



▶ *friendlyway software*

The software for controlling and monitoring media displays

▶ Internationally successful since the 1990s.



friendlyway software

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friendlyway software

After the basic decision to acquire media displays has been made, there are usually numerous questions relating to start-up.

How can stable operation of the media displays be accomplished? Who will look after the content? What do we do if one of the displays fails? How can we determine whether the display is running and whether the display is being used by visitors?

How can complex content (large videos, for example) be transmitted sensibly across a "thin" line (ISDN, for example)? And, last but not least, who will switch the screens off in the evening and switch them on again in the morning?

Since the 1990s, we at friendlyway have already found answers to these questions in numerous customer projects. These answers have been improved continuously and developed into an extensive – and currently still-unique total composition – into friendlyway software.

Successful individual friendlyway software components such as the multiscreen software or the lifeline software have been merged perfectly into the components of friendlyway software.

The friendlyway software builds on the following components:

1. friendlyway secure browser
2. friendlyway player
3. friendlyway composer
4. friendlyway client service
5. friendlyway observer
6. friendlyway distributor
7. friendlyway client manager.

Each component was developed with the greatest of care. During development, our developers oriented themselves from the very start to the newest international development standards. All components are subjected to a demanding certification process in order to document independently the quality thus achieved.

In addition to the formal quality test, there is an unmistakable, also independent indicator of quality achieved – satisfied customers. BMW, Sixt, and numerous other customers have trusted friendlyway software products for years and profit from the high demands that we make of ourselves.

We invite you to subject our software products to your own personal quality test. We would be glad to provide you with a test license – free of charge.

Just give us a call or visit us at: www.friendlyway-software.com!
At 0800 – friendlyway, we are available to take your questions -- free of charge.



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friendlyway *secure browser*

Enables secure Internet surfing and protects your system against software vandalism.



friendlyway *player*

Plays back shows created with the fw composer.



friendlyway *composer*

Combines your media content into appealing multimedia shows and controls these.



friendlyway *client service*

Provides your server functions access to the clients administered.



friendlyway *observer*

Monitors the hardware and software functions of your media displays remotely.



friendlyway *distributor*

Administers content on distributed media clients remotely.



friendlyway *client manager*

Combines the monitoring function with the administration of content on distributed media clients.



friendlyway software

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friendlyway secure browser

Enables secure Internet surfing and protects your system against software vandalism.

The solution:

1. Secure surfing on the Internet
2. Prevents manipulation of the operating system
3. Multilingual browser interface
German, English, Russian (with more languages to come)
4. Free design of the browser design possible
5. Freely-definable surfing area (permitted / prohibited URLs)
6. Complete touch screen support
7. Execution of external programs in a secure environment

Your advantages:

1. No manipulation of the application is possible
2. Consistent design in your design
3. Reduced need for service
4. New graphical user instructions in the XP design



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friendlyway composer

Combines your media content into appealing multimedia shows and controls these.
Each fw composer license contains an fw player license.

The individual functions of the friendlyway composer are:

Screen segmenting

With the segmenting function, you can split the screen of a large screen or of a projection any way you wish. Would you like to have a ticker with current information at the bottom of the screen? Would you like to have a video running in the upper right corner of the screen while information from your PowerPoint presentation is displayed in the middle? Would you like to have information from your Internet offerings in the upper left corner and make the whole thing interactive? The fw composer software offers you this segmenting.

Split-screen control

Would you like to display Internet information in an interactive information kiosk? Depending on the content, should high-resolution images and videos be shown on the large screen? Should the whole thing run on just one computer? But you would prefer not to have to reprogram your application for the various media? The fw composer software enables you to assign content easily even to individual screens.



friendlyway player

Plays back shows created with the fw composer.
Is also available separately from the composer, so that you can play back shows you have already created for your clients.

Self-running presentation

Should the content on your screens change from time to time? The video should play Mondays from 8-10 AM? Then, the PowerPoint presentation, please? You determine the program and the timing.

Screen format adjustment

You have video material that was created for the 4-3 format and you would now like to display it on a 16-9 plasma display? The fw composer software takes over your formatting desires and adjusts the content automatically.

Media-independent display

The fw composer software supports nearly all common media formats. Whether you would like to display PowerPoint, video, audio, Internet content, Macromedia Director applications, images or text tickers is unimportant.

Integrable ticker

The fw composer software supports text tickers with current news from a text file.



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friendlyway composer

Combines your media content into appealing multimedia shows and controls these.



The solution:

The fw composer software enables control of presentations on several screens.

Thus applications can be interactive among one another on the various screens.

A large automobile manufacturer presents used vehicles in the showroom on interactive kiosk systems, for example. If customers find the desired vehicle in the Internet database, he can call up a high-quality display in video and image on the large screen with just a fingertip. The fw composer software administers the interaction between kiosk and large screen.



friendlyway player

Plays back shows created with the fw composer.

Customer opinions about friendlyway composer software:

Businesscom AG in Helmbrechts:
"The fw composer is a very flexible, high-performance, and stable tool for presenting multimedia content. In addition to supporting all relevant media formats, the application has a number of features that may be described as "unique" in comparison to all competing products. With respect to function optimization and also in the implementation of numerous special functions required in the course of our projects, the friendlyway developer team demonstrated absolutely exemplary competence and capability."

Your advantages:

1. No reprogramming of the application
2. Easy combination of shows
3. Flexible breakdown of screen usage
4. Time control of the presentation
5. Interaction between screens is possible



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www.friendlyway.com

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**friendlyway
observer**

Monitors the hardware and software functions of your media displays remotely.

Functions of the friendlyway observer:

Automatic reconfiguration

The observer function allows the reconfiguration of your monitored end-user devices with the touch of a button and remote dial-in. If a PC must be changed out, it automatically takes over the settings stored on the fw observer.

Connection Management

For connection problems via the predetermined telecom provider, the fw observer functionality takes over automatically and dials alternative numbers.

Auto dialer protection

The fw observer function protects your end-user devices against auto dialers that ring up charges (e.g., expensive 0190 numbers)

Compatible with fw distributor

In combination with the fw distributor server functionality, you can also influence the status of your applications and control these temporally remotely.



**friendlyway
client service**

Provides your fw observer functions access to the clients administered.



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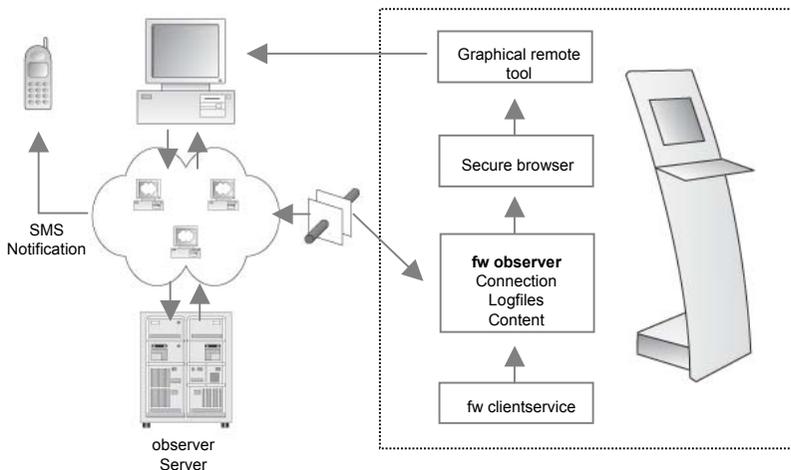
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The individual functions of the friendlyway observer are:

Heartbeats

At regular intervals, the monitored end-user devices send short digital messages with information about the state of the hardware and software to the fw observer server. The fw observer server evaluates this information and lists the monitored end-user devices along with status information.

Management Console

Using the management console, you can recognize errors in the monitored end-user devices early on and remove these automatically via a dial-in connection.

SMS Notification

The fw observer function supports service technician notification via SMS. Thus service technicians receive information about failed end-user devices and possible causes of failure even when they are on the go.



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**friendlyway
distributor**

Administers content on distributed media clients remotely.



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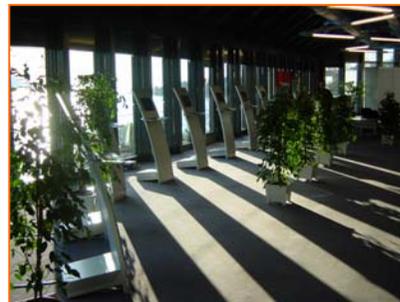
The individual functions are:

Supply with content

Overnight you must supply all systems administered with new videos? But then you would like to show these only on Tuesdays from 9:00 AM to 1:30 PM? No problem -- this is one of the standard functions of the friendlyway distributor.

Use statistics

Using the fw distributor functionality, you can create detailed usage profiles. This also works with end-user devices that are used most often offline. For this, usage profiles are created and stored locally on the end-user device. These can be read out by the content management function of the distributor software at previously determined times. Thus you maintain an overview of what success you are having with your end-user devices.



Control of screen segments

You can also change the screen breakdown remotely with fw distributor. Whether you would like to start a PowerPoint presentation remotely, blend n-tv into a segment of the screen or simultaneously display the current stock market ticker at the bottom of the screen, these things are child's play with the drag&drop functionality of the fw distributor.

Supported media formats

- 1.) HTML
- 2.) Videos
(AVI, MPEG1 and 2, WMF Player)
- 3.) PowerPoint
- 4.) News ticker
- 5.) TV channels
- 6.) DVD.



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friendlyway
client manager

Combines the monitoring function with the administration of content on distributed media clients.

The individual functions of the friendlyway client manager are:

You would like to combine the monitoring function of the friendlyway observer with the content management of the friendlyway distributor? Then the friendlyway client manager as integrated function for the management of distributed client systems is the solution.



friendlyway
client service

Provides your fw client service functions access to the clients administered.

Customer comment about friendlyway:
SAP AG, Walldorf, Germany:
"friendlyway's service was outstanding. Despite the time limitations, the implementation of our requirements ran smoothly – all requirements were implemented 100%."



Customer comment about friendlyway:
Sixt GmbH & Co Autovermietung KG, Pullach, Germany:
"In friendlyway AG we have found a partner with whom we can quickly realize our innovations and place them on the market. The high-class technology...underscores our position as an industry innovation leader quite impressively."



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New: Find experiences from more than 200 projects with media displays at www.friendlyway.de



Net-Investor: „friendlyway is one of the TOP 25 most innovative German internet companies 2001.“



2003: friendlyway solutions are employed more than 3000 times worldwide.



friendlyway is among the winners of the „Start-Up 2000“ competition of Sparkassen, McKinsey&Co, and Stern magazine.

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