fred™ network edition

How many times have you heard it? THE buzz word for the past decade.

Anybody who is anybody networks. Just ask… uh, anybody.

And for once, anybody, and everybody, is right. When it comes to communicating your message, networking is where it's at.

Fortunately, 3M Digital Signage is once again ahead of the curve and ready to get you on the networking fast track…with FRED™ Network Edition digital signage software.

To meet the demands of an ever-changing market, your messaging content and delivery system needs to be as flexible as a circus contortionist. But make no mistake; in order to reap all the benefits digital signage promises, you need rock-solid technology in place.

FRED Network Edition software delivers the features and functionalities required to harness the power, and impact, of digital signage.

To start, FRED Network Edition makes it easy to develop and manage your content.

FRED Network Edition content development features include:

- Easy digital media library assembly and content management

- Scheduling features that enable you to schedule content days, weeks or months in advance

- Easy-to-use templates for dividing the playback display screen

- Customizable, updating scrolling ticker

- Full-motion video and vector-based graphics without additional compression or conversion to another format

Like all FRED products, FRED Network Edition uses well-known digital media formats including Flash™, QuickTime™, and WindowsMedia™, MPEG-1, MPEG-2, DivX, Images, URLs, and High Definition Video.

Yep, you read that right. One of the features that makes FRED Network Edition such killer software is the ability to schedule content files in their native formats. With FRED Network Edition, there is no need to learn a new authoring tool or convert existing assets to another format for playback.

Bottom line? Lower content-creation costs. Faster time-to-market.

FRED Network Edition provides sophisticated network management capabilities through an easy-to-use web-based tool. Schedule, manage, and deliver, media content across multiple screens and locations, all from a single desktop.

FRED Network Edition makes it easy to:

- Organize your network into groups of remote players

- Create unique content, playlists and schedules for a single player, groups, or send the same message to your entire network

- Distribute scheduled media files to remote players

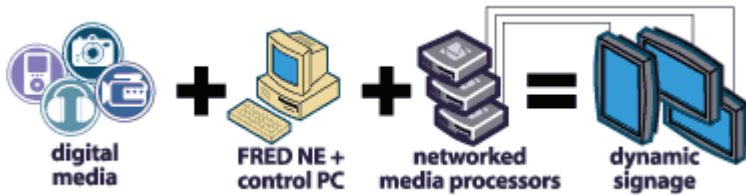- Receive proof-of-play performance reporting for specific dates and players.

And because you access the administration tools via the Internet, you have the power to control and make changes to, your network on your schedule; anytime, anywhere. All you need is Internet access and your computer.

No more waiting for materials to be delivered. An end to relying on others for implementation. That's right, control-meister, you determine when, where, and how your messaging is delivered.

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Okay, we lied. But only a little. Each project requires some specialization. and therefore, specific equipment and installation rules. Still, here are some simplified guidelines for what you will need, at a minimum, to get your network started.

Digital Media + Fred Network Edition + Networked Computers + Screens for Playback

digital media + FRED NE + control PC + networked media processors = dynamic signage

The minimum computer system requirements for running FRED Network Edition software are:

·   Intel Pentium 4 1.5 GHz or higher
·   Windows XP Professional (FRED does not supports MACs at this time)
·   Local Administrator Rights privileges
·   256 MB RAM or higher
·   VGA graphics or higher
·   Java Runtime Environment (JRE), version 1.4.2 or higher

The playback computer is any PC based computer that meets the software program requirements.
The following is the minimum specification for a Player CPU: Intel P4 2.5 GHz; 512 Mb RAM; 1 serial port Factors to consider to improve performance: CPU & Bus Speed; Drive size & speed; Video Card & Interface; content file formats & resolutions; Windows settings. White papers are available on these topics.

There are a number of required cards/packages that permit certain content to be played properly:

·   Win XP Pro
·   Sun Java Runtime Environment v1.4.2 or higher
·   Microsoft Internet Explorer 6
·   Microsoft DirectX 9.0c (or later) Runtime packages
·   Microsoft Windows Media 9 codecs (or latest version)
·   Apple Quicktime
·   Macromedia Flash 7 Player
·   DivX 5.1 (or later) codecs (if DivX content is played)
·   Moonlight Cordless Elecard MPEG-2 Decoder (for software rendering of MPEG-2 video files)
·   Analog video card/switcher if live video feeds are to be scheduled

FRED Network Edition supports the following file formats commonly used by web developers to create digital messaging, including:

·   Windows Media
·   PowerPoint (.ppt, .pps)
·   MPEG-1, MPEG-2 (.mpg)
·   AVI (.avi)
·   QuickTime (.mov)
·   DivX (.avi-with codec loaded)
·   Image files (.jpg, .jpeg, .gif, .bmp, .png)
·   URLs (Web-based content)
·   Flash (.swf)
·   High Definition Video (through Windows Media Player)