friendlyway®
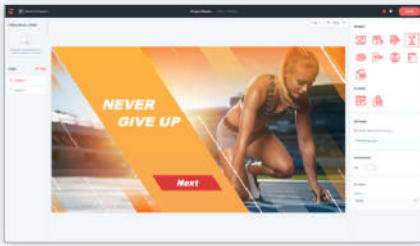Intelligent solutions for friendly communication

NEXT

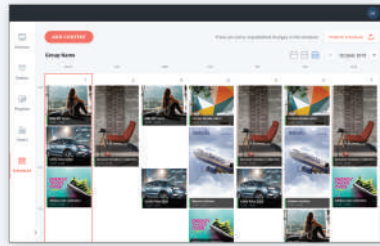## Cloud-based state-of-the-art software platform for digital signage.

INTERACTIVE. AI-POWERED.

CREATE

CREATE OR UPLOAD YOUR CONTENT, USING A BROWSER-BASED EDITOR:

- Take advantage of existing templates
- Create or use media libraries
- Add touch and/or gesture controls to enable interactive content
- Create multi-language media easily and change it on-the-fly for particular viewer

SCHEDULE

ENJOY EASY PLAYBACK SCHEDULING FOR ONE OR THOUSAND DEVICES:

- Define time schedules for playback
- Set playlists for playback loops
- Apply tags to your devices and media to create placement rules and to achieve better targeting of content
- Use smart scheduling, based on time, location, weather, sensor feeds and external data

ANALYZE

GAIN FULL STATS OF YOUR PLAYBACK, USER INTERACTIONS AND DEVICE STATUSES:

- Dashboards and detailed reports on executed playback
- 24/7 monitoring, alerting and predictive maintenance of supported devices
- Track interactions and attention of the viewers of your content via camera and AI-technology

NEXT SOFTWARE — AS SIMPLE AND AS POWERFUL AS YOU NEED RIGHT NOW.

JUST ONE OR THOUSANDS OF DEVICES
Easy to handle content on one or thousands of devices. Detailed reports for each device and playlist

SMART AND INTERACTIVE
Use touch and/or gesture to interact with the viewer and to deliver dynamic content. Use multi-language content and device-specific variables

ANY SCREEN SIZES
Any screen resolution supported — from tablets to multi-screen video-walls

WORKS OFFLINE
Smart automated synchronization of content to the end-devices that can play content offline

friendlyway®
Intelligent solutions for friendly communication

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ENGAGE YOUR CLIENTS WITH INTERACTIVE EXPERIENCES. NEXT BRINGS IN AI AND SUPPORTS SENSORS AT POS.

Create interactive media and take advantage of context-aware, sensor-empowered devices for smart audience targeting. Fully automated scheduling and delivery of digital media to your end-point devices.

PERSONALIZE

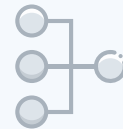**IDENTIFY YOUR USERS AND DEVICES**

- Let your users identify themselves per QR-codes, cards, biometry at POS
- Define local variables for localized content
- Create multi-language media easily and change it on-the-fly for particular viewer

INTERACT

ENABLE INTERACTION AT POS

- Use touch and/or gesture to interact with the viewer and to deliver dynamic content
- Take advantage of sensors and computer vision to interact with the users in smart way
- Apply Augmented Reality (AR) to mix your content into the surrounding world in realtime

ACCOMPLISH

FULFILL BUSINESS WORKFLOWS

- Make use of specialized peripheral devices (document scanners, printers, etc.) for your daily business processes
- Easily integrate POS-workflow with your IT-systems and business data in realtime

NEXT platform comes with industry-ready solutions for automation and digitalization

No process is too complex to be supported by NEXT platform on the point-of-service device

Visitor Management and e-Receptionist	Product Finder and Virtual Shelf
Digital Advertising Marketplace	Navigation and WayFinding
3D Visual Product Configurator	Your Individual Business Workflow

HOW IT WORKS

NEXT.CLOUD

Hosted in your datacenter
or provided as SaaS

- CREATES AND STORES CONTENT
- REMOTE CONTROL OF PLAYER
- GENERATES REPORTS FROM LOGS
- AI FEATURES FOR SENSORS ONLINE

NEXT.PLAYER

Installed on endpoint-device

- SMART CONTENT SYNCHRONIZATION
- (OFFLINE) PLAYBACK PER SCHEDULE/RULES
- STORES LOCAL CONTENT VARIABLES
- TELEMETRY AND LOG COLLECTION/UPLOAD
- SUPPORT OF PERIPHERAL MODULES

TECH SPECS

Software requirements	Browsers: Chrome, Firefox, Safari. Deployable as a fully cloud application or on-prem
Supported hardware	Displays, tablets, multi-displays and digital walls
Media resolutions	HD, FullHD, 4K, custom resolutions
Supported OS for devices	Windows, Android, Linux
Supported media formats	Pictures (JPEG, TIFF, GIF, PNG, SVG), video (mp4, webm, etc.), PDF, PPT, HTML, HTML5, interactive projects combining all formats
Additional sensor support for end-point devices	Touchscreens, cameras, proximity sensors, QR-code scanners, RFID-readers, printers, audio, document scanners, biometry sensors, payment modules

About friendlyway

Founded in
1998

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End-to-end provider of software, hardware and services for digital signage and interactive workflows on endpoint devices. friendlyway has delivered more than 25000 displays and interactive kiosks for digital signage in 20 countries across the globe.

BMW | SIXT | Douglas | OBI | SIEMENS
ROLEX | MERCK | BASF We create chemistry | MIGROS | McDonald's