



## Digital Signage & Digital Media Solutions for Retailers & Shopping Malls



### 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.

#### Sample Retail Uses:

- ✓ Video Product Promotions
- ✓ Marketing and Advertising
- ✓ In-Store / Mall events
- ✓ Co-op Advertising
- ✓ Wayfinding
- ✓ Mobile applications
- ✓ Employee Training
- ✓ Emergency Messaging

Visit us online at [www.xfactorcom.com](http://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 Retailers and Shopping Malls allowing them to inform, entertain and interact with their patrons, guests and customers in a compelling manner. Our infrastructure, software, content management, advertising and marketing 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 programs.

Retailers are faced with the challenge of attracting customers while engaging them in way that keeps them in their store and encourages them to buy. In addition, retailers also need to turn those customers into loyal patrons of their retail establishment

Fortunately, digital signage is an effective way to meet these challenges by providing a dynamic means to communicate and enhance the overall shopping experience.

Whether it's a single retail location or thousands; X-Factor has the digital signage and digital media solutions for your organization. Our dscp:// digital signage control portal allows retailers and mall operators to target customers with promotional messages and advertising at the departmental, individual store, regional and national level, all with complete review and approval capabilities to ensure proper workflow and brand integrity.

When combined with dscp://storefront, advertising sales and automated campaign fulfillment are made simple and cost effective. In addition, X-Factor provides custom touch-screen, web and mobile application development services to support wayfinding, product information kiosks, loyalty programs, social network marketing initiatives including twitter, mobile SMS, couponing and web video portal marketing tie-ins.

#### 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

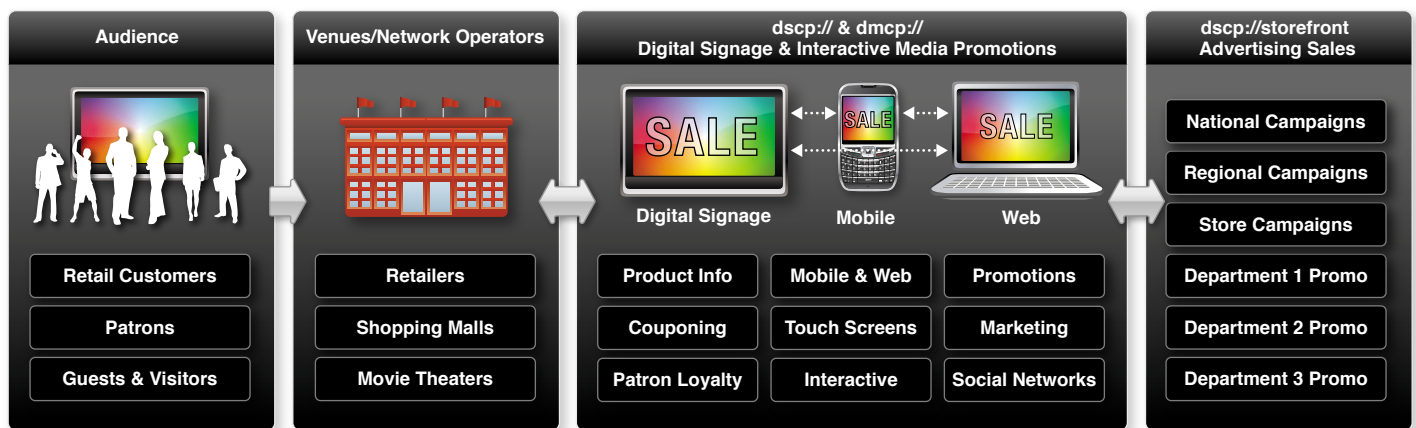
A globally available, live and on-demand multimedia distribution service that delivers rich media content.

##### 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 solutions that allows our customers to quickly and easily create content, deploy, manage, operate and monetize their digital signage networks in Retail Stores & Shopping Malls.



**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.