Cost Effective Content Creation and Management for Digital Signage Networks

Overview

The Flypaper Platform is a cost effective solution to generate high-quality Flash and video content for digital signage networks without custom programming, big budgets and long production schedules.

The Flypaper Flash management platform empowers digital signage agencies, vendors and customers to create, reuse, manage, publish and track high-impact content for signage networks. The Flypaper platform produces Flash 9 and/or video content that scheduling software can add to any playlist and distribute to any number of media players for presentation.

Signage OEMs, VARs, agencies and resellers can empower customers to participate in managing, editing and reusing content. For example, a customer now has the ability to quickly and easily change text (such as a price), a graphic (such as a product image) or any other media element in their signage content without programming, learning a complicated authoring tool or changing the playlist.

This document outlines how the Flypaper Platform supports dynamic content and video creation for digital signage networks. Flypaper provides its digital signage partners and customers with a content creation platform that significantly reduces the initial and on-going content production expense for a digital signage network and accelerates the customer’s return on investment.

Content Creation and Total Cost of Ownership

When a customer invests in a digital signage solution, the hardware, software and services are only part of the total cost. The resources, expenses and time required to produce, edit and maintain digital content must be included to determine an accurate cost of ownership and return on investment. Leaving out the content investments does not allow a customer to make an informed decision.

Customers face many tradeoffs with traditional content production services and tools and must choose between speed, cost and quality. Customer must pay a premium for content production that needs to be done quickly. Even with a well thought out plan content production can quickly become very expensive.

The Flypaper Platform solves the customer’s dilemma with a cost effective solution to produce and maintain digital signage content that anyone can use.
Flypaper Platform Summary

Flypaper is a Flash creation and management platform that saves time and money for producing rich, dynamic content. Deploying the platform eliminates the need for custom programming, big budgets and long production cycles. Together the various modules enable you to create, edit, and reuse; share and manage; collaborate and review; and distribute and track rich content better, faster and less expensively than current options.

The Flypaper Creator application empowers users with moderate computer skills to create and reuse rich, dynamic Flash content without programming or spending months to learn a complicated tool. You can either start with any of the 100’s of professional designed templates or start with a clean slate. The choice is yours.

The Flypaper Web Editor gives you the ability to empower others to make their own edits and customizations quickly and easily through the web. You can lock down certain elements and make others editable, so you maintain control while increasing productivity and efficiency.

With the Flypaper Component Software Development Kit Flash developers and designers can extend the functionality of the Flypaper Platform with custom components. This is a comprehensive development kit to quickly and easily create components for Flypaper. It includes an installer, help instructions, a getting started guide, templates for Flash, Flex and ActionScript3 and code for all existing Flypaper component to use as a starting point. Once 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 the Flypaper repository and is built right into the application. Search for Templates, images, videos, audio and Projects on your local computer, on your network, in your organization’s Flypaper Repository or across the Internet.

The Flypaper Repository lets you store all of your digital assets conveniently - images, video, audio, Flypaper projects and more - in one central location for everyone to access. It is a private repository for an organization to collect, share and manage all of the assets used in a Flypaper Project 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 others to participate in a real-time or off-line review, using a conference call or chat session; create visual markups directly on the content or make text notes or annotations at any point in time.

The final components to the Flypaper Platform are the Flyplayer and Activity Dashboard. The Activity Dashboard enables you to track who viewed your Project, when and how much time they spent looking at it. You can determine if your content is relevant and contextually accurate so you know whether or not your message played and if anyone is paying attention to it.

**Flypaper Platform Benefits**

Flypaper provides a new way for digital signage vendors and/or customers to create and manage Flash and video as part of a digital signage content production workflow. Flypaper enables you to:

- **Create cost-effective interactive and rich-media content.** Flypaper Templates and Components automate the manual, heavy-lifting associated with custom content production. This is important for a small to medium sized organizations where large budgets for traditional content creation do not exist.

- **Optimize content.** Flypaper Templates enable you to produce content that adheres to creation guidelines. All effects, transitions and actions are built right into the Template, so you know performance optimized for the specific characteristic of the network. Once your Template is generated, you can enable anyone to quickly and easily update content at any time to refresh your message.

- **Track activity with “Proof of Playback” reporting.** Flypaper content has a built-in back channel for data tracking, gathering and analysis. You can quickly determine whether or not content was displayed, when it was displayed and how long it was on the screen to determine a true ROI.

- **Maintain brand and message integrity.** Flypaper content locking and protection enables you to determine what elements can and cannot be modified. So when multiple people use a Project or Template you know the design, branding and message will remain intact. Others will also have an easier time making changes because they only have to focus on what they can access.

- **Organize content using metadata.** All Flypaper content contains metadata that is persistent from creation through final output. The metadata is accessible by a digital signage scheduler to programatically distribute and route content without direct human intervention from a few to 1,000’s of screens.
• **Increase productivity.** Today’s content tools offer a tremendous amount of power, flexibility and creative freedom. But you can spend months, if not years becoming proficient in a single tool. Flypaper’s intuitive interface allows designers to quickly master the application and begin creating content.

• **Reduce the review and edit process.** Since anyone can make changes and maintain Flypaper content, you’ll be able to escape from the endless review, edit and review cycle. Once a project is finished anyone will be able to use the Flypaper Platform to makes edits, changes and maintain the content themselves.

• **Extend digital signage content lifecycles.** Once the initial Templates are ready, you can easily maintain and modify content as needed. For example, you could easily replace a Nike shoe graphic with Converse shoe graphic for the coming week or update interest rates in a local bank to extend the design life of your content.

• **Remain profitable on a smaller budgets and tighter deadlines.** Designers and creative staff using Flypaper spend more time designing and creating content rather than debugging code which keeps expenses down and drives up productivity.

• **Publish content to multiple output formats.** From a single Flypaper source file you can generate Flash, .FLV, .MP4 and .MPG video files for local or network playback. Flypaper can also create other output formats to maximize exposure for digital signage content, such as using it on your Website or in an eMarketing campaign.

• **Build future proof content for “intelligent signage.”** With interactivity, navigation, menu structures, data gathering forms, audio and tracking already available in Flypaper you will not have to rebuild content when digital signage networks support these capabilities. You or your client will only have to enable the features within the existing Flypaper project.

• **Track the results.** The Flypaper Activity Dashboard provides real insight and analytics about how content is consumed making it easier to determine a true ROI and make better decisions to allocate advertising, communication and marketing investments.

Flypaper streamlines the production workflow and reduces operational costs because content generation and revisions are less expensive, thus shortening the ROI period.
Flypaper Digital Signage Network Integration Overview

Flypaper’s flexible output options provide a number of paths to deploy rich, high-quality Flash and video content within a digital signage network. The diagram below illustrates how Flypaper Projects file can be published, distributed and delivered through a digital signage network.

1. **Publish to Flypaper Servers.** When a Flypaper Project is published to the Flypaper Servers a unique URL is generated. This URL can be passed either to the scheduling and distribution server and incorporated into a playlist or (2) feed directly to a digital signage player that Internet connected.

2. **Publish Project to a Web Server.** A Flypaper Project can be saved as a web project with all the resource files and subdirectory structure for uploading to any Web server. The entire web project is loaded on to a Web server (Apace or other) and the URL is passed to the scheduler for incorporation into a playlist. Alternatively, the Web Project can be transferred via FTP or approved USB storage device and locally stored on a digital signage player.

3. **Publish Project as Video.** Flypaper Projects can be published as a video file format and saved directly to the scheduler or transferred via FTP or USB Drive and locally stored on a digital media player.

4. **Publish as Flash.** Flypaper Projects can be published as a single .SWF file saved directly to the scheduler or transferred via FTP or USB Drive and locally stored on a digital media player.
Flash-to-Video Conversion

Flypaper makes it easy to convert existing Flash content into a video format useable by digital signage players that are not capable of rendering Flash content. Simply import existing Flash animations into a Flypaper Project, place it on a Page and then select “Save As/File/Video” from the menu. Flypaper will then save your Project as an .avi, .flv, .mp4 or .mpg video file.

Supported video formats include .avi, .flv, MPEG-1, MPEG-2, MPEG-2 TS, MPEG-4, and H.264.

Additionally, encoding a .swf or .flv to a video file using Flypaper enables any Flash audio and animation content to playback as a video stream. So any existing Flash elements can be quickly redeployed and presented as video content in your signage network.

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