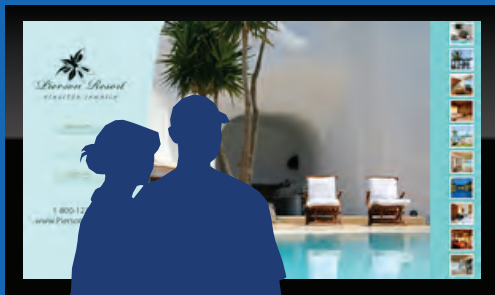# flypaper™

Leading Authoring Platform for Interactive Applications, Dynamic Content and HD Motion Graphics

QUICKLY AND EASILY CREATE, EDIT, MANAGE, SHARE, COLLABORATE, REVIEW, PUBLISH AND TRACK FLASH® AND MOTION GRAPHICS

www.flypaper.com

WHAT IS FLYPAPER?

Flypaper is a complete content authoring platform that saves time and money creating interactive applications, dynamic content and high definition motion graphics.

Anyone can create and edit rich, high-quality content without programming or spending months learning a complicated tool.

Deploying the platform eliminates the need for custom programming, large budgets and long production cycles.

You can start with 1,000's of professionally designed templates or a fresh canvas. The choice is yours.

The Flypaper authoring platform enables you to create, edit, and reuse; share and manage; collaborate and approve; and view and track interactive content better, faster and at a lower cost than your current processes.

WHERE DOES FLYPAPER FIT INTO THE ECOSYSTEM?

Let's start with explaining what Flypaper is not. Flypaper is not a display, not a media player, not scheduling software, not content management software, not a network technology, nor is it hardware.

Flypaper is a platform for creating media assets (interactive Flash applications, dynamic content and HD motion graphics) for digital signage, kiosk and point of sale networks. Output from the Flypaper authoring platform is compatible with any network or media player that supports industry standard Flash or video files.

Flypaper is focused on solving "The Content Problem" that plagues the digital-out-of-home industry.

WHAT IS THE CONTENT PROBLEM?

Previously, it has not been possible to develop anywhere near the required amount of quality content within acceptable budgets and schedules. Creating quality content has required highly skilled (and therefore expensive) resources using complicated and specialized tools that are part of a laborious and time-consuming process. Updating content has meant sending it back to the professionals where it sits in a queue, increasing costs and delays. Flypaper offers a better way to create content.

SAVE TIME AND MONEY CREATING CONTENT
Flypaper's content authoring platform requires no specialized skills and is usable by anyone

BUILD CONTENT FASTER
Documented 6-to-1 reduction in production time

DEPLOY INTERACTIVE, MULTI-TOUCH EXPERIENCES
Built-in support for creating Flash multi-touch experience without programming

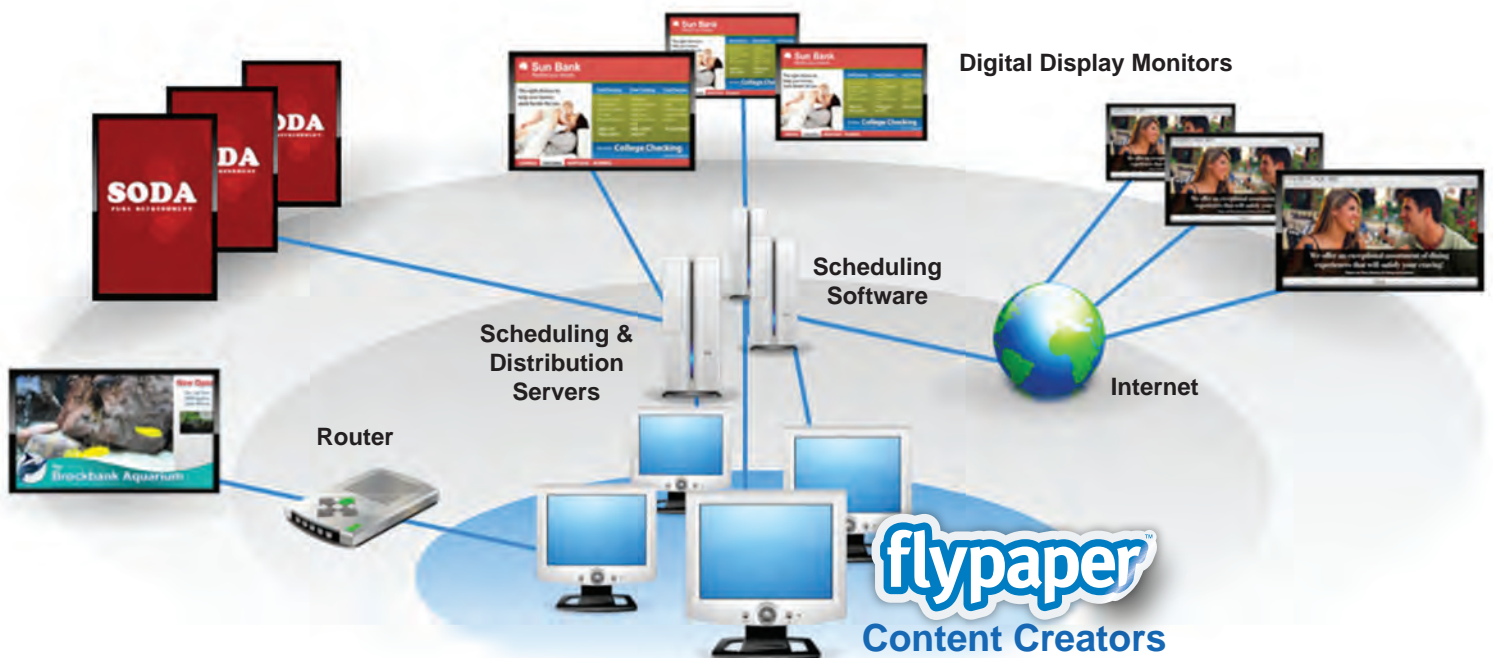## HOW DOES FLYPAPER SOLVE THE CONTENT PROBLEM?

Flypaper solves "The Content Problem" by providing:

- An authoring environment that requires no specialized skills.

- A faster way to create high-quality content; Flypaper users consistently report a 6-to-1 reduction in the time it takes to create content when compared to other professional tools.

- Industry standard output files including the highest quality motion graphics formats.

- An agnostic approach to content development by supporting all industry standard content formats, Flypaper can be used with any digital signage, kiosk or POS solution.

- Interactive Flash applications that already support a multi-touch user experience.

- An open and extensible platform so new capabilities can be quickly added. The extensibility combined with the underlying power of Flypaper AND its ease of use resulted in companies selecting Flypaper for integration into their own product offerings.

FLYPAPER AND THE INTEL® AIM SUITE

Flypaper's open platform allowed the rapid development of a component to support video analytics in the Intel AIM Suite. Now rather than expensive, custom programming, creating solutions that use video analytics is just a matter of placing a component on a page.

DIGITAL SIGNAGE ECOSYSTEM

Digital Display Monitors

Scheduling Software

Scheduling & Distribution Servers

Internet

Router

flypaper™
Content Creators

PUBLISH CONTENT FASTER
With a push of a button, Flypaper publishes to Flash 9/10 or HD video files that can be uploaded to any system or network supporting these standards

INTEGRATE VIDEO ANALYTICS
Built-in support for AIM Suite video analytics without custom programming

ENGAGE PROFESSIONAL SERVICES
Flypaper's Creative Professionals and network of Business Partners are skilled professionals with creative, production and implementation expertise

FLYPAPER VERSIONS

Software Licenses	Digital Signage (includes maintenance and support for the first year)	Professional (includes all updates, maintenance, support and Web services for the first year)
Modules		
Creator Application Seats	1	1
Online Storage & Hosting	N/A	250MB per seat
HD Video Output	✔	✔
Native Photoshop PSD Import	✔	✔
Image Editor	✔	✔
Digital Signage Components	✔	✔
Dashboard	N/A	✔
Component SDK	N/A	✔
Collaboration & Review	N/A	✔
Repository	N/A	✔
File Sharing	N/A	✔
Administration Tools	N/A	✔
Dashboard API	N/A	✔
Available Options and Upgrades		
Update, Maintenance, Support and Web Services Plan		
Training (Public and private training Webinars as well as onsite)		
Professional Services		
Additional Online Storage and Hosting		

TECHNICAL SPECIFICATIONS

Flypaper Creator Application System Requirements
• Windows 7, Vista or XP (Service Pack 2 and above)
• 1GHz Pentium processor or higher (2GHz recommended)
• 2 GB of RAM (4 GB recommended)
• Adobe Flash Player version 9.0.115.0 or later; (Flash Player 10 included)
• Microsoft .NET Framework 3.5 Service Pack 1

Supported Media Files
• Pictures: .jpg, .jpeg, .png, .bmp, ,gif, .psd
• Videos: .avi, .flv, .mov, .mp4, .mpg, .mpeg, .wmv
• Audio files: .mp3
• Flash Animations: .swf (Flash 9, ActionScript 3 recommended)

Publishing (Output) Options
• Flash.swf
• High definition video (Professional & Digital Signage version)
• Standard definition video
• Web files for hosting on your servers
• Self running executable
• Hosted on Flypaper servers (Professional)

Content Playback Requirements
• Adobe Flash plug-in, version 9.0.115.0 or later
• Microsoft Internet Explorer 6.0, 7.0 or 8.0
• Firefox 2.0 or higher
• Safari 2.0 or higher