

# fred™ solo edition

## ***Maybe one isn't the loneliest number...***

Okay. You've heard about digital signage. You've seen it in action. You want it. And you're ready to commit...

To staying single.

You want all the benefits of digital signage. The impact. The visibility. The flexibility.

But you don't want a network of signs. You just need one display.

## ***Have we got the solution for you.***

Meet FRED™ Solo Edition. FRED Solo is an easy-to-use, low-cost entry solution designed specifically for single location applications. And FRED Solo is brought to you by 3M Digital Signage, the proven leader in the digital signage industry.

At 3M Digital Signage, we recognize your project merits the same benefits enjoyed by businesses with larger, more complicated digital signage networks.

So, we designed FRED Solo to custom-fit the needs of your "network".

## ***A network of one.***

High quality graphics, full-motion video, and sound capabilities.

Dynamic information display capabilities.

The ability to change content virtually instantaneously.

Comprehensive control over how and when your message is delivered.

FRED Solo delivers all the functionality that makes digital signage the choice to capture customers' attention, build brands and drive sales.

Like all FRED software products, FRED Solo supports well-known, standard multimedia formats. Unlike other signage "solutions", there is no need to convert media to a specialized format for playback.

You can use media that has already been created, such as commercials, web-site content, and still images.

And FRED Solo makes it easy to create and schedule message playlists.

## ***FRED Solo content development and management 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
- \* Full-motion video and vector-based graphics, without additional compression or conversion to another format
- \* Customizable Active Information Modules for live data feeds, such as news, sports headlines, and current weather.
- \* Built-in customizable ticker. Update your message instantly using the online interface.

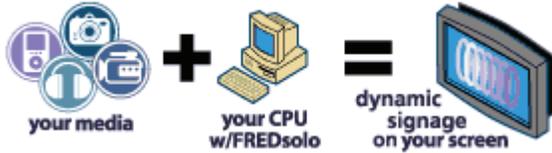
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## ***Mind if we talk technical?***

So what do you need to get started today?

### **The basic components for FRED Solo are:**

Digital Media + Fred Solo + Playback Computer + Screen for Playback



The computer must be a PC based system (FRED Solo Edition does not support MACs at this time).

### **The computer must have:**

- \* Intel Pentium 4 1.5 GHz or higher
- \* Windows XP Home Edition or Windows XP Professional
- \* 256 MB RAM or higher of memory
- \* VGA Graphics capabilities

FRED Solo 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)

### ***The power of solo.***

FRED Solo is the only digital signage software solution that gives you all the flexibility, power, and impact of digital signage at such a low cost. And it provides the performance and reliability you've come to expect from 3M Digital Signage.

So we say "Run with the big dogs". Flaunt your single sign. Revel in the power of Solo.

If you have any questions about 3M Digital Signage, how we work, how we can help you on a future project, or you want to check out a test trial, please call us.

