

FLYPAPER VERSIONS

	Desktop	Digital Signage	Professional
Software License	<i>(includes maintenance and support for the first year)</i>	<i>(includes maintenance and support for the first year)</i>	<i>(includes all updates, maintenance, support and Web services for the first year)</i>
Modules			
Creator Application Seats	1	1	1
Online Storage & Hosting	N/A	N/A	250MB per seat
HD Video Output	N/A	✓	✓
SCORM 1.2 Output	✓	N/A	✓
Image Editor	N/A	✓	✓
Digital Signage Components	N/A	✓	✓
Component SDK	N/A	✓	✓
Dashboard	N/A	N/A	✓
Marketplace Access	✓	✓	✓
Collaboration & Review	N/A	N/A	✓
Repository	N/A	N/A	✓
File Sharing	N/A	N/A	✓
Administration Tools	N/A	N/A	✓
Dashboard API	N/A	N/A	✓
Web Editor Seat	N/A	N/A	Option

Available Options and Upgrades

- Update, Maintenance, Support and Web Services Plan
- Web Editor (Includes Web editor and Dashboard)
- Training (Public and private training Webinars as well as onsite)
- Professional Services
- Additional Online Storage and Hosting

TECHNICAL SPECIFICATIONS

Flypaper Creator Application System Requirements	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> Pictures: .jpg, .jpeg, .png, .bmp, .gif Videos: .avi, .flv, .mov, .mp4, .mpg, .mpeg, .wmv Audio files: .mp3 Flash Animations: .swf (Flash 9, ActionScript 3 recommended)
Publishing (Output) Options	<ul style="list-style-type: none"> Hosted on Flypaper servers (Professional) Web project files for hosting on your servers Self running executable SCORM 1.2 conformant e-Learning course (Desktop & Professional) Flash.swf High definition video (Professional & Digital Signage version) Standard definition video
Content Playback Requirements	<ul style="list-style-type: none"> 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



Save Time and Money Creating Signage Content

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

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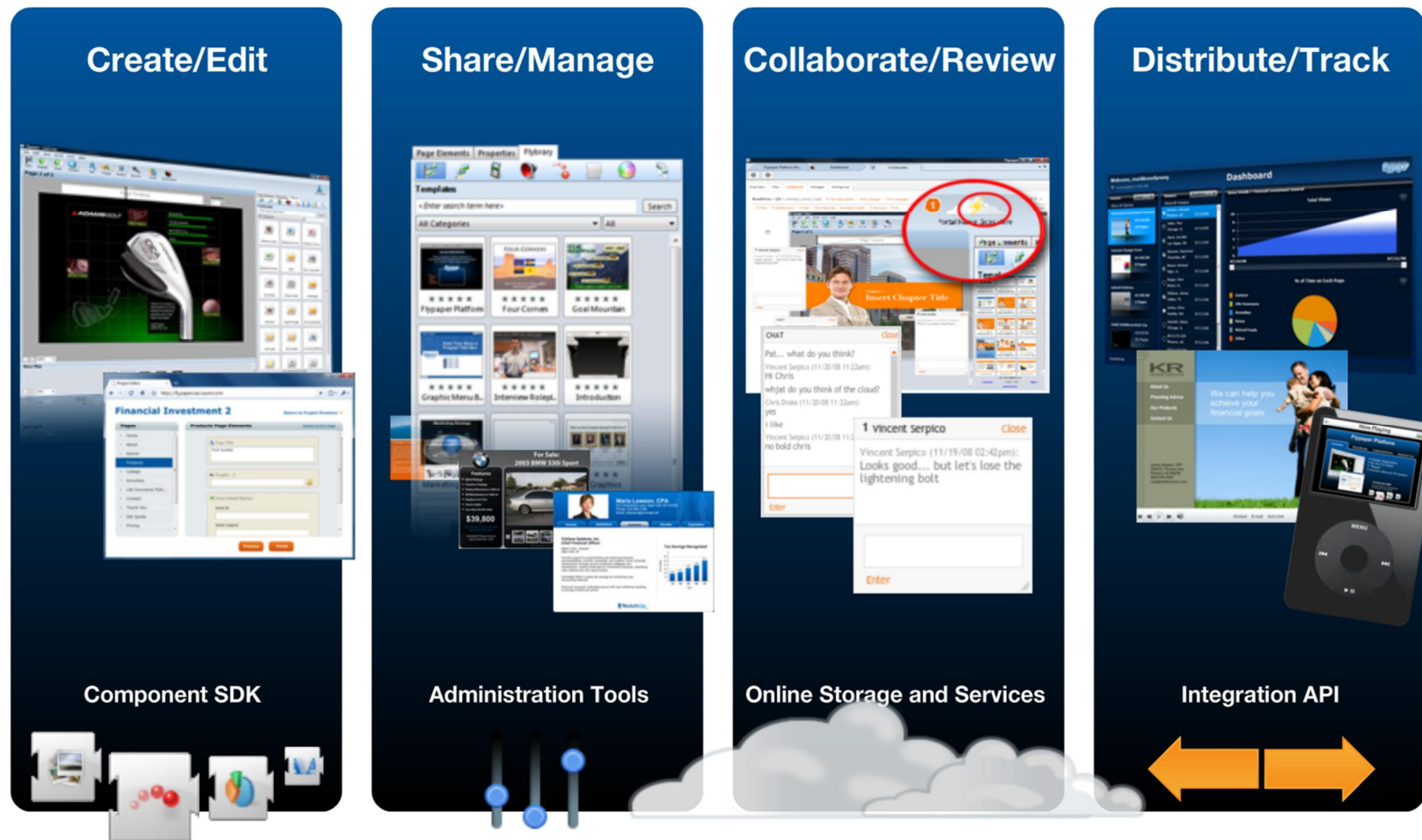
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FLYPAPER PLATFORM



WHAT IS FLYPAPER?

Flypaper is a complete content management platform that saves time and money creating rich interactive content or high definition motion graphics. Deploying the platform eliminates the need for custom programming, large budgets and long production cycles. The platform consists of the components shown to the right. Together these components enable you to create, edit, and reuse; share and manage; collaborate and approve; and view and track interactive content better, faster and less expensive than your current processes.



The Flypaper Creator application empowers users with moderate computer skills to create and edit rich, interactive Flash and motion graphics content without programming or spending months to learn a complicated tool. You can either start with 100% of professional designed templates or with a clean canvas. The choice is yours.

The Web Editor enables you to edit and modify content from any Internet connected PC. You can replace images, edit text, swap video or audio elements and then republish the content for your needs, such as a custom presentation, digital signage displays, e-marketing brochure or e-learning.

With the Flypaper Component Software Development Kit Flash developers and designers can extend the functionality of the Flypaper Platform with custom components. Custom components enable anyone to take control of Flash interactions. After a component is added to your Flypaper Platform everyone has access to it.

Included in the Platform is the Flybrary- Flypaper Library. The Flybrary provides direct access to your repository and is built right in. Search for templates, images, animation, videos, audio and media on your local computer, network, in your Flypaper Repository or across the Internet. Then drag and drop it right into your Project. Finding and incorporating media into your Project has never been easier.

The Flypaper Platform includes a private repository for an organization to collect, share and manage all assets used in Flypaper Projects within a group, for a division or across an organization.

Once your Flypaper Project is ready for review and approval, simply press Collaborate from within the Flypaper Creator Application. You can invite anyone to participate in a real-time or off-line review. Create visual markups directly on the Project or make text notes and annotations at any point in the Project timeline.

The final components to the Flypaper Platform are the Flyplayer and Dashboard. These enable you to track who viewed a particular Story, when they viewed it and how much time they spent looking at the various pages. You can determine if your content is relevant and contextually accurate so you know whether or not your story is working.

The XMLA interface provides you a way to integrate the Flypaper Platform with any existing enterprise system. Flypaper also supports tracking in Google Analytics.



WHAT CAN FLYPAPER DO FOR YOU?

- Create more effective, interactive marketing campaigns that move beyond email
- High-impact, visually stunning digital signage campaigns
- Extend high-touch training content throughout your organization
- Tracking viewer interaction and measure audience engagement
- Custom-branded templates

FLASH CONTENT MANAGEMENT SOLUTION

The Flypaper Platform empowers users to:

- Streamline the content development process and editing workflow
- Enable asset reuse between individuals, groups or an entire organization
- Quickly publish interactive Flash or motion graphics with a push of a button
- Track Flash to determine true ROI with actionable insights
- Reuse existing Flash content and code with the Component SDK

PROFESSIONAL SERVICES

Flypaper's network of Business Partners are skilled professionals with creative, production and implementation expertise. They offer organizations large and small a variety of services and solutions to fit any kind of Flypaper project.

Find your partner at www.flypaper.com/partners.

