have maximum availability.

With friendlyway's "Carefree" package, you can ensure faultless operation of your media displays at all times. Simply register your system with friendlyway service. Once the service function is activated, your media displays will regularly transmit a virtual "heartbeat" to the monitor server.

If your system skips a heartbeat, you can reactivate it remotely using a three-step concept. Of course, we can also take care of the remote monitoring for you.

These are our advantages:

- Increased availability through proactive device monitoring
- On-site maintenance tasks (i.e., costs) are reduced to a minimum
- 60–70% of all faults are resolved through remote maintenance
- Terminals are protected against viruses and Internet worms
- Online statistics about the terminals' current state and usage



Product information	The friendlyway “Carefree” Package
System monitoring	<ul style="list-style-type: none">• Proactive monitoring of device functions• Automated fault algorithms ensure early fault detection• All faults and error messages are logged 24/7
Remote maintenance	<ul style="list-style-type: none">• Fast fault clearance response• Remote terminal access via the Internet• Fault analysis and fault containment
Software maintenance	<ul style="list-style-type: none">• Installation of current Microsoft security updates, bug fixes, and patches• Installation of current client software versions• Eradication of Internet viruses (where possible through remote maintenance)
Server hosting and online statistics	<ul style="list-style-type: none">• Provision of computing capacities and storage for all device and usage data (visited Internet addresses, sent e-mails, error messages, etc.)• Online statistics about the terminals' current state and usage

SIEMENS MEDICAL, Malvern

„With the friendlyway kiosks systems we had the fantastic situation to offer our product information via an interactive and easy-to-use platform. Many thanks to friendlyway.“

friendlyway references



friendlyway is one among very few companies that have developed proprietary solutions and programming concepts for kiosks and interactive systems. Over the past seven years, the friendlyway software package has evolved into one of the most powerful POI/POS software systems available on the market.

Our products and services have been sold all over the world since the 1990s. We have installed more than 20.000 friendlyway systems and software packages in the last ten years alone. Across Europe and the US, friendlyway is providing some

of the most popular and trusted kiosk solutions currently available. friendlyway's impressive customer base speaks for itself. To view some of our reference projects and our wide range of business solutions, please visit the "friendlyway Solution City" at <http://www.friendlyway.com>.

According to a recent survey of more than 200 friendlyway customers, 98% of our customers are either happy, very happy, or highly enthusiastic about the performance of their friendlyway products.

All technical information and delivery details are subject to change. Errors and omissions excepted. Images of devices may not be fully representative of actual colors as a result of printer limitations.



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