



Digital Signage & Digital Media Solutions for Hotels



A Complete Digital Signage Solution from X-Factor Communications.

For over 7 years X-Factor has been providing unique Digital Signage and Digital Media Communications solutions to its customers.

These fully integrated applications and services allow our customers to quickly and easily deploy, manage, operate and monetize their digital signage and digital media programs.

Visit us online at www.xfactorcom.com or call us at 201.518.1925 for more information.

X-Factor Communications provides easy to use turnkey digital signage and digital media solutions to Hotel customers allowing them to inform, entertain and interact with their patrons, guests and attendees in a compelling manner. Our infrastructure, content management and advertising solutions, allows users to quickly and easily create content, deploy, manage, operate and monetize their digital signage networks and seamlessly tie-in web and mobile marketing.

Hotels have long used digital signage through in-room "hotel channels" to provide guests with information on restaurants, hotel amenities or in-room movies. Now, this information is coming out of rooms and onto digital screens, not only to provide information to guests, but to enhance marketing campaigns, generate additional revenue and increase the interaction between the hotel establishment and its patrons.

For large hotels that have conference centers, digital signage and our integrated digital media services can be used to provide the next level of marketing and advertising services. The hotel can also generate additional revenue selling advertising to advertisers. Hotels can easily program their own in-room TV promotional channel and tie-in mobile and web marketing campaigns. For example, a local car rental company can run ads over a hotel's digital signage network and in-room TV system targeted to guests staying at the hotel. An interactive call to action can be added to integrate mobile and web marketing campaigns.

Sample Hotel Uses:

- ✓ Wayfinding
- ✓ Marketing, Branding, Advertising
- ✓ Convention Cross Promotion
- ✓ Third Party Advertising
- ✓ Hotel Amenities
- ✓ Local Attractions & Upcoming Events
- ✓ Emergency Messaging

X-Factor Product Portfolio

dscp:// - digital signage control portal

Our innovative anchor product. dscp:// is a digital signage software application that allows users to deploy and manage robust digital signage services quickly and easily.

dscp://storefront & DMAX

A fully integrated and branded e-commerce portal that supports advertising sales and advertising campaign order fulfillment.

dmcp:// - digital media control portal

A media portal application for web and mobile devices supporting live, on-demand and programmed channel media distribution. Includes full web functionality, ad support and social network, twitter and blog sharing capabilities for distribution.

Webcasting

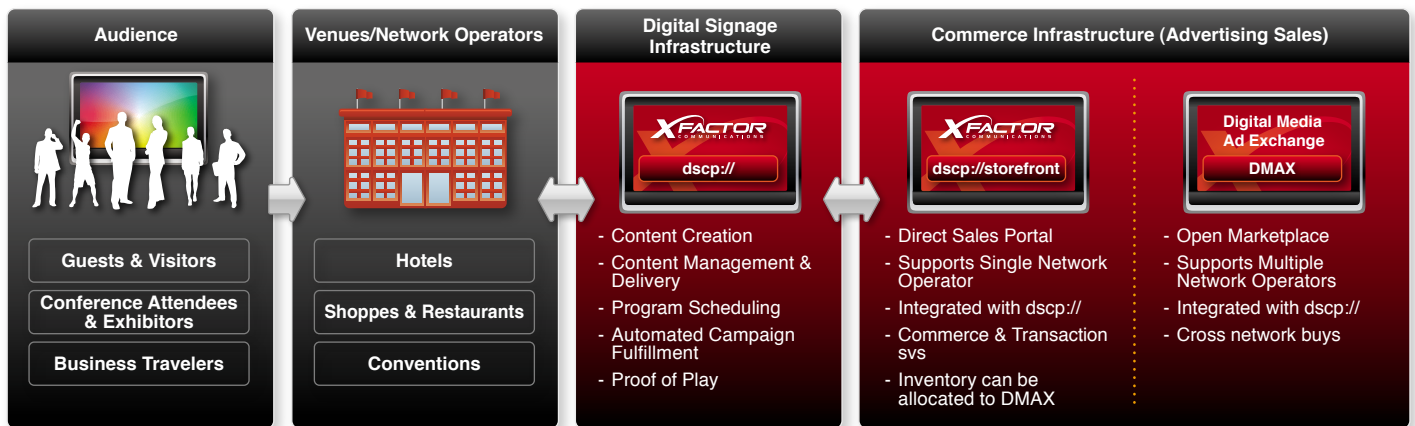
A globally available, live and on-demand multimedia distribution service that delivers rich media content.

Media Service Bureau & Creative Services

XFC provides a full suite of professional grade digital media services including: digital media application development, live event production, content creation and management.



X-Factor provides an end-to-end Digital Signage solution that allows our customers to quickly and easily create content, deploy, manage, operate and monetize their digital signage networks in Hotels.



FEATURE HIGHLIGHTS

Content Creation: Easily create content messages on your digital signage screens. You can even incorporate our real-time RSS feeds that provide local news and weather on your displays.

Scheduling: Schedule playlists to display at a certain time and date. Schedule recurring events locally, regionally or nationally.

Content Distribution: Users can easily add video files, flash animation, graphics and text to a template to display over their digital signage network for fast playback and distribution.

Emergency Messaging: Safety is very important and you can now alert your patrons, guests or employees immediately of any type of incident or crisis with the "Emergency Messaging" feature.

Offer Review: View pending offers and bids, approve or reject any offer or buy request...it's all under your control.

Inventory Posting: Post your available inventory, audience attributes and set your price. Once a bid is accepted and the content is approved by you, ads automatically run on your digital signage network.

Content Review: Network providers can review all offers and can approve or reject any content submitted by the ad buyer.

Payment: Third party payment gateways including (Paypal) and credit validation platforms are seamlessly supported and integrated for quick transactions.

Integrated Play: Fully automated workflow integration between dscp:// software and dscp://Storefront. Accept an offer, the ad will play...collect the revenue.

Interactivity: Web and Mobile Integration into digital signage and private TV systems.

SUPPORT SERVICES

Creative Services: X-Factor's Creative Services team knows that digital media and signage content needs to be eye-catching, timely and dynamic. Our designers work one-on-one with each of our clients to understand how their business operates and the messages they need to communicate. Information is translated into impressive, eye catching, cost-effective advertisements or corporate media messages which may include interactive flash presentations, advertisements, video production and animated graphical slides.

Digital Media Service Bureau: X-Factor provides a full suite of professional grade digital media services, complimenting our Digital Signage and Digital Media offering. Our Digital Media Service Bureau services include digital media application development, video encoding content hosting and management, transcription services, signal acquisition, video conferencing, video streaming, uplink/downlink and media production services.