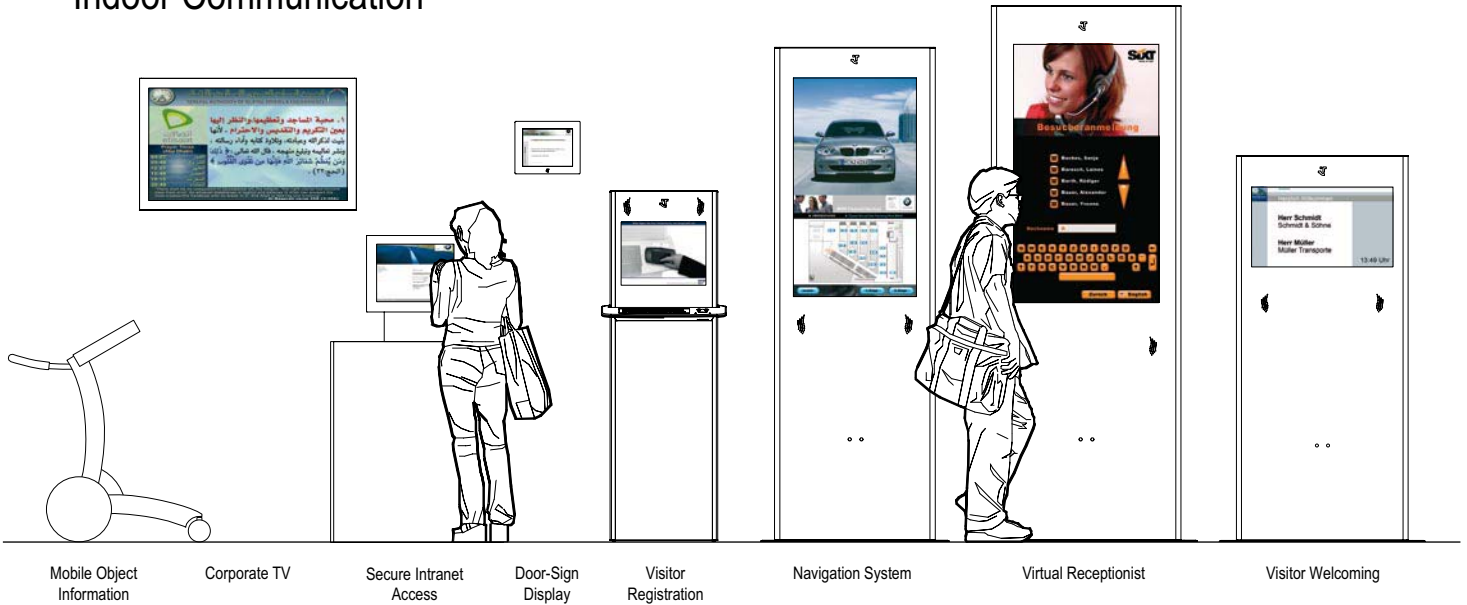


Indoor Communication



Mobile Object Information

Corporate TV

Secure Intranet Access

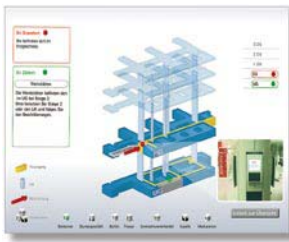
Door-Sign Display

Visitor Registration

Navigation System

Virtual Receptionist

Visitor Welcoming



Mobile Object Information

The disadvantage of stationary navigation guides is that visitors either need to possess an excellent memory or be physically handed a map. With the friendlyway mobile 19, your visitors will get a mobile navigation guide to carry with them. 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 always receive the right navigational guidance at the right point (e.g., right/left arrow at the end of a corridor).



Corporate TV

Sharing information regularly with your employees is an important aspect of modern business, and one that is all too often neglected. With friendlyway's "Corporate TV" solution, you can share company information with your employees using your own company TV channel. The friendlyway composer 7 standard software enables the broadcasting of important company news, meaning it can be easily operated and automatically updated. Thus you save money during the operation of your display network and can inform your employees directly and without delays.



Secure Intranet Access

Do some of your employees not have their own computer workstation? Have all your employee processes (vacation requests, etc.) been transferred into the company intranet? With friendlyway's kiosk products, you can now open up the intranet to all your employees—in the cafeteria, staff lounge, or on the shop floor. Access to the kiosk terminal can be strictly personalized with the recognition system using employee ID cards. In this manner, employees access only the information that is intended just for them.



Virtual Receptionist

Your entrance area is not permanently staffed by a receptionist? No problem! friendlyway impress or friendlyway classic 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.



Door-Sign Display

Today's door signs are digital! Not only is this new and innovative, it is also highly useful. Manually changing door-signs can be a time-consuming and costly process if your premises has a large number of rooms that frequently change occupancy. With the friendlyway d-sign and the friendlyway composer 7 software this process is digitalized and automated. 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.



Visitor Registration

Visitor registration is an important part of your business processes, and it should be optimized accordingly—using, for example, friendlyway classic with a business card reader. This solution facilitates fast and simple capturing of visitor data via a reader or via manual keyboard entry. This way, you will always be fully informed about visitor numbers and other visitor details. The captured data can be electronically and instantly transferred to your CRM Customer Loyalty System. In addition, the captured visitor data can be used to generate visitor passes automatically. This is an elegant solution that will also enhance your next trade-show appearance.



Navigation System

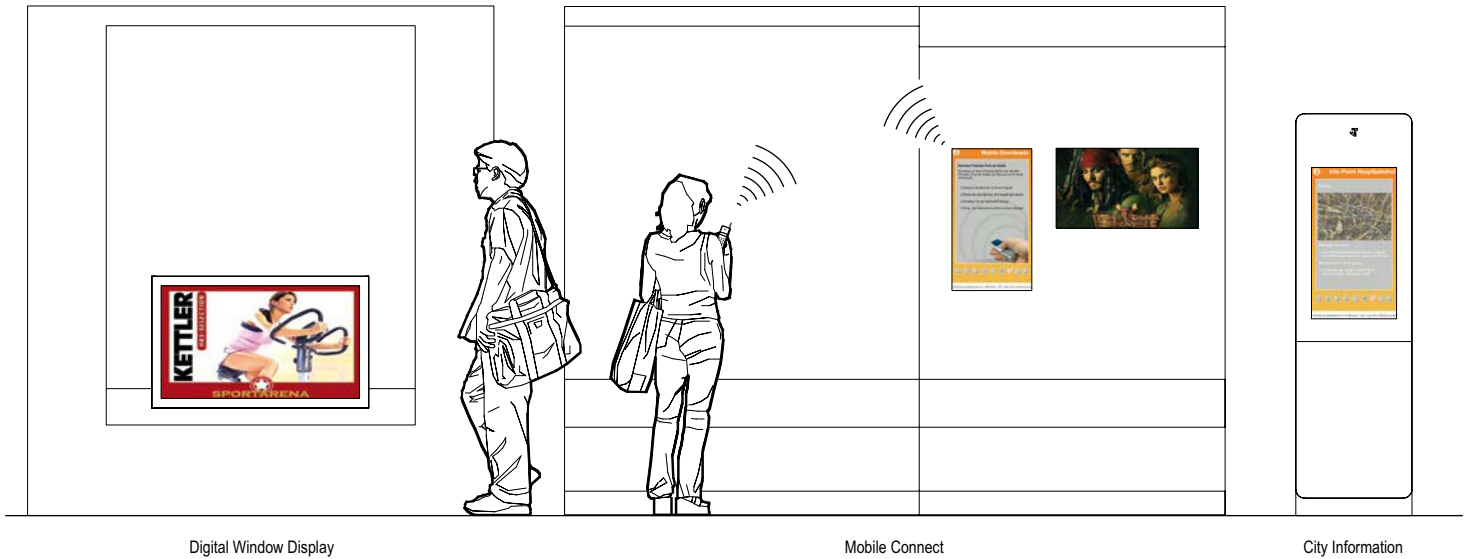
Today's modern navigation systems are now also available for buildings. Already a standard feature in most cars, route guidance is a service that should also be available to your visitors. friendlyway impress is an elegantly designed application that provides your visitors with a visual guide to your company premises. We will integrate both your building plans and your design into our tailor-made application for you. Visitors need only to touch 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!



Visitor Welcoming

First impressions are vital. The way you welcome your visitors represents your company's style and public appearance. With friendlyway's digital signage products, 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. The illustrations on the left depict examples of designs that have been implemented for existing customers.

Outdoor Communication

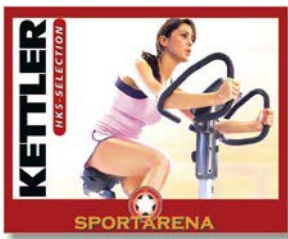


Digital Window Display

Mobile Connect

City Information

Digital Window Display



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 and new banking offers outside of normal opening hours. In order to make the implementation of your digital window display as simple as possible, we have developed a particular solution for you at friendlyway. Combined with the friendlyway composer 7 software, the “Digital Window Display” solution lets you compile your window display showreels easily—entirely within your own design parameters. Let us know what your intentions are for your digital display window.

Mobile Connect



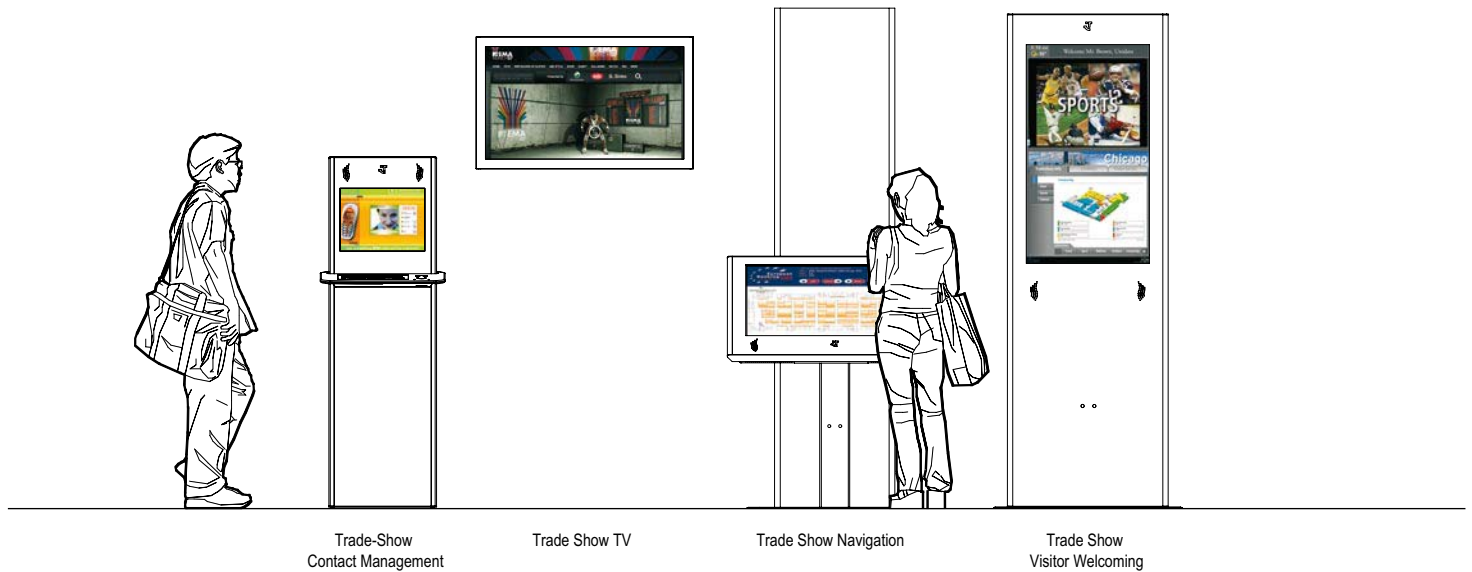
How can you provide information to mobile target groups without having to rely on costly and time-consuming print media? The friendlyway arctic system is the answer. Using standard wireless transmission methods such as wi-fi, Bluetooth, or infrared, you can immediately transmit your content automatically. Mobile Connect dynamically pre-formats your data for targeted mobile user devices and lets you display any image, text, video, or audio content. Most major cities in Germany provide their citizens and visitors with street maps at their public info terminals. The map sections displayed often also include local service advertising and offers, e.g., for restaurants, dry cleaners, etc. Once the user has selected an offer, he/she can download to their mobile phone the address and a map with a route description.

City Information



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, tourists should also receive up-to-date information about local sights and attractions. With its fully outdoor-capable display systems, friendlyway makes it possible to provide professional offers for your community.

Tradeshow



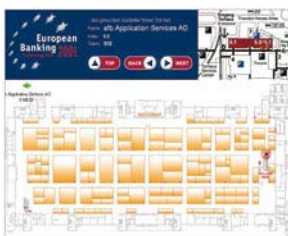
Trade Show Visitor Reception

When your company attends in a trade show, do your days mostly consist of one meeting after another? That is a good thing. That's what a trade show is about. To make your visitors still feel welcome despite the hectic pace, friendlyway offers you highly attractive displays with the friendlyway impress or the friendlyway d-sign systems to greet your visitors. Therefore, you can make sure that your customers are personally greeted on all displays or at a selection of specific welcome displays.



Contact Detail Entry at Trade Shows

At the end of a trade show, do you know which customers visited your stand and when? Given the investment that every trade show appearance involves, is it not particularly important to have transparency here too? All too often, business cards disappear never to be seen again into jacket pockets of the people manning the booth. Using friendlyway classic with a business-card reader, you will be better able to manage your contact data at trade shows and events. With the help of the business-card reader, contact details are automatically saved in an electronic database. So, on the same day, more marketing documents can be sent to interested parties by mail. That's impressive.



Trade Show Navigation

Long lines form in front of information booths at trade shows. We have already gotten used to this sight. In fact, a major trade show would be inconceivable without those endless visitor lines. However, there is a better and more cost-efficient alternative: Friendlyway impress, for example, guides visitors of your trade show directly to the booths they wish to view. Visitors can even interactively select several different exhibitor destinations. The application automatically calculates the best walking route and depicts it as an easy-to-read map. The calculated routes can also be printed out at the press of a button.



Trade Show TV

Offer your trade show visitors something special! The stunningly brilliant friendlyway d-sign displays when combined with the friendlyway composer 7 software will turn your next trade show appearance into an impressive multimedia experience. You can tailor your company content exactly to your different target groups, play back your presentations accordingly—and decide which content appears on which display.

Point-of-Sale



Self-Order Kiosk

Product Guide

Customer Loyalty System

Mall Guide

Instore TV

Mobile Product Information



Self-Order Kiosk

Don't want to stand in line? Then simply place your order with the touch of a finger. Pay immediately and then with the printed receipt go directly to the goods collection area. Customer service is becoming faster and, above all, better. What's more, the Self-Order kiosk saves costs. Numerous restaurant chains are already relying successfully on Self-Order kiosks. The investment in this infrastructure pays for itself after just 6 to 9 months.



Product Guide

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 (or in the future via RF chip recognition) and retrieves the corresponding product information from a database. The Product 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.



Customer Loyalty System

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. Using friendlyway impress, you can identify your customers via their customer card. After analyzing the customer profile, the application presents specific sales recommendations and suggestions for discounts based on this profile. 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.



Mall Guide

There is a phenomenon in the U.S. that has spread to Europe in recent years—the shopping mall. Gigantic malls have been opening everywhere—many containing a mix of independent stores and chain stores. Faced with a plethora of products, customers can easily lose track of what is available and where. friendlyway impress provides easy mall navigation for customers and lets them quickly locate their desired products and promotions. This is a service that costs very little and that will pay for itself in no time. Numerous malls have even opted to use the friendlyway impress kiosk system as the hardware running their Mall Guides.



Instore TV

Advertise your current offers with the friendlyway d-sign. Using the friendlyway composer 7 standard software, we create an in-store TV program specific to your needs. Using this software, you can communicate specific content at specific times to different customers when they are in your store. This is one investment that you will never regret.



Mobile Product Information

It isn't always possible to place info displays in close proximity to the products they describe. At a car dealership, for example, the customer often has 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. We solve this dilemma with the first mobile info kiosk, the friendlyway mobile 19. Using radio-frequency chip recognition, the friendlyway mobile system can recognize the respective vehicle in passing and retrieves the up-to-date vehicle data via wi-fi and displays it on a portable screen. As a result, customers always have access to up-to-date information about the products nearby. The same principle can be applied to trade fairs, exhibitions, museums, art galleries, etc. In combination with the friendlyway mobile systems, we can develop an all-round solution for you.